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CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 111-127 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, JULY 1, 1910. NO. 26.

There's no disputing the fact that

KEEN'S 

OXFORD BLUE

holds pride of place for quality and economy in use. Housewives the wide world over use Keen's and nothing else. Lose no chance offering to strengthen your hold on the family trade ; stock up with KEEN'S—it's always in demand.

For Sale by all the Canadian Jobbing Trade.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

Benson's "Prepared" Corn Starch

Edwardsburg "Silver Gloss" Starch

The leading Laundry and Cooking Starches in Canada.

They are noted for their purity and ease in handling and leave a good profit for the dealer.

SEE TO YOUR STOCKS

EDWARDSBURG STARCH CO., LTD.

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

BEST VALUE



MACONOCHIE'S

PRODUCTS

Pickles
Peels
Fish
Jams
etc.

Pan Yan Pickle
Pan Yan Sauce
Worces-ter Sauce
etc.



FISH PRESERVING WORKS
FRASERBURGH, SCOTLAND

GENERAL FACTORIES
MILLWALL, LONDON, ENGLAND

CANADIAN REPRESENTATIVES

MacLaren Imperial Cheese Co., Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO, CANADA

Profitable

Palatable



As Supplied to His Majesty The King

As Supplied to the British House of Commons

"Stower's" Lime Juice Cordial

Few persons would purchase plain Lime Juice if they once tried a bottle of STOWER'S LIME JUICE CORDIAL, which is all ready for use, blended just right to suit the taste of the most fastidious, and so convenient.

LIME JUICE CORDIAL is one of the most popular drinks. It is delicious—quenching thirst—keeps the blood and digestive organs in an excellent state.

STOWER'S LIME JUICE CORDIAL is prepared from the freshly squeezed juice of the Lime Fruit, with every impurity carefully removed. **It will not ferment and is sweetened with the best refined loaf sugar.**

NO MUSTY FLAVOR

ARTHUR P. TIPPET & CO.

SOLE AGENTS



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

—

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

CLARE, LITTLE & CO.,

WESTERN DISTRIBUTORS

Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, Western Canada

H. B. BORBRIDGE

Wholesale and Retail Grocery Broker

OTTAWA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

Live Representation !

Do not neglect the Eastern Townships. Am open for another good agency. Know the trade. Have three travelers.

E. H. BOWEN, SHERBROOKE, QUE.

Manufacturers' Agent and Broker.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

SALMON—We can quote you on different lines, and as salmon is likely to be very much higher, our prices will interest you.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

I WILL GET BEHIND AND PUSH

one good staple line. No "dead ones" or "maybes" considered. I only want one, so write me to-day.

G. WALLACE WEESE

Manufacturers' Representative

30-32 Main St. East HAMILTON,

"Face to Face Business" Canada

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

ARRIVING IN STORE

1 Car Purnell & Panter's celebrated English Pickles and Vinegar, all sizes.

Lind Brokerage Company

73 Front St. E., Toronto

THE HARRY HORNE CO.

Grocery Brokers and Manufacturers' Agents.

309-311 King St. West, - - Toronto

Leading manufacturers of Grocery Specialties desirous of extending their business, should write us at once. Correspondence solicited from Foreign Firms.

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

CORRESPONDENCE SOLICITED

H. G. Spurgeon

Manufacturers' Agent

P.O. Box 1812 WINNIPEG, MAN.

DO YOU WANT REPRESENTATION IN

WINNIPEG

Where Business is Booming?

BAWLF, DAVEY & CO.

Wholesale Grocery Brokers.

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to the Retailer

Track connections with all Railroads.

You must have "good coffee" to get the
SUMMER TOURIST TRADE

You can get it if you sell

"Gold Medal" **"Empress"**

½, 1 and 2-lb. tins, whole or ground.

5, 10 and 25-lb. tins, whole or ground.

COFFEE

WE GUARANTEE EVERY POUND

EBY-BLAIN, LIMITED

Sole Wholesale Distributors - - - - Toronto

The Tea you want for your Trade

You want a Tea that you can recommend always with absolute confidence to your trade.

BLUE RIBBON TEA
is a pure, richly-blended tea of delicious flavor and strength, preserved in sealed lead packets.

Because Blue Ribbon Tea always suits the particular tea-drinkers, therefore it will suit your trade.

This is the Tea you want for your trade

The Blue Ribbon Tea Co., Limited
Montreal, Canada

UPTON'S

Pure

Jams and Marmalades

In Bulletin No. 194, issued by the Canadian Government, the chief analyst declares Upton's Pure Jams and Marmalades absolutely pure. In addition to this we give you our guarantee that these preserves are put up in season from clean, sound fruit and granulated sugar, and are the finest preserves that can be produced.



Look at these prices and place your order at once, if you want high-grade preserves :

UPTON'S PURE JAMS AND MARMALADES

GUARANTEED FINEST QUALITY

	16 oz. Glass 2 doz. in Case.	5 lb. Pails 8 Pails in Case.		16 oz. Glass 2 doz. in Case.	5 lb. Pails 8 Pails in Case.
Raspberry Jam	$1.90 per doz.	55c per pail	Peach Jam	$1.70 per doz.	50c per pail
Strawberry Jam	1.90 per doz.	55c per pail	Plum Jam	1.60 per doz.	40c per pail
Black Currant Jam	1.90 per doz.	55c per pail	Assorted Jam	1.75 per doz.	50c per pail
Red Currant Jam	1.70 per doz.	50c per pail	Grape Fruit Marmalade	1.60 per doz.	45c per pail
Gooseberry Jam	1.70 per doz.	50c per pail	Orange Marmalade	1.45 per doz.	37½c per pail
			Apple Butter		37½c per pail

Freight prepaid on five cases or more shipped direct from factory to Windsor, Owen Sound, Collingwood, Gravenhurst, Ottawa, Montreal, and all intervening points in Ontario. To all other points a freight allowance of 25c. per cwt. will be made.

TERMS: Net, No Discount

The T. UPTON CO., Limited,

HAMILTON, CANADA

WHEN you buy your Canned Goods, see that you get those packed by Dominion Canners, Limited. Quality is guaranteed. You take no risks.

Leading Brands :

"Aylmer"
"Little Chief"
"Log Cabin"
"Simcoe"
"Delhi"

ETC.

DOMINION CANNERS
LIMITED
HAMILTON.



Why Not Have A *Campbell's* SOUPS Window Display?

We'll send you all the materials, except the stock—FREE—with full directions. This window display will draw into your store the sales we are creating by our big, strong advertising which appears in the leading national magazines, and reaches the best-living, biggest-buying families in your locality. We'll gladly mail our Menu Book to customers whose names you send us. CAMPBELL'S SOUPS will please your customers so well and pay such a splendid profit that it would be worth a good deal to you to become known as a leading dealer in them. Let us help you accomplish this.

Joseph Campbell Company
Camden, N. J.
"21 Kinds.---Look for the Red-and-White Label."
ROSE & LAFLAMME, LTD., 400 St. Paul St., Montreal, Sales Agency for Provinces of Quebec and Ontario.

Put up in Glass and Tin



OX TONGUES
POTTED MEATS
GALANTINES
ETC., ETC.



POULTON & NOEL, Ltd.

English Preserved Provision Manufacturers

LONDON, ENGLAND

PRICE LIST MAY BE HAD ON APPLICATION TO US OR

ROSE & LAFLAMME, Limited, CANADIAN SELLING AGENTS

MONTREAL TORONTO

There's a Feeling of Solid Satisfaction



IN HANDLING SO GOOD A VINEGAR AS

White Cottell & Co.'s

¶ It's a good thing when there is satisfaction on both sides of the counter. Vinegar business prospers under such condition. Let us help your prosperity by shipping a little lot of our Natural Malt Vinegar.

CONTRACTORS TO THE
WAR OFFICE AND ADMIRALTY

CANADIAN AGENTS:
Messrs. Martin & Robertson, Vancouver and Victoria, B.C.
Messrs. W. L. Mackenzie & Co., Ross Ave., Winnipeg.
MacGreegor Specialty Co., 437 Parliament St., Toronto.
Mr. Kenneth H. Munro, Montreal.
Mr. L. A. Gastonguay, 60 Bedford Row, Halifax, N.S.
W. A. Simonds. 89 Union Street, St. John, N.B.

White Cottell & Co.

CAMBERWELL, S.E., LONDON, ENG.



IF a woman of discrimination goes into your store for the first time, and sees that these two lines are brought prominently to the front, you have gone a long way toward winning her confidence. The successful merchant always features standard goods like . . . . . .



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN, Montreal and Toronto

Scott, Bathgate & Co,, Winnipeg, Man. Shallcross, Macauley & Co, Calgary., Edmonton, Vancouver and Victoria, B.C.

Beans, to be enjoyed, must be of the best quality and taste. To get this happy combination the beans must not only be prepared scientifically, but put up by the most experienced packing men.

These essentials are to be found in the

Balaklava Brand

BAKED BEANS

Dealers who handle our goods never hear of a dissatisfied customer, and once eaten they are always wanted.



The Eastern Canning Co.

PORT CANADA, : N.B.

CANADIAN AGENTS—C. A. Chouillou & Cie., Montreal; Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

The Sauces and Pickles

MADE BY

Purnell & Panter

BRISTOL, ENG., Limited

are of the same excellent quality as their



English Pure Malt Vinegar



Canadian Agents:

Charlottetown, P.E.I., Horace Haszard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. de Bonhomme, 131 St. Peter St.; Toronto, Lind BrokerageCo., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman, Blanchard & Wood, 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., cor. Cordova and Homer Sts.

"EDINBURGH'S PRIDE"



EVERY BOTTLE OF

Symington's "Edinburgh" Coffee Essence

does credit to the makers and the city of production. Every bottle gives satisfaction and helps to create further demand.

Our **ESSENCE OF COFFEE AND CHICORY** gives wonderful value. One bottle makes 40 cups of delicious coffee fit for any connoisseur.

Recommend it for camping parties and Summer outings. It always pleases.

Thos. Symington & Co.

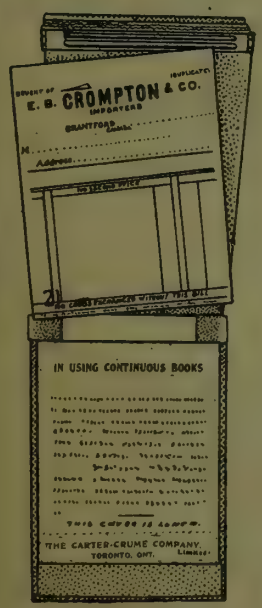
EDINBURGH

Agents for Ontario—
Messrs. W. B. Bayley & Co., Toronto.
Agents for Quebec—
Messrs. F. L. Benedict & Co., Montreal.

It is worth something to a grocer to sell the most famous coffees in America. Such, beyond question, are the products of Chase & Sanborn.

CHASE & SANBORN
MONTREAL

AVOID ERRORS



in making out your charge accounts, and the losses you sustain when charges are omitted to be made, by using OUR

Counter Check Books

They are well printed, convenient and of good quality, and designed to meet the requirements of every business, whether Cash or Credit.

Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.
TORONTO - MONTREAL
Phone Main 2511 Phone Uptown 5962



Tell this to the WOMEN

By using Minute Tapioca a first-class, delicious summer dessert can be produced in fifteen minutes.

Minute Tapioca does not require soaking—ready for instant use right from the package. One package of

MINUTE TAPIOCA

makes six full quarts of a pudding that is unusually delicious in taste and appetizing in appearance.

MINUTE TAPIOCA is absolutely pure and is put up in the largest and most sanitary tapioca factory in the world.

Ask your jobber for MINUTE TAPIOCA

Minute Tapioca Co., Orange, Mass.

WHITE SWAN LYE

MAKES DIRT FLY

AND YOUR PROFITS HIGH

BUY

DAIRY BUTTER WANTED

Either in carload or less than carload lots.

If you have any to offer, quote us your prices.

F. R. Stewart & Co.
VANCOUVER, B.C.



White Mop Wringer

always proves a splendid seller, because it does all we claim for it.

It never disappoints. Wrings drier and easier than any other device.

Each one sold is YOUR advertisement, creating more sales.

Watch for TRADE-MARK below ; it stands for excellence.

Write for Details. Made in Canada.

White Mop Wringer Co.,
FULTONVILLE, : N.Y.





Exclusive
SPECIAL
Adjuster

Elgin National Coffee Mills

can be regulated to grind coarse or fine when running, and the special adjusting device is used on our mills only. All our mills are built on merit, are the highest standard of excellence, are strong, fitted with steel burrs and run easily, smoothly and satisfactorily.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co. Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; MacPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell Bros. & Wilson
MONTREAL—The Canadian Fairbanks Co.

MANUFACTURED BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Smoked Herring in Bouillon

The new line put up by CHR. BJELLAND & CO., Stavanger, Norway (packers of King Oscar Brand Sardines.)

¶ *A large tin of small Herrings packed sardine style in Spiced Bouillon.*

Pays the retailer a handsome profit at

10 cents per tin.

John W. Bickle & Greening
(J. A. Henderson)
Canadian Agents Hamilton

British Columbia Companies Act 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which comes into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

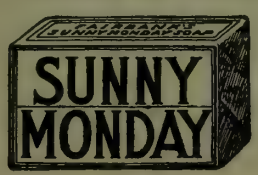
Shallcross, Macaulay & Co. Ltd.

Branches at Victoria, Vancouver, Nelson, B.C., and Calgary, Alberta

SUNNY MONDAY

LAUNDRY SOAP

"Contains No Resin"



You are taking no risk when you recommend Sunny Monday Soap.

Sunny Monday Soap is as absolutely pure as soap can be made, only the highest class of materials enters into the manufacture of it, and best of all it contains **no resin.**

Sunny Monday Soap gives the grocer a good profit, and a satisfied customer.

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA



Have You Written Yet

for a free sample of FROU-FROU, the world's greatest wafer?

Nine times out of ten the grocer who writes us for a sample, and tastes the taste of Frou-Frou, places a trial order for this dainty Dutch Delicacy.

Your customers will appreciate the goodness and unique flavor of Frou-Frou, and repeat business invariably follows its introduction.

The dealer runs no risk in adding Frou-Frou to his stock, as it is warranted to keep in perfect condition any season of the year, and our price-protection plan makes it worth while to handle this peer of all wafers.

Thousands of grocers all over the world are selling Frou-Frou and few articles have ever met with such universal approval of the grocery trade than has this dainty production from old Holland.











Taste the taste of

FROU-FROU

The Dutch Wafer of indescribable charm.

MacGREEGOR SPECIALTY CO.

Canadian Distributors TORONTO, ONT.

Do You Use

Redpath

Extra Granulated and other grades of Refined Sugar? They represent perfection in Sugar Refining.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

Are You Carrying The

Empress Brand?

Coffees, Spices, Flavoring Extracts, Pure Jams and Jellies

WE WANT YOU to do so.
IT WILL PAY YOU to do so.
YOU WILL do so if you try them once.

WRITE US

Empress Manufacturing Co.
Limited

VANCOUVER, B.C.

If it's PROFITS you want, Sir—
Don't overlook the claims of H.P. SAUCE

A reliable article, an ever widening demand, and most generous margin for YOU. Get H. P. into stock—quick!

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

PERRIN'S

RED LABEL



PACKAGE

20 CENT TINS

GRAHAM WAFERS

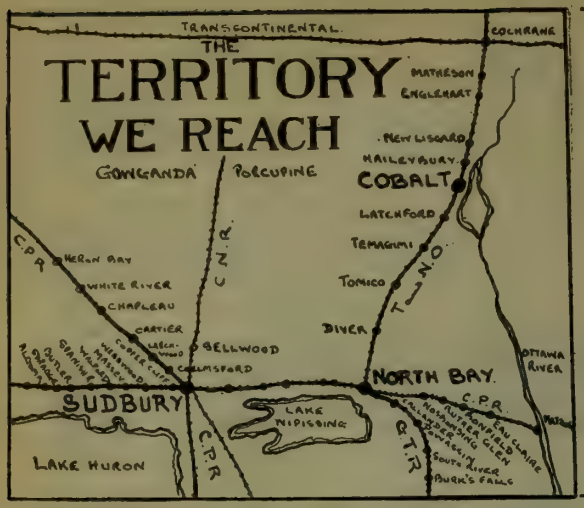
DELICIOUS GOODS, HANDSOME PACKAGES

JAPAN TEAS

We now have New Ones on spot, just arrived. Jobbers please write for samples.

S. T. NISHIMURA & COMPANY

MONTREAL & JAPAN



To Northern Ontario Merchants

WE are well situated to supply your requirements from our warehouses at North Bay and Sudbury, and can **SAVE** you the freight you would have to pay when buying in the older parts of the province. We can also promise **YOU** the promptest delivery. Get in touch with us immediately. Time is **MONEY.**

A. J. YOUNG, Limited

Wholesale Grocers and Provision Merchants

NORTH BAY and SUDBURY

Your particular customer will buy

MASON'S No. 1 SAUCE

because there's a piquancy and flavour to it that give a zest to even the plainest fare.

Its ingredients are of absolute and guaranteed purity, and it is made in a Canadian factory that is a model of cleanliness and efficiency. The sauce is made from the famous MASON old English recipe.

Send for samples and prices.

There's room on your shelves, Mr. Grocer, for a satisfaction-giver like

No. 1 SAUCE

MASONS LIMITED,

25 Melinda Street, - Toronto

Agents wanted where not represented.



QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA

McLean's Cocoanut



HAVE THE BEST

The Canadian Cocoanut Co.,
MONTREAL

McLean's



This Summer Weather

you should recommend

SHIRRIFF'S JELLY POWDERS

They produce instantly that sparkling, pure, natural-flavored Jelly which delights the dainty housewife. See to it that you are able to supply the insistent demand for SHIRRIFF'S.

Order from Your Jobber or write us direct

Imperial Extract Co., 8, 10, 12 Matilda St., **Toronto**

ESTABLISHED OVER 200 YEARS

CHAMPION'S MALT VINEGAR



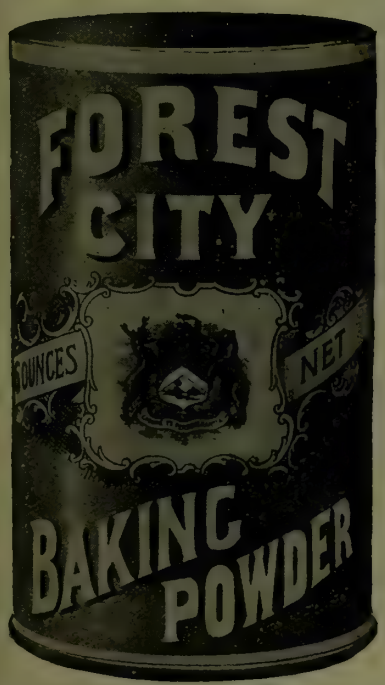
LONDON, ENGLAND
Commands a Preference over all others.

IS THE BEST
Made from the finest malted barley.

AGENTS
W. S. Clawson & Co., South Wharf, St. John, N.B.
W. H. Escott, 141 Ballantyne Ave. East, Winnipeg
Green & Co., 136 John Street, Toronto.
R. Robertson & Co., 912-913 Dominion Trust Bldg., Vancouver, B.C.
J. W. Snowdon, 413 St. Paul St., Montreal

We are open to do business on easy consignment terms
Write our Agents for Particulars

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By
GORMAN ECKERT & CO., Limited
London & Winnipeg

"Cleanliness is next to Godliness"

For every kind of house-cleaning the particular housewife has nothing but good to say about

ASEPTO

Soap Powder
"The enemy of dirt"

It is very economical in use, and the effective and rapid way in which it does its work is a certain guarantee of repeat orders.

See to your stocks.

ASEPTO MFG. CO.

ST. JOHN, N.B.

Agents— ROSE & LAFLAMME, Ltd. Montreal



Repeat Orders is the story of all Grocers who handle

Canada First Evaporated Cream

There is nothing to equal it as a pure, healthful substitute for fresh cow's milk. Every can guaranteed absolutely pure and thoroughly sterilized. Order from your wholesaler.

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

NO GROCER WHO WANTS QUALITY SHOULD NEGLECT TO ORDER

Tartan BRAND

Fruit Jar Rubbers, the finest and different from any other line.

Spices are the purest and best.

IMPERIAL VINEGAR

One trial will prove its superiority.

WAGSTAFFE'S New Season Strawberry Jam

Absolutely pure, sells itself. Save labor by stocking it.

Phone 596 Long Distance at our expense.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

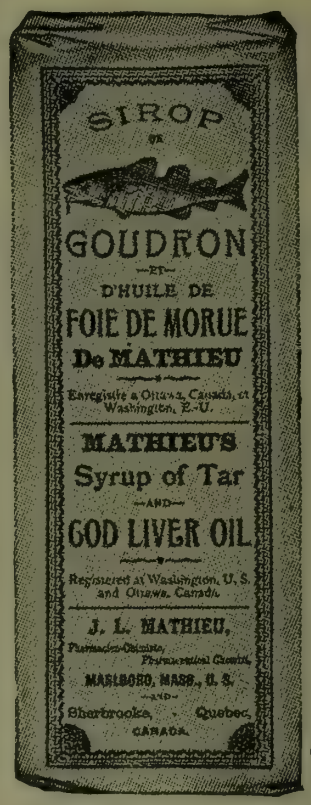
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



A COLD CURE EVERY Dealer Can Recommend

To be able to recommend an article because of its success in the past makes selling easy.

MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has been a wonderful success.
The testimonials received by the proprietors tell of marvellous cures.
Thousands of households are never without it.
Its sales have multiplied in every community where it is sold.
Dealers never find it a slow seller.
During the Fall and Winter seasons large sales are assured.
Keep a good supply on hand and when ordering order also

MATHIEU'S NERVINE POWDERS

which are necessary to reduce fever and remove pains in connection with colds.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

There's Profit Ahead

for every Grocer who is handling our well-known

Sterling Brand Catsup

It is prepared and bottled in an up-to-date, sanitary factory and you have our unqualified guarantee that

Catsup

Sterling BRAND

Catsup

is prepared from the choicest ripe fruit and purest spices only.

Here's a line to influence the better-class trade your way. Don't let the opportunity pass. Order a case to-day.

The T. A. Lytle Co., Ltd.
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Grocers say "People no longer consider ROYAL SALAD DRESSING a luxury, it's a necessity."

No table relish is so sure to please.

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Made in Canada by

The Horton-Cato Mfg. Co.

Windsor, :: :: Ontario

The Commercial Account Register

The Up-to-Date Merchant Wants:

FIRST—The Best.
SECOND—Time Saver. Quickness in operation.
THIRD—Fire Protection. It must fit his safe.
FOURTH—Durability.



THE COMMERCIAL

has all the above features. Besides, it is equipped with the PATENT AUTOMATIC and indestructible sheet holder, PATENTED "locked" slip holder, and will LAST A BUSINESS LIFETIME.

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is as indispensable to your trade as good biscuit quality.

Carr & Co's Carlisle Biscuits

enjoy a world-wide reputation not only for quality, but also for the fresh condition in which they invariably reach you. Aren't these the kind to handle?



Order from nearest agent

Carr & Co.
CARLISLE, ENG.

Agents—Wm. H. Dunn, Montreal & Toronto; Hamblin & Brereton, Winnipeg; L. T. Mewburn & Co., Ltd., Calgary; Standard Brokerage Co., Ltd., Vancouver, B. C.; T. A. McNab & Co., St. John's, Newfoundland.



The Fresh Fruits are carefully selected

Their delicious flavor appeals to everybody

You should have them in stock.

Agents:
ROSE & LAFLAMME, Ltd., MONTREAL and TORONTO

YOU

can make sure of your full share of the family soap trade—a very considerable item—if you are handling

Honestly Made 

Guaranteed Pure

Here is a list of **RICHARDS** **Profitable Soap**

Quick Naptha Soap Snowflake Soap Chips Ammonia Powder
100% Pure Lye Toilet Soaps

Agents for Toronto and Hamilton: Mr. Hutchinson, Omand Mfg. Co., 76 Colborne St., Toronto.

THE
"Eureka" Patented System



of Refrigeration is an absolute guarantee against DAMPNESS and FOUL AIR; goods will keep fresh longer in the

"EUREKA" Refrigerator

than in anything else made. Used by leading merchants throughout the Dominion. No GROCER or BUTCHER should be without one. Economy assured and satisfaction guaranteed.

Write for Catalogue.

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56 Noble Street (Near Queen St. Subway)
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Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc., Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Blackberries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

"The Can Without The Cap Hole"
"Bottom Like The Top"

Write for Samples

Sanitary Can Company, Ltd.
Niagara Falls, · · Ontario

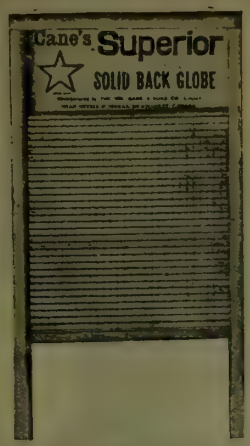
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General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



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because they are the best-made washboards on the market and are as good as washboards can possibly be made.

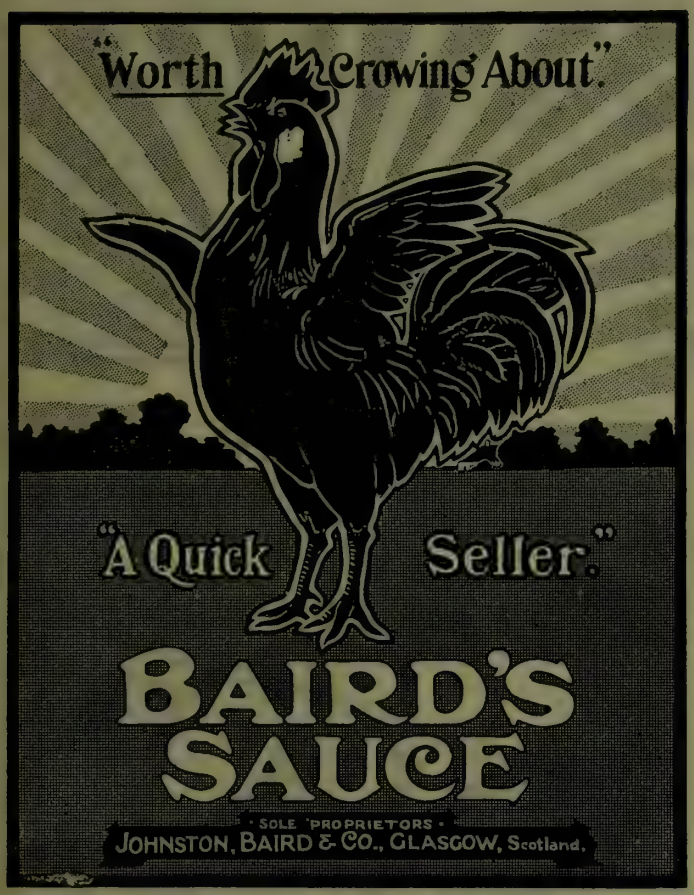
Made in ten different styles and grades to suit every class of demand.

These goods are rapid and constant sellers everywhere and never fail to please the women.

Ask your jobber for Cane's Woodenware.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONT.





Agents:—Geo. Stanway & Co., Toronto: W. L. McKenzie & Co., Winnipeg; R. Robertson & Co.; Vancouver and Victoria.

GINGERBREAD
BRAND
MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited
HALIFAX - NOVA SCOTIA

You'll Hit the Bull's Eye

on the "Popular Taste" Target if you are selling

AURORA COFFEE!

The distinctive quality, aroma and flavor of "AURORA" Coffee have made it a prime public favorite, and its retailing price of **40c.** leaves you a "well-worth-while" profit. See to your stocks.

W. H. GILLARD & CO., Hamilton, Ont.
BRANCH—SAULT STE. MARIE





THIS IS THE TIME

to look into your stock book and fill in what is needed. Spring importations are now arriving.

Order Early.

PROPRIETORS

ROWAT & CO.

GLASGOW, SCOTLAND

Canadian Distributors:— Snowdon & Ebbitt, 325 Coristine Bldg. Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



TRADE MARK
KEYSTONE
BRAND
REGISTERED

Any Broom bearing the Keystone trade-mark can be relied upon to give satisfaction, and you can place it in the hands of a customer with an assurance that there will be no complaint about its wearing qualities. If, however, you desire to handle the very best that can be produced, select the

"Klondike" and "Jubilee"

Manufactured by

Stevens-Hepner Co., Limited

Port Elgin, Ontario, Canada

Are you handling the original magic hand cleaner?
For the effective chasing of all

SNAP

dirt, grease, tar or paint from the hands "SNAP" is unrivalled. Sells at sight. Order from your jobber



SNAP Co., Limited

MONTREAL CANADA

DOWNEY'S

White 

Dove

COCOANUT

THE BEST FOR THE MONEY

W. P. DOWNEY

MONTREAL

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

J. N. WARMINTON

207 St. James St., - MONTREAL

More Than 21,000 Retail Men

west of the Great Lakes contributed to the enormous fire insurance premium fund of Canada for 1908

$17,027,275.00

Of this amount a little over $3,000,000 was retained in Canada, the balance going to other countries.

The Retail Merchants' Fire Insurance Company

Incorporated

is now being organized with a million dollar charter. Its stock being offered to retail merchants.

There is more than an opportunity contained in this message. Write at once to the Secretary of the Organization Committee,

George J. Hyndman

406 TRAVELLERS BLDG., WINNIPEG

for prospectus of the Company, application for stock and any further information.

Western Retail Association

Cold Spring Lemonade Powder

For Picnic Parties, Travelers and Holiday Seekers.

You can readily make this the best selling Summer Line in your store.

Your customers will appreciate having their attention drawn to it.

Put up in artistic, attractive ½ lb. and ¼ lb. tins.

Prices and samples on application.

S. H. EWING & SONS

MONTREAL and TORONTO



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS

MONTREAL

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Why Not Have the BEST SALT—that's CENTURY SALT

To hold the confidence of your trade, you must be able to back up all your statements with the goods, and that's where we can help you out. When you want anything in the SALT line---and want it right ---let us have your order. We can furnish all grades of Salt. *Send for Price List.*

If there is anything we pride ourselves upon, it's the prompt way in which we fill orders.

DOMINION SALT CO., Limited, - Manufacturers and Shippers, - SARNIA, ONT.

WAGSTAFFE'S

NEW SEASON STRAWBERRY JAM AND STRAWBERRIES IN SYRUP NOW READY

Boiled in Silver Pans. Order quick please.

Mr. Grocer, we protect the health of your clients.

WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS - - - - HAMILTON



HAMILTON STORAGE

Most Centrally Located. Fireproof Warerooms for Merchandise.

BONDED OR FREE

Separate Rooms for Furniture. Insurance Arranged at Lowest Rates.

LIBERAL LOANS

Quickly and Confidentially Advanced on Goods in Store.

GENERAL CARTAGE AGENTS

Distributing from Cars a Specialty.

THOS. MYLES' SONS, LIMITED

Main and Hughson Sts., Hamilton, Ont.

Getting the Business

Last year we sold 20,280,570 packages of "SALADA."
This year the output ought to cross the 22 million mark.
Part of this increase will be made in *your* town.
"SALADA" quality and "SALADA" value have been building trade for grocers everywhere—each year—for eighteen years.
And it will do the same for you.
Feature it in your store—recommend it to your customers—and watch your trade grow.

THE "SALADA" TEA COMPANY

TORONTO AND MONTREAL

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Group Photo of the Delegates Who Attended the Provincial Retail Merchants' Association Convention at Kingston—Taken in Front of the City Hall.

The Questions Discussed at R.M.A. Convention

Legislative Victories and Offsets Reviewed—Some Stormy Passages When Change in System of Organization Work Was Proposed — Several Papers Read and Merchants' Troubles Ventilated—Ontario Bread Act Under Fire—Convention Goes to Guelph in 1911.

Staff Correspondence.

Kingston, Ont., June 30.—Many problems affecting the retail trade of Ontario, and particularly legislative questions, were discussed here last week, June 21 and 22, at the annual convention of the provincial branch of the Retail Merchants' Association of Canada.

Business men were present from various parts of the province including large and small centres. The attendance was more than 70—the largest in the history of the association according to those who have been at them all.

The dominant feature of the proceedings was the strenuous debating participated in throughout which held held the attention of practically everybody until the ringing down of the final curtain. Men spoke their minds freely and no little love taps were by any means passed around. So much was this the case that President B. W. Ziemann, Preston, considered it his duty on several occasions to pour oil on the troubled waters and smooth down the ruffles. This strenuosity reached its maximum during the discussion on a proposed change in the constitution regarding the system of organization and collection of fees.

Nevertheless it had the effect of holding attention until the end—everybody wanted to see what was to happen next.

The first day was devoted to preliminaries such as addresses of welcome, appointment of committees to deal with reports, receipt of resolutions, etc., and the discussion on the resolutions. The reading of papers on various retail subjects constituted the particular business of the second day.

Apart from the convention proceedings the entertainments provided for by the Kingston branch of the R. M. A. could not be excelled—they were interesting, entertaining and educative. The results bore ample testimony to their efforts which were aptly expressed by George Mills (Kingston), when he said: "This is a convention of retail merchants but on behalf of the Kingston branch, I wish to say to each delegate present that

"Whether in groceries or dry goods
RETAILERS we be,
We're altogether WHOLESALE
In our welcome to thee."

TUESDAY MORNING SESSION.

Names on the Register.

As the delegates entered the council chamber of the city hall they registered and the following shows the result:

C. W. Leadley, Verona; J. M. Smith, Long Lake; R. C. Chown, Rev. A. L. Green, Belleville; S. C. Denison, Napanee; D. S. Austin, Wooler; A. D. Westman, Chatham; N. B. Cobbledick, Toronto; Henry Watters, H. C. Ellis, Ottawa; C. W. Kelly, Guelph; J. C. Van Camp, Toronto; F. W. Young, Seeley's Bay; H. Gray, Caldwell's Mills; P. Slavin, Deseronto; R. W. Dockeray, Toronto; H. Occomore, Guelph; E. M. Trowern, Toronto; W. P. Zick, Stratford; A. Sweet, Winchester; A. Wemp, Bath; R. N. Thurtell, Ingersoll; J. A. Beaudry, Montreal; G. E. Gibbard, Toronto; B. W. Ziemann, Preston; M. Moyer, Toronto; A. B. Carscallen, Tamworth; James Quinn, Tweed; Albert Boyce, Sydenham; N. Steadman, Camden East; J. S. Neilson, Stella; G. W. Brady, Hoard's Station; S. N. Terrill, Fenelon Falls; B. McDonald, Picton; F. H. Schummel, Linwood; J. Impey, Toronto; A. Jardine, Crysler; T. S. Gillis, Lunenberg; W. A. McMurray, Gilmore; O. B. Johnson, W. B. Grier, St. Ala; T. A. Hinchcliffe, Gunter; Robt. Craig, Brockville; Wm. Rhodes, Brockville; A. M. Patterson, Brockville; A. J. Abernethy, Kingston; W. Y. Mills, Kingston; W. S. Newman, Perth; G. W. Britnell, Toronto; Samuel McCord, Toronto; I. McDonald, Mountain Grove; Peter Ritchie, Titchborne; E. M. York, Verona; T. W. Colling, Ottawa; J. A. McIntosh, Hamilton; H. J. Thompson, Sharbot Lake; Jas. McAlpine, Marysville; J. Munroe, Odessa; T. W. Ralph, North Agusta; R. B. Howes, Godfrey; D. S. Mallory, Mallory Town; J. S. Morton, J. L. Ashley, Stirling; J. C. McKinley, Seeley's Bay; W. W. Mann, Stittsville; F. Windover, M. S. Madole, Napanee.

Resolutions Submitted.

When the resolutions were submitted and passed around the committees to deal with them were struck off like this:

Committee on Provincial Legislation—H. Occomore, W. P. Zick, Daniel Couper, H. C. Ellis, A. Roney, F. W. Young. H. Gray, A. B. Carscallen.

Committee on Dominion Legislation—H. Watters, D. G. Laidlaw, M. Moyer,

H. Dyde, S. C. Denison, L. Locket, E. Wemp, J. Quinn.

Committee on General Subjects—E. T. Steacy, N. B. Cobbledick, A. D. Westman, C. W. Leadley, P. Slavin, H. W. Newman, A. Boyce, J. S. Neilson, F. Hoag.

Committee on Section Work—J. A. Van Camp, R. W. Dockeray, R. N. Hurtell, R. E. Crown, J. M. Smith, J. Gilbert, A. Sweet, N. Steadman.

Committee on By-Laws—Rev. A. L. Geen, J. A. Beaudry, C. W. Kelly, B. W. Ziemann, E. M. Trowern, A. Abernethy, G. E. Gibbard.

TUESDAY AFTERNOON SESSION

Visitors Warmly Welcomed.

In the afternoon the keys of the Limestone City were handed over to the delegates.

Mayor Dan Couper, who by the way is a Kingston retail grocer, welcomed the visitors. In a brief address he threw open the gates to the R.M.A. and hoped that it would continue to do things to strengthen the hands of the retailers. It was up to retailers to get together, work together for the good of all and not to envy one another.

"Gentlemen, the keys of this city are yours; go ahead and have a good time," he concluded.

C. A. MacPherson, president of the Board of Trade, added welcome words and pointed out the functions of the body he represented. The work of the Kingston section of the R.M.A. was somewhat similar to that of the Board of Trade—both were concerned with the advancement of the business interests of the city. The advantages of Kingston from a residential, educational, shipping, wholesale and manufacturing centre were also enumerated.

Geo. Mills, furrier, in furthering the welcome referred to the unanimity of all in respect to the future of Canada. Kingston was an historic spot that on its past had sent out men of brains, men of character of whom the whole country has been proud. He welcomed the visitors too as business men and hoped that they would leave the convention better able to cope with the questions affecting the retail trade of the country.

E. T. Steacy, drygoods merchant, and president of the Kingston branch of the R.M.A., deplored the condition that existed whereby retailers who were not members of the association accepted the benefits received without contributing financially to its support.

"We want to try to be the first men in our respective localities and if we only go after things together we can get them," he declared.

A Believer in Advertising.

President B. W. Ziemann (Preston), accepted the welcome. He was interested in the many advantages enumerated regarding Kingston and hinted that the city should "advertise its wares" a little more so that other people in the western parts of the province would appreciate them. "Advertise" was his advice.

"Education and commerce must go hand in hand if we are to be a great nation, and for these reasons Kingston hopes to do much for the nation," said W. F. Nickle, K.C., M.P.P., Kingston, in the course of an address extolling the advantages of his city.

Rev. A. L. Geen, druggist (Belleville), a past president of the association, claimed that the work of the R.M.A. of Canada was not to enhance prices but for the general weal of the retail business—to stamp out the wrong tendencies; to stamp out all these prize packages—the giving of something for nothing. "I believe," he declared, "that the giving of prize packages is teaching the people to steal. We are here for the general good will of all and to put business on a better basis."

He referred to a recent meeting of booksellers and stationers in Toronto where an address was given by a man who told how to get the confidence of the people, how to right wrongs, etc., and he believed that this should be the chief object of all association work.

Some delegate here passed a jocular remark about a general conception that



MAYOR DANIEL COUPER,

Kingston Grocer Who Looked After the Pleasure of the Visitors and who Took Part in the Discussions.

merchants are cheating the public and the connection between a clergyman and a merchant.

"No merchant should do a thing that a clergyman considers it wrong to do," he maintained.

"We should not envy one another but we should help one another along. There are too many petty jealousies in the business which should be eliminated."

Mayor A. M. Patterson (Brockville), drygoods merchant, second vice-president sprang a joke which was taken in good part by the Kingston retailers. On nearing the Limestone City, while coming in on the train the conductor, as conductors do, called out the name of the city—Kingston, Kingston, 'the windy city.' When the laugh subsided he talked business.

"This is a business man's convention composed of men who are doing things. We ought to be the foremost men in business to-day and we are too if we only get together and show those outside what we can do." The association was not doing the work it ought to do, but he was delighted to see such a large number present—better in his estimation than ever before. If some present were not members they were wrongly reaping the benefits derived from the work of the others.

J. A. Beaudry, Montreal, Dominion Treasurer, was the next speaker. Among other things he said:—"To uplift the moral standard in business is what we are trying to do and as a body of men we have done more than any other.

"We have gone to parliament often and we have always found the members of parliament among the best men in the country even if they did not always agree with our views.

"We have been trying to do too much with too little," he said in connection with the financial condition of the association. He believed that from this convention the members should do everything to place the association in a good financial basis.

"Unless the retail trade came together and formed a strong association so as to defend their rights the retail trade will suffer. The natural channel of distribution is from manufacturer to wholesaler, to retailer. Conditions make it more economical to place goods through this channel. He hoped that the association would never ask anything unfair to the general public and welfare of the country and that the work accomplished would be beneficial to all merchants.

Ald. R. C. Chown (Belleville), hardware merchant, first vice-president of the Retail Hardware Merchants' Association of Ontario, brought greetings from his association to the R.M.A.

It was a recognized fact that the retailers of Canada had not made such rapid progress as manufacturers, wholesalers, and farmers.

"The trend of the conditions is that profits are gradually going down and the expenses going up and the future of this association should be to work to cut down expense and increase profits."

Mr. Chown referred in general terms to benefits derived already from the hardware association which now included one-third of the hardware merchants of Ontario. He suggested that the R.M.A. appoint a committee to confer with the hardware association, for there were many things in general that could be looked after jointly.

The President's Address.

The opening address was then given by President B. W. Ziemann (Preston), merchant tailor, who briefly gave an 'account of his stewardship.' There were many things that ought to be done yet it was hardly known where to begin.

One thing accomplished was a meeting with Col. MacLean and the editors of the MacLean Trade Newspapers—the Canadian Grocer, Hardware and Metal, Dry Goods Review, Bookseller and Stationer, etc. The aims and objects of the association were discussed at some length and much good will be accomplished all through Canada by the publication of association news in these papers.

"The question of closer relationship between the Hardware Association and the R.M.A. has been discussed. It was recognized that in many respects the aims of both were identical. The matter was talked over between the two execltives and sub-committees have been

appointed to look further into the question."

For the coming president and executive he asked the same support as had been given him.

Sec. E. M. Trowern then read several communications from members not able to be present. Among these were Adam Ballantyne, grocer (Hamilton), J. G. Quackenbush, grocer (Smith's Falls), Wm. H. Demaine, general merchant, (Ashworth), and others.

Criticizes Collection Laws.

Mr. Quackenbush in his letter pointed to what he considered to be an injustice to merchants in connection with the collection of accounts. His letter was as follows:

W. A. Mitchell, sec., Kingston R.M.A. —"In reference to your invitation to come to the convention, I am very sorry I cannot attend. It is at a very inconvenient time—it is payday here. I consider that it is very necessary to do something in the way of influencing the government to amend our laws to give the retailer a chance to live.



C. W. KELLY, Guelph,

Elected President for the Coming Year.

"Take the collection laws, they are designed, one would think, to make the working public dishonest. One can hardly collect an account from a man who is working by the week. A garnishee is no use as the law now stands. If you sue a man it costs as much as an average account to make him pay; then if the man 'skips' out it costs more.

"Now credit is very necessary in business both in wholesale and retail. But it is very treacherous business as you do not know when you will get caught. In all justice the man who is given goods and never pays for them is just as guilty as the man who takes them when no one is looking.

"I think the "Pure Food Laws" are a little hard on us. We cannot tell what we are buying in many cases, still we are liable to a fine if impure food is found on our premises.

"I hope you will present my views to the committee so my voice will have some weight, even if I am not with you. I hope that good will come of the convention.

"J. G. QUACKENBUSH."

Wants Prices Uniform.

The letter from the Ashworth merchant read in part:—"To the Retail Merchants Association: The writer is engaged in a small country general store business at Ashworth and has had about ten years' experience in the retail business, and, if it is not out of place, I am taking the liberty of writing to you to express some of my views.

"In the first place every one has the same right to live and to live honestly. The price to all should be uniform; the chief object should not be to accumulate money but to put it to the best use that is in our power for the good of all.

"Customers should all be treated with the same courtesy—the poor man's money is just as good as that of the rich. This should apply to all retailers great or small in dealing with the wholesale houses. No company, however large its capital, should be allowed to buy or sell goods cheaper than another when bought in car lots.

"No company, concern, or individual should be allowed to sell or send goods in a retail way into another man's country. Everyone doing business should be permanently established—no peddlers allowed. Goods so sold impoverishes that part of the country where sent to the extent of the retailer's profit besides depriving him of being able to make his honest payments when due.

"All goods should be retailed at a fair margin and prices fixed by professional arbitrators. Any merchant who undersells or cuts prices on any article to draw trade should have a fine imposed not less than $25 for the first offence and doubled thereafter.

"Goods that are of inferior quality should be labelled and marked No. 1, 2, etc., all frauds of underweighing and cheating should be punishable both to the merchant and customer. Posters should be put up in every shop to this effect.

"All adulterated foods should be kept out of the shop; goods so sent should be sent back to the manufacturer with costs.

"Stores should all be inspected to see that they are kept in a sanitary condition.

"When we are through dealing we should be able to look everyone in the face without thinking that we have robbed them of one cent.

"WM. H. DEMAINE."

Would Not Sell to Peddlers.

A general merchant forwarded to the convention the following letter which had been written to him by an Ottawa manufacturer. Its reading brought forth applause:

"This afternoon we had two Syrians come into our sample room whom we supposed had a place in the east end of the city. They bought about $115 worth for which they were prepared to pay cash. They asked us however to ship these goods to your village and on inquiry found they were simply peddlers when we refused to ship the goods or take their money. It is needless to say they were somewhat surprised and indignant when their cash would not buy our goods, but we have no inclination to interfere with our customers' trade and promptly turned the order down."

The following communication was prepared by Jno. Gilbert, grocer, (Kingston), but owing to pressure of business time did not permit him reading it:

"Years ago the individual merchant was obliged to make a personal fight against innovations injurious to his welfare, but alas he only met failure at every step. Later on little associations of different branches of trade were formed for mutual benefit and protection and good results followed. Dead beats were cornered, peddlers' ranks broken into, less price cutting, early closing by-laws enacted, and a general good-will and feeling towards each other resulted. But the novelty wore out. Meetings were badly attended, and gradually the associations became a thing of the past. But the good seed sown began to germinate and soon a strong feeling began to grow for a general association taking in all branches of legitimate trade with headquarters at Toronto and named: "The Dominion Retail Merchants' Association." They were fortunate in securing a secretary who has worked night and day to make the association a success and whose sword is ever drawn in defence of the retail trade and ever ready to plunge it into the enemy. Our president was well chosen. He carries weight and in a few words, he is just the man we want, a Wellington to fight under, a king to do his duty.

"All trades have their individual grievances, and all members should be interested, not only in what affects their own interests but in a general sense. One of our worst evils is the peddler nuisance. Peddlers travel from door to door selling their wares generally without license. They pay little or no taxes, they wear out our roads, they enjoy privileges which retailers pay dear for, and they seem to be pets of our city councils. Not one peddler's license was taken out in our city last year.

"Disease is often spread and carried from one house to another by these pirates of trade, and when fevers and smallpox break out, our noble St. Lawrence and Lake Ontario are blamed, and our children have to suffer and carry mutilated, tatooed arms for life. The peddler's by-law badly needs amending. All merchants carrying on a peddling business should be classed as peddlers and pay the license fee, for at present peddlers start small stores simply to avoid paying the usual tax. City officials are very lax, and will not force the peddlers to pay up no matter what by-laws are passed by city councils, and this is just what our association should attend to. It is simply time wasted getting by-laws passed unless men are appointed who will see that they are enforced regardless of creed or politics. Our police department is an almost useless institution. The individual policeman is not to blame, its the way the concern is managed.

"Another iniquity our Government presses upon us is the fee charged on weights and measures. It is simply a farce, and still another is the fining of retailers for goods put up by manufacturers as pure and which turn out to be adulterated. Why should the retailer be punished when he is innocent, and the manufacturer who is guilty go free? What encouragement does our Govern-

ment give the retailer to fight the adulterated food conditions? None. They say, 'send us down five cents worth of pepper and we will soak you eight or ten dollars for analysis; our analysist can tell at a glance how many peas are in an ounce of pepper, we need the money to pay all these high salaried gentlemen,'—hence our big fines.—Instead of the three men lately fined $10 each for adulterated pepper, which they bought as pure, two of them had to put up $24 and the third $39. Now they have to resort to measures to prove their innocence and make claims on the manufacturer who put up the stuff. The retailer gets all the abuse and injury to his name and business owing to the silly way the Government has of doing things."

The Secretary's Report.

The following report was read by secretary E. M. Trowern:

"Eleven years have passed away since we first held our Ontario Provincial Convention. Whatever hopes we had at that time very few of us anticipated that we would have had such a long and continuous journey to take before reaching the point that we have arrived at to-day. But the difficulties that we have overcome may possibly be the means of strengthening our purpose and give us a new determination now that we have arrived only at the point, where had we been when we started, I sincerely believe that very few retail merchants would be outside of our organization to-day.

"As you are all aware when the question of organization is presented to the average retail merchant, his mind naturally dwells on his own trade troubles. He will ask you at once, what is the purpose for which you are organized? and, what benefit will I receive out of it? There are two natural questions. Had we told him that our purpose was to discontinue handling any line of goods that were placed by the manufacturers into the hands of price cutters, and that we were going to endeavor to secure a fair living profit on all goods that we handle, and we were going to have a sytematic plan of notifying every member of our association weekly or monthly not to handle certain goods of certain manufacturers who had no interest in the retail trade beyond the desire to sell to any or all of them no matter whether they were trade pirates or not; had we told them these things eleven years ago, and had we been in a position to deliver the promise, I venture to say that instead of having scores at our conventions, we would have them by thousands. Had we been prophets and told them on the other hand that we would have to wait for eleven long years before we were rescued out of bondage and before we received a special Act of Parliament in the form of a Dominion Charter, together with the Combines and Investigation Act, to enable us to do what we can do to-day, I am afraid that the record of this convention would never have been told.

"Thanks, however, to the faithfulness and persistence of the few who have stood loyally by the executive officers who have been entrusted with the guidance of the ship, to-day we have arrived in port and we are preparing with a new cargo to sail off in the direction of the harbor that every retail merchant has been longing to reach since we gathered in our first convention. The past therefore must not be lightly regarded, and the future of our association is what we make it.

"Needless to tell you that, having in view the immense importance of securing our Dominion Charter, and seeing it within sight, I have been bending every effort this year in the direction of assisting our Dominion Board to secure it. This, together with the guarding of our interests against the introduction of Co-operative Legislation into Canada, which I am pleased to say we prevented, has taken up considerable of my time, otherwise I would have a more extensive report to make to you of the progress of our organization work throughout the Province. Since our last convention, however, a number of resolutions that were passed at that meeting have received my attention.

"In reference to the resolution in regard to the publication of school books by the T. Eaton Co., I waited upon the Minister of Education several times and pointed out to him the objections raised by the merchants, and I am of the opinion that our resolution had the effect of calling public attention to the matter, and so much so that when the school book tender was advertised in Manitoba, we were requested to send up two representatives and visit the merchants and explain to them the conditions under which the school books tender of the Province of Ontario was granted. The representatives of our association went up and the result was that the tender was awarded to legitimate publishers and not to departmental stores.

"The resolution, known as No. 5 of last year, in which we requested the Government that when they form commissions of enquiry that they place upon the same only those persons who are familiar with the subject about to be investigated. This resolution was forwarded to the Government, and following our advice they requested a special committee from the milk dealers' section to submit to them a recommendation for the improvement of the milk supply which they did, and which is fully embodied and set out in the printed report of the Government Milk Commission. The resolution also passed at the last convention regarding legislation for Embalmers has received our careful attention and we have had a great number of interviews with the Government on the subject, and we have now a bill prepared which I think will receive the commendation of every embalmer in Ontario, and become law during the next session.

"Regarding the resolution in reference to the attitude of some trade papers toward our method of organization, the committee that was appointed to wait upon one publisher did so and upon a recent interview by the president and secretary of this board, we were assured the hearty co-operation of the same.

To Confer With Wholesalers.

"The resolution that recommended the closer co-operation between the wholesale and the retail trade has had fruitful results inasmuch as a joint committee has been arranged between the wholesale grocers and the retail grocers section of our association, and as soon as the summer vacation is over, active work will take place.

"As provincial secretary and as representing the retail trade, I have had the honor of receiving a number of invitations from wholesale associations to address their meetings during the year, all of which points toward a better understanding between the wholesaler and the retailer, which must result in great good to both.

"Various conferences have been held with the master bakers concerning the amendment to the act respecting the sale and manufacture of bread. The act last amended was opposed by our association as we consider that it is not in the best interests of the baker, the retailer, or the consumer.

"As will be shown by the financial report, no new branches have been formed during the year. The financial results from those visited was small, owing to the membership fee being too small for practical purposes. At the last meeting of the Dominion Board, the fee, as you are all aware, was increased so as not to be lower than $5 per annum. Since the increase in the membership fee we have had no organizers in the field, as the provincial officers thought that it would be better to arrange for district organizers and, pending the securing of our charter when these organizers can do better work, we allowed the matter to remain over, but it will now be pressed forward vigorously.



B. W. ZIEMANN, Preston,

Past-President, Who Presided at the Convention.

"In the past, as you are aware, I have occupied a three-fold position—that of secretary for the Dominion, the Province and the Toronto branch. Finding that I had too much to attend to, I resigned the position of secretary of the Toronto Board on March 29, at the regular annual meeting, and this now gives me an opportunity of devoting my entire time to Provincial and Dominion work, and from the indications during the past two months, it will be seen that there is now every indication that very much more good work will be done for the Province in the future.

I shall not refer here to the necessity of organizing in a proper manner as that subject is fully dealt with by me in a paper to be read later, but I trust that what has been done, considering how it had to be done, will be fully appreciated by the members and that they will let whatever effort they may put forth to critize the past be put into new life and energy for laying plans and suggestions for the future and above all things what is most desired is good-fellowship and good-will. I am pleased to say that in our provincial board the very best harmony prevails among its officers and members, and not one discordant note has yet been sounded, altogether owing to the fact that those engaged in our work, fully realize the ability, the zeal and the desires of each, and all having the same aims and objects in view, and with this harmony and forbearance and with the continued zeal of the past, I sincerely trust that since we have now arrived at the gateway, next year will find us in the temple occupying the places that we have won by much patience, much perseverance and much tribulation.

"Before closing I desire to especially mention the great assistance that has been rendered me in my work by our worthy president and treasurer. Our president has proven himself to be a wise counsellor and a true friend, calm in his disposition, clean in his judgment, and strictly honest in his intentions and convictions, and from the manner in which he has conducted the duty alloted to him, it is not surprising that he received the confidence of his towns-people and was elected as their aldermanic candidate. As to our treasurer, M. Moyer, he has proved himself to be one of the great props and stays of the association in the hour of its greatest need, and his services will always be remembered by the members and especially by myself. To all the officers and members, I desire to also thank for the assistance you have given me during the year."

How Report Was Dealt With.

The secretary's report was handed over to a special committee and later in the session the following comments were read by H. Watters, druggist, (Ottawa), the chairman :

"Your special committee appointed to consider report of the secretary begs to recommend that it be received and adopted, and that a hearty vote of thanks be tendered him for his energy and zeal in promoting the interest and welfare of the association.

"We would especially note the valuable powers secured in the act of incorporation by the Dominion Parliament, and also the highly significant and advantageous privileges imparted in the enactment of the Combines and Investigation Act, empowering your association to undertake the objects of price adjustment in a legal manner.

"We are pleased to know that the relations existing between the association and the trade papers continues of the most pleasant character.

"Also that the influence of our association is becoming felt among the better class of citizens and we note with pleasure that the services of our secretary are frequently sought to deal with questions touching on the relationship between the manufacturing, jobbing and retail trade.

"Also that the best harmony prevails among all branches of our association and we would commend this happy situation as evidence of the interest taken in its work.

"We note with pleasure the intention to resume organization work and earnestly hope this may largely increase the membership and funds of the association.

"We beg to express the conviction that the apparently long and uphill efforts that have characterized the development of our association, are amply justified and compensated in the splendid results of these efforts as specified in the secretary's report.

"We feel that we cannot allow the opportunity to escape to emphasize the splendid services brought to the duties of your executive by President Ziemann, Treasurer Moyer and Secretary Trowern, and Dominion Treasurer Beaudry, and we recommend their services to the commendation of your body.

"We would earnestly urge all members of our association to acquaint



A. M. PATTERSON, Brockville,

First Vice-President until the Next Convention.

themselves with the fruitful results of work accomplished and prepare themselves to promote interest in the rank and file of the retail trade by instructing them in this regard."

Report of Treasurer.

When Treasurer M. Moyer was called upon to read his report he was greeted by "cheers for the greatest financier in Canada."

He announced a surplus of $303.16 in the bank, to the credit of the provincial board as well as an additional 45 cents cash on hand. The receipts included $43.94, as balance from last year, $597.29 as members fees, $772 special subscriptions, and a loan of $60 by the treasurer for expenses to Ottawa to "save the charter."

Provincial Legislation.

The reports of committee on the various resolutions were then submitted. "Provincial Legislation" came first, H. Occomore, hardware merchant (Guelph), being the chairman. The first resolution read :

"That it is the opinion of the members of this convention that the Ontario Government should make provision so as to give more care and attention to the Commerial Legislation that is constantly coming before them."

The committee amended it so as to read as follows :

"That it is the opinion of the members of this convention that the Ontario Government should make provision by establishing a bureau for the purpose of gathering information as to methods of trading in other centres, so as to give more care and attention to the Commercial Legislation that is constantly coming before them."

This was adopted as amended.

Bread Act a Puzzle.

The next resolution dealt with by Mr. Occomore's committee was that referring to the recent Ontario Bread Act. There were no bakers present and as the committee was not familiar with the situation they neither approved of or rejected the resolution, which read :

"That the retail merchants and bread manufacturers of the Province of Ontario were unjustly dealt with in the recent enactment of the Provincial Parliament, in that it is apparent that those who have their capital invested in the manufacture of bread, and whose experience would give them the better knowledge of the demands of the bread-purchasing public, were not consulted in the framing of the law. Further from our view-point we feel that time will work the remedy, and that eventually the bread business principle of commercial liberty will be granted to this important industry of the manufacture of bread. Again it is felt by the retail merchants and bread manufacturers that the legislators do not realize the magnitude and importance of the modern bread industry, nor do they seem to appreciate the disturance created by the constant change of the law to this industry. Moreover, we are at a loss to understand why the bread industry is selected for periodical law-making attacks, or why the same law that governs a yard measure or a foot rule, or a pound avoirdupois or its multiple, should not govern the weight and sale of bread so long as that weight is properly shown upon the article sold."

The secretary explained that, according to the new act which comes into effect after July 1, no baker could make a loaf to weigh more or less than 12 oz., 24 oz. or 36 oz. There must be a standard weight.

He maintained that any baker should be allowed to make any sized loaf he wishes if he places the weight on it.

Then commenced a heated discussion with much opposition to the resolution. W. H. Dyde, grocer (Kingston), was against the resolution. "There should be a standard weight," he maintained.

Sec. Trowern—"If we want a 13 oz. loaf we should be able to get it ; we should not be restricted." He claimed that if a Toronto baker wanted to make a 13 oz. loaf to sell in Owen Sound to compete with Owen Sound

bread manufacturers who made a smaller loaf, he was not at liberty to do it.

Rev. A. L. Geen, druggist (Belleville)—"That's just what we want to prevent—merchants in Toronto selling outside of Toronto."

C. W. Kelly, musical instruments (Guelph)—"The Ontario government is doing things along the lines that the R. M. A. thinks right."

Geo. Mills, furrier, (Kingston)—"It's a good thing to have a uniform loaf; but I think the government made a serious mistake in not consulting the bread makers." There was a Kingston baker, he said, who spent $60 to $75 to change size of his bread pans.

Several members stated that it was in error to say that the bread manufacturers were not consulted by the Ontario government.

After a lengthy discussion R. H. Toye, a Kingston bread manufacturer, was given a hurry call but as he had not heard the discussion he could not express an opinion. The question was referred back to the committee with Mr. Toye's name added and later in the day it was decided to throw out the resolution.

Female Work in Shops.

The next resolution considered by the same committee was one in respect to the Act referring to hours of work for females in stores, etc. It was:

> "That it is the opinion of this convention that "The Ontario Act Respecting Shops and places other than Factories" should be amended so as to specify the number of hours per week that female help can be employed in shops, and not fix the hour as it is at present, making it illegal, for any merchant to employ a woman later than 6 o'clock on any week day and all days other than before public holidays or Saturday nights. We also believe that it is not in the best interests of the community or of the merchants that this Act should be under the supervision of the Department of Labor, but that it should be under the direction of a Department of Commerce, and we further strongly urge that the executive be instructed to endeavor to secure an amendment of this Act during the next Session of the Ontario Legislature."

H. Occomore, the chairman, moved the adoption of the report.

Exception was taken to it by J. A. MacIntosh, grocer (Hamilton). He did not think it was a question for the R. M.A. to consider.

It was claimed by M. Moyer and E. M. Trowern that as the present law stands no merchant can employ a woman to work in his store before 7 a.m. or after 6 p.m. They considered that it was alright to fix the number of working hours in the twenty-four or in a week but not to fix the time. It was impossible, they said, for restaurant proprietors or for merchants who kept restaurants to comply with this law and carry on their business. "Labor people should keep their hands away from commercial legislation," declared Mr. Trowern.

H. W. Newman, electric supplies (Kingston), thought the law as it stands to be a good one with the exception of confectioners, restaurants and hotels.

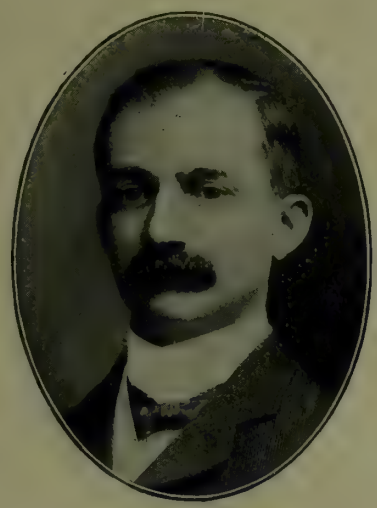
Geo. E. Gibbard, druggist (Toronto), favored the resolution as did A. D. Westman, hardware merchant (Chatham), and it eventually carried.

Transient Traders' Act.

Mr. Occomore's committee dealt also with the following resolution:

> "That it is the opinion of this convention that every effort should be made by the executive officers to endeavor to have such amendments made to the Pedlars' and Transient Traders' Act as will safeguard the interests of the merchants and prevent peddlers and others from taking away the trade of the cities and towns that properly belongs to the merchants who pay a large share of the taxation and who are a convenience to the buying public. We believe that this subject is of so much importance that every effort should be put forth to secure it at once."

The chairman in submitting the report stated that this was a question that



E. M. TROWERN, Toronto,

Re-elected Secretary, and who Read Two Papers.

was being brought up so often from time to time that something active should be done and his committee recommended a committee of three members of the Toronto branch as a central board with three from outside Toronto to go into the question thoroughly and to bring in a report to the executive at an early date.

H. C. Ellis, grocer (Ottawa), suggested that the committee when named get information from outside places where the laws respecting peddlers are good. There was always some loop hole, in the law—confliction with the market by-laws, etc.—for the peddler to escape. The committee should be prepared to draft a plan so as to get an act to serve all towns and cities in Ontario. It was something for which merchants everywhere had been crying out and the assistance of everybody was required.

President Ziemann (Preston)—"The smaller towns and villages are the chief sufferers and particularly from those sent out by the larger stores."

Organizer J. Impey (Toronto), and the secretary referred to benefits good results re the peddlers' law would bring in getting new members but Mr. Ellis contended this. He looked upon any good results not for the purpose of assisting organization work but because the principle was right. "If we do right we will advance our interests more than anything would," he added.

The committee appointed to take up the matter was Geo. E. Gibbard, druggist, F. J. Holloway and F. C. Higgins, grocers (Toronto), as central board and H. C. Ellis, grocer (Ottawa), Jno. Gilbert, grocer (Kingston), and T. A. Rutherford, drygoods merchant (Galt).

At this juncture Mayor Dan Couper announced that the Street Railway Co. had consented to take the delegates out to the penitentiary the following morning and that the governor had offered to show them the interior. As some countenances looked worried to "Dan" he reassured them by remarking: "He'll get you out again all right."

The following resolution was approved of and carried without discussion:

> "That it is the opinion of this convention that it will be in the best interests of the commerce of Ontario if the Ontario Government would adopt the policy of issuing certificates qualifying those who are engaged in any commercial business, the technical part of which is professional, such as embalmers, opticians, and others of a similar character."

Down on Co-operative Bill.

H. Watters, druggist (Ottawa), chairman of committee on Dominion Legislation, dealt with several resolutions. One was:

> "That this convention places itself again upon record as being strongly opposed to the Co-operative Societies' Bill which was introduced at the last session of the Dominion House, and we desire to tender our hearty thanks to the officers of the Dominion Board for the active efforts they made in having the same defeated."

This was approved of with the additional suggestion that "it is expedient that the time of parliament should not be taken up with unnecessary legislation.

A. M. Patterson, drygoods merchant (Brockville), was opposed to the Co-operative Bill. It was a great move on the part of promoters and if successful would be as bad as the trading stamps or worse.

Favor Secret Commissions Act.

A resolution was submitted in reference to the Secret Commissions Act as follows:

> "That this convention places itself on record as being strongly in favor of the Secret Commission's Act which was passed by the Dominion Government, and we would request the Dominion Board to place a copy of the provisions of the Act in the hands of all the members and request them to call their clerks' and employes' attention to the same."

The committee approved of it and recommended "that steps be taken to enforce the Act by this association."

Other resolutions approved of by H. Watters' committee and endorsed by the convention were:

"That we express our hearty appreciation of the active efforts put

forth by the officers of the Dominion Board in securing a Dominion Charter for our Association."

"That this convention assembled desire to tender a very hearty vote of thanks to Honore Gervais, M.P., for the active interest that he took in advocating the just claims of the retail merchants of the Dominion, and endeavoring to secure such legislation as will benefit commerce and the consuming public of Canada, and we request the secretary to forward a copy of this resolution to him."

Want Space Distributed Better.

E. T. Steacy, drygoods merchant (Kingston), was the next committee chairman to report. The following resolution was approved of and endorsed by the convention :

"That it is the opinion of the members of the Provincial Retail Merchants' Association of Canada that the space allotted in the Canadian National Exhibition should be as far as possible distributed to as many competing firms as possible, so as to give a greater variety of exhibits, and not to have the name of one firm overshadow the others who are equally deserving."

Free Gifts Discountenanced.

The next resolution was also approved of and endorsed. It read :

"That we again place ourselves on record as being strongly opposed to all such schemes as free gifts with the purchase of goods, prizes in packages, or any device that will act in the form of a bribe to customers in the purchasing of goods, and we request that a copy of this resolution be forwarded to the Dominion Board, asking them to place a copy of this resolution in the hands of all manufacturers or dealers who adopt this practice."

Mr. Steacy's committee approved of the following resolution and it was carried unanimously :

"That we desire to place ourselves upon record as being strongly opposed to any system or plan that endeavors to destroy individual effort in Trade and Commerce, and inasmuch as Co-operative Societies are endeavoring to eliminate private traders through a false system of economics that we desire to call public attention to this fact and to point out that they are the enemies of the community inasmuch as their principles are to destroy the individual and to secure a public monopoly for themselves that will be injurious to the best interests of organized society."

Geo. Mills, furrier (Kingston), said that this matter had been brought up at one of their branch meetings and the conclusion was reached that the less said about co-operative stores and departmental stores the better. It was only giving them additional advertising.

Mr. Steacy admitted that such was quite true so far as the general public is concerned and explained that the report would not reach the public.

Secretary Trowern said that the provincial board had sent out pamphlets among many of the general public interested in co-operative societies and that they had accomplished good results. This matter, he added, was to be attended to entirely by the provincial board.

Contract Selling Plan.

The resolution in reference to the above read :

"That we desire to again place ourselves on record as being strongly in favor of the price contract plan for selling staple lines of merchandise, and we urge upon all retail merchants to make a special effort to assist those manufacturers who adopt the plan."

In approving of this Mr. Steacy said that there was only one of the committee who opposed it and "he is an out and out free trader."

"We are masters of the situation if we are true to ourselves," he said in reference to co-operative societies and mail order houses. "If we give the proper service we need not be afraid of them ; if they come in under regular lines we cannot stop them and I'm not afraid of them—but they shouldn't get special favors."

The resolution was endorsed.



M. MOYER, Toronto,

Who Presented a Paper on Education Among Merchants and Farmers, and Who was Re-elected Treasurer.

TUESDAY NIGHT SESSION

Claim Milk Bottle Combine.

The remainder of the committees reported when the session was resumed on Tuesday evening at 8 o'clock.

R. W. Dockeray, Toronto, seconded by Geo. E. Gibbard, Toronto, moved a resolution that the government be asked to allow the importation of milk-bottles free of duty, until those Canadian glass manufacturing firms, whom they alleged were a combine, had made an adjustment of their prices. Comparison of prices were submitted comparing Canadian and U.S. figures.

A. M. Patterson, drygoods (Brockville), claimed that if the R.M.A. asked the government to do this it would be made 'the laughing stock of the country.'

R. N. Thurtell, druggist (Ingersoll), held the same view.

Mr. Gibbard said that such could scarcely be the case since the government had formed the new Combines Act for this very purpose—to re-adjust the duty if a combine is shown to exist and also to impose a fine so long as the companies continue to do business after the combine is proven to exist.

The convention, however, did not care to take the step of asking the government to cancel the duty on milk-bottles. First, a combine would have to be proven it was claimed. The matter was left in the hands of the executive to be taken up with the glass companies.

J. C. Van Camp, undertaker (Toronto), read the following resolutions which were endorsed :

"That we endorse the legislation as proposed by the Undertakers' Section of our Association for the proper embalming of bodies."

"That we endorse the proposed legislation of the Opticians' Section of our Association which asks the government to issue certificates to all qualified opticians so that the public can be protected against those persons who practice optemetry without proper qualifications."

Some "Stormy Weather" Next.

It was when the question of the system of organization came up that the real heated discussion occurred.

Rev. A. L. Geen, druggist (Belleville), was the chairman of the committee who had in charge these two resolutions :

"That this meeting endorse the action of the Dominion Board in amending the constitution so as to make the minimum fee not less than five dollars ($5) per member per annum, and we recommend the Dominion Board to so amend the constitution that it will be applicable and operative under the Dominion Charter secured at the last session of the Dominion Parliament."

"That we believe that it will be in the best interests of the association to have the organization work of every branch under the direct supervision of the provincial board, and that the constitution be so amended as to make provision for this and to strike out Section 7 of Article 9, and that this be a recommendation to the Dominion Board to that effect."

The second of the two was the butt of the chief remarks of the opposition.

H. C. Ellis, grocer (Ottawa), referring to the proposed amending of the constitution said : "I think it is unwise to change that section for there are some good branches that do collect their own fees. It is not business nor wise to spend $1 in sending out an organizer to collect $2 if it can be done for 10 cents. In Ottawa we pass drafts and they are seldom returned ; if they are we try to again interest those who refuse to pay in our association work."

E. M. Trowern said there were some sections which never collect and if there wasn't an organizer out they didn't get the money.

H. Occomore, hardware merchant (Guelph)—"I beg to differ with the secretary—we have done better work in Guelph without an organizer."

C. W. Kelly (Guelph), made a similar statement in an emphatic manner and the discussion began to wax warm.

Pres. Ziemann's silvery voice tried to still the tide by remarking that the matter should be considered from various standpoints, but without success.

Geo. E. Gilbert suggested that the constitution be changed to read: "That there be an organizer sent out to help the sections which require one."

The secretary then cited the amounts of money that had been secured from some of the branches—"$18 from Ingersoll, $27 from Ottawa and nothing from Guelph," with an emphasis on the the 'nothing.'

Where Money Was Going.

This made Harry Occomore and vice-president Kelly get hot under the collars and fidgety in their seats.

"We want to know what is being done with our money—we have got our membership worked up and we have the money ready now in the bank when we know where it is going," replied the former.

A. M. Patterson, drygoods (Brockville), was in favor of the organizers sent out by the provincial board collecting the fees. "If one of us tried to collect the money he would get the merry-ha-ha; we want our association to be run on a good sound footing—we don't want it run on a cheap basis. Our secretary has been working like a horse down at Ottawa and hasn't been properly remunerated for it."

Again did the president lift his voice to straighten out the kinks. "Let us be bigger men," he said. "Let us be big enough to see the merit in the different propositions and to seek out the best for the whole."

M. Moyer (Toronto)—"Lots of branches never gave us a dollar."

F. J. Hoag, druggist (Kingston)—"The great difference is due to the fact that we have not been a unit in the past; we should adopt a general plan and conform to it."

Geo. E. Gibbard—"Get the organizer and let the branch ask for him if he is wanted."

H. C. Ellis, grocer (Ottawa)—"I think the clause in the constitution should be left as it was. I don't think for a moment that because we can collect our own fees that other branches shouldn't have an organizer if they want one, but there is no sense in spending a dollar when 10 cents will do.

"When men write in wanting to know what their money is for they have a right to know."

Mr. Ellis moved that the report be sent back for further consideration.

Rev. A. L. Geen (Belleville)—"Are we willing to pay the $5 fee imposed by the Dominion Board?"

While personally he was agreeable he had found several members in Belleville who declined and the membership of this branch had been cut down. He did not think they could get the $5.

Some one again suggested that the committee go into the question again.

"If any section wants to collect its own dues let it do so and let the constitution stand as it is," was H. C. Ellis' parting shot.

J. A. MacIntosh, grocer (Hamilton), moved that a committee be appointed to bring in a resolution to-morrow (Wednesday), at 1 o'clock 'to suit all the members.'

The last five words produced much laughter. It was finally referred back to Rev. A. L. Geen's committee.

Shall Know Each Other Better.

Geo. Mills (Kingston), suggested that before the session closed for the night they should all sing, "We shall know each other better when the mists have rolled away" (Cheers).

WEDNESDAY MORNING SESSION.

On resuming business on Wednesday morning the secretary read the report of the committee, to which the resolution re the proposed change in the constitution had been referred back. Rev. A. L. Geen, who was the chairman of this committee, had previously left for Belleville.

The recommendation was that the provincial Board employ organizers to be at the disposal of the various branches, but if any districts wanted to collect their own fees that they be given the privilege.

That would leave Section 7 of Article 9 as it was with the exception of a change in the fee which had been charged by the Dominion Board to $5.

F. J. Hoag, (Kingston), objected to the payment of a $5 fee on the grounds that it would curtail membership. It was pointed that the $5 fee was to be divided as follows: $1.25 to the organizer; $1.50 to the branch, $1.25 to the Provincial Board and $1 to the Dominion Board.

C. W. Kelly, (Guelph), thought the best thing to do was to pass the resolution and see whether the $5 cannot be secured.

J. A. MacIntosh, grocer, (Hamilton), moved that where there are no organizers that the fee charged be $3—75 cents for the local branch and $2.25 to the Provincial Board, $1 of which shall be passed on to the Dominion Board. When there was no organizer the fee was too high, he claimed.

President Ziemann claimed that such a thing would tie up the board in the matter of sending out organizers.

H. C. Ellis, grocer, (Ottawa), said: "The whole question is whether we are going to get value for our money or not. I think we should endorse this resolution and give it a trial for $1 year. We have found the $2 fee inadequate. The great trouble is many merchants don't see where they get the value of their money and when they are educated to this there will not be much trouvle in getting $5. We may not get as many members, as we have had, but we will place the financial standing of the association on a better basis. We should therefore, as Mr. Kelly has poioted out, give the $5 fee a fair trial.

"Surely, as business men, we can spare at least $5 for this association. I think we should adopt this resolution and I'm going back to Ottawa to work hard for the $5."

J. A. MacIntosh, (Hamilton), claimed that there were the 90 p.c. of the men in the trade which they wanted to get in and if the fee were $5 that couldn't be brought about.

The President said that unless the board got the money they couldn't send out organizers to get the other 90 per cent.

The resolution finally carried with some objectors.

A resolution was moved by A. B. Carscallen, general merchant, (Tamworth) and J. A. MacIntosh, grocer, (Hamilton), to the effect that financial statements be prepared regularly as to the exact state of the finances with returns from local branches, etc., and that these be printed and copies sent to the various branches. This was carried.

Retailer and Manufacturer.

Jno. Hewitt, sales agent Canadian Shredded Wheat Co., Toronto, gave an address on the Contract Selling Plan. In reference to this system of placing goods on the market he said:

"Before marketing our product, the company, after mature deliberation, decided that the legitimate channels through which our products should be distributed, were from the manufacturer to the jobber, from jobber to the retailer and from the retailer to the consumer, and, recognizing that for this service rendered by the jobber and retailer, each was entitled to a fair remuneration and such in their judgment, having in mind the uncertainty of the price of the raw material, (wheat) was fixed on what appeared to them, an equitable basis.

"It is apparent to all business men that in the initial or introductory stages of a product like Shredded Wheat, immense expense is entailed in demonstrating and advertising the product to educate the public as to its food value and thus create a demand for the goods. All this expense is borne by the manufacturer.

"Having therefore established a demand for our product, in the profits of which you as distributors share, we formulated a plan to protect both the jobber and retailer and insure them the profit fixed by the company. About eight years ago we introduced the restrictive price or contract plan. Agreements were drafted, printed and both jobbers and retailers were asked to sign the same. It was a new departure and some thought an innovation and bound to be a failure, but I am glad to state that we met with the hearty sumpathy and loyal co-operation of the majority of both wholesalers and retailers.

"We find that though we have accomplished much, there is yet some educational work to be done to get certain retailers to take the profit provided under the contract plan, and here let me say, that in our chain, provided for the smooth running of the machinery, there appears to me to be two links which are weak and need strengthening. I refer to the salesman representing the wholesaler and the retailer or purchaser. The salesman, either through ignorance of the terms of contract under which Shredded Wheat is sold, or knowing these, is disloyal to his employer and offers secret rebates to the purchaser, thus breaking his employer's contract and causing financial loss as provided for in the contract, and what is worse, labeling his employer as a contract breaker. What shall we say of the retailer, who knowing the conditions of sale, aids and abets such dishonest and dishonorable dealing. Where such cases have been reported, we have required an affidavit from the salesman and also from the house he represents.

"I am pleased to note that the wholesalers, recognizing the gravity of this

situation, passed a resolution at their recent meeting in Montreal, requiring the preparing and printing of a circular embodying the main points made by E. F. B. Johnston in his lucid explanation of the Secret Commissions Act of 1909, also section 415 of the Criminal Code, at the recent meeting of the Wholesale Guild in the King Edward Hotel, Toronto. This circular is to be placed in the hands of every wholesale grocer in the Dominion, with a request that he furnish a copy to every one of his salesmen and that they be requested to read and familiarize themselves with the provisions of the Act referred to. I feel hopeful that this will have a wholesome and deterrent effect. At any rate, if the salesman after all these measures and precautions have been taken, runs his head into the noose of the law by violations, deserves no sympathy from either the wholesaler or retailer. Gentlemen, you can be and ought to be of great assistance to the jobber and manufacturer in the matter of maintaining contract prices, for if you treat the man who offers you any consideration or bribe to do business with him as he ought to be treated, the occupation of the dishonest salesman will be gone, and his passing away will clear the business atmosphere and insure a brighter, better outlook for the honest, legitimate dealer."

W. H. Dyde, grocer, (Kingston), took exception to the principle of contract prices and claimed that there should be a quantity price for those who were in a position to buy in quantities.

WEDNESDAY AFTERNOON SESSION.

Local Paper Advertising.

In the absence of Robt. Fair, dry goods merchant, (Peterboro), his paper on "How the local press can be made more valuable to retail merchants, and why they should support its advertising column," was read by H. Watters, (Ottawa). It was:

"In dealing with such an important subject as has been assigned to me let me first say that as a large retailer myself, having been engaged in the dry goods business for over a quarter of a century, I heartily endorse the aims and purposes of the Retail Merchants' Association.

"Its benefits to each individual member are many and it has done and is still doing a great work in the interests of the trade. It has been responsible for the elevating of advertising to a higher standard and such a meeting as this means mutual benefit to all concerned. The merchant in one line of trade meets others in a similar or different line of business and by the exchange of opinions and ideas each is greatly benefited.

"Let me deal first with the initial part of my subject, 'How the local press can be made more valuable to the retail merchant,'—and in doing this let me point out what I think to be some of the greatest present day evils. In my long experience as a dry goods merchant and therefor an advertiser, I have made it a part of my business to compare the local papers with others outside and I find the local newspaper as a general rule "fills up" with a lot of trashy plate matter, which probably not half a dozen readers in one hundred ever look at. It's in one day and the probability is that it will appear at another date for the express purpose of filling up the paper and make it look big. Another method to cover the same ground is the two frequent practice of using large "scare line headings." These also help to take up room.

Against Supplements.

"I am strongly opposed to supplements and special editions. My own experience is that on many occasions customers have come to me asking why I discontinued my advertisement in such and such a paper. The fact of the matter was that the advertisement was sent to the printer, was locked up in one of the forms of the supplement, but wnen my customer received the paper, the supplement was missing or the reader in looking for the local news, knew it would not be found in the supplement and so threw it aside. My advertisement was therefor a waste of money, ability and time.

"I would also discourage the practice of advertising by means of the small hand bill or dodger. It cuts down the space used by the merchant in the paper because he thinks he can get ahead of his competitor by using the dodger. But can he? I am rather inclined to think not. The other fellow around the corner circulates dodgers and the housekeeper, who is the merchant's chief asset, on coming to her door finds a lot of colored bills and while at one time she may look them over, she will in 99 other cases throw them away or burn them. The result is a dead loss to those who sent them.

"Now my theory is this: Let the newspaper man do away with all this plate matter, supplements or special editions and minimize the big headings. Let him be uniform in the publishing of his paper. Instead of having the local news concentrated on one page, let it be pretty well distributed, and so that each page would be read. The reader would then find the news and the advertisements at first sight on any page. A genuine advertisement is an item of news just as much as the fact of John Jones being killed in a railway accident and as many a local item is missed by being placed in an obscure corner of a "fill out" newspaper, so is an advertisement, be it large or small, by being similarly treated. Eliminate all this useless matter; have the paper distinctly local and distribute the news and advertisements on just the size of paper needed and no more and the results to my mind, would be manifold, both to the publisher and advertiser.

Should Publish Prices.

"I think that every merchant should have a fair to a thorough knowledge of advertising. He should be able to see in his own mind pretty much how that advertisement is going to look in type, and be able to act accordingly with a view of having it look attractive and readable. He should not be afraid to publish the prices of his articles although there are exceptions such as the announcement of a new stock or the opening of a season. He should advertise each article under the name by which it is best known to his customer. I would also advocate the use of the index on the newspaper as I consider it of great value. The reader can find at a glance where to find the article he or she is looking for and as my opinion is that a live advertisement is a local item, it should be included in the index.

"Then these things being remedied, the merchant should support the advertising columns of the local press loyally and at all times. He should do away with the hand bill custom, etc., which in many cases does not go to the publisher of a paper in his own town, but instead the small jobber outside is the one to be benefited. He should make his contract with the publisher and it should be rigidly abided by by both parties.

"Then by loyally supporting the publisher the merchant should in turn receive the preference by the local buying public. This I think would be brought about to a greater extent than is now prevalent. The community owes it to the merchant. His line of business can be placed in the hazardous class. Not every merchant makes a success. He has to take many chances, and yet in doing this he contributes half of the total amount of the community's taxes. Again the advertisement is a source of information. It tells the condition of the market and the reader can be assured of its reliability.

"I thank the Association for the honor bestowed on me, and while I feel that the assignment could have been placed in much more capable hands I have given my opinions and trust that the convention of the Association may result in many accomplishments which will benefit all those interested."

Effects of Bargain Counters.

H. Occomore, hardware merchant, and president of the Guelph branch of the R. M. A., read a paper on "The Injurious Effects that the bargain counter advertisements of the Toronto dailies have on the growth of the cities and towns."

"In presenting this short paper to you to-day," he said, "I do so with somewrat of misgiving, as I have to confess that until I received a letter from Mr. Trowern some few days since saying that he had put my name on the programme as the handler of this subject, I had never given it any particular thought. Had I had the choosing I would have given something of a very different nature.

"However, to come to the matter of this paper "The Bargain Counter Advertisements, its injurious effects on the cities and towns." We must first be sure that this is really an evil before we endeavor to point out a specific for it. We must also reckon with the fact that unless we can really find legitimate proof that it has an injurious effect, we will only frustrate the very purpose of this paper (namely how to counteract this evil), but instead will only help to advertise it more extensively.

"That it is injurious to the retail trade of the cities and towns you will all agree with me. I know of nothing that will cause the buying public to sit up and think and act quicker than a bargain sale advertised by a responsible house, and just here let me say that it is only that kind of a house that can successfully run bargain counters, because the public demand real bargains at such times. The greater evil to my

mind in this is that it makes the buying public dissatisfied when they have to pay the merchant in their own town a price which will enable him to conduct his business along legitimate lines. In what thoughts I have been able to give this subject, I am forced to admit that in most cases the goods advertised in this way on the bargain counter are fairly good bargains to the buyer, especially when it does not cost him or her much to transport these goods to his or her home town. To my mind the greater evil is the enormous circulation of catalogues from the several departmental stores, both on this side of the line and the other. I do not think that all the bargains which are purchased outside and brought into our towns and cities would amount to very much if divided up among the several local dealers in the locality, but I do think that the catalogue advertisements as we receive them to-day are something that should make us stop and think whether something cannot be done to counteract this evil to every department of the retail trade in every city, town, or village; here, we have quite the reverse of the other, and instead of getting what they expect they are more often quite dissatisfied. But what can they do? they have paid for it, also express or freight charges, and they swallow their disappointment and say, 'Oh, I guess we'll keep it now.'

A Lack of Common Sense.

"Right here, is where I fail to see where the common sense of the ordinary catalogue-house-patron comes in. First, they see something in this catalogue they think is what they need; they send for this, enclosing sufficient funds to cover cost of article and transportation to the nearest express office, and very frequently when it does arrive, it is not what they thought it would be. This same article or perhaps something nearer to what they wanted is all the time to be gotten at the local store, oftimes at the same prices as quoted by the catalogue houses, or if higher, seldom as much as it costs to lay the other down and beside all this the fact of being able to see the article before buying should be one of the strongest levers against catalogue house buying.

"This appears to me to be the hardest blow to the retail trade generally, the grossly misleading descriptions, cuts, and information, as we see them published in these catalogues. As for the bargain counters, I would say let them alone and, if necessary, go thou and do likewise, for we must admit that it is numan nature generally to be looking for bargains. I would like right here to read a clipping from a recent issue of a trade journal as to the Association way of doing things:

THE ASSOCIATION WAY.

" 'The wise and prudent dealer will interpret the 'signs of the times,' and adjust his business to the new conditions. This is being gradually done, some localities making better progress than others. Some must hustle or the real enemy will capture the local trade, which means ruin and defeat. To fight successfully we must first recognize the true enemy, and then plan and carry out a winning campaign.

" 'In a town are two retail firms. There is plenty of trade in the community to support both and it is foolish to believe that either can drive his competitor out of business or sell all the goods that are needed. Yet this is exactly what dealers are trying to do in many of our smaller towns. While this bitter local fight is going on, the real enemy, the catalogue house, is, almost unnoticed and unopposed, stealing a large portion of the most desirable and profitable trade of the community.

" 'No one is to blame but the dealers themselves, and they can never stop foreign encroachment on their trade until some sensible, practical, friendly alliance is arranged for mutual defence and protection. It is a mistake to blame the farmer for buying of catalogue houses. They are sensible men and will buy at home if you show them in the right way that, all things considered, you can serve them equally as



H. OCCOMORE, Guelph,

President of Guelph R. M. A., Who Gave an Address on Bargain Counters and the Mail Order Question.

well. It is a mistake to fight your neighbor with cut prices and shut your eyes to the catalogue quotations. You always have a chance at orders filled in your own town, but when they go to Toronto or Winnipeg the business is worse than lost.

" 'The 'Association Way,' as the National Hardware Bulletin says, is to get together; to harmonize and adjust local differences, to rise above petty jealousies and trickery; to work for the general progress and prosperity of all instead of crawling into your business shell and wasting your energy in snarling and snapping at every person who happens to handle the same class of merchandise.

" 'One way to overcome this is to organize the Association into sections.

" 'The reason these houses can put on bargains is owing to the quantity purchased and if the merchants of our cities and towns could only have confidence in each other to combine in the matter of buying certain lines, it would no doubt to a very great extent lessen the evil, as they could then buy just as cheaply as the catalogue houses, and we all know that in the majority of cases, quantity controls the price. This is just as true in selling as in buying. Another way to lessen the evil would be to absolutely refuse to buy from those wholesalers and jobbers who we know cater to the departmental houses' trade.'

Hold Your Own.

"In conclusion, gentlemen, I would say let us as retail merchants of Canada make up our minds that we as a class are necessary to the best interests of trade and that we can and will hold our own even though there be bargain counters and we can rest assured that there will always be lots of people who are willing to live and let live and will appreciate at his true worth the dealer who endeavors to give a square deal."

Increased Cost of Foods.

F. C. Higgins, grocer, (Toronto), prepared a paper on "The cause of the increased cost of food products from the practical standpoint of the merchant." He was unable to be present, and this paper was read by J. Impey, R.M.A. organizer, (Toronto), It was as follows:

"The subject that has been given me to present for your consideration, 'The cause of the increased cost of food products from the practical standpoint of the merchant,' is certainly not of my choosing, and if I fail to make this paper interesting, I can at least make it short, and thereby fulfill one of the claims set out in the official programme.

"Then, again, if I take the same liberty with my text, that the preacher does at times—read it, and straightway forget all about it—I am sure you will forgive me, because it seems to me that while it would be of interest to know the 'Cause of the increased cost of food products,' it is a much more interesting and practical question to us, as merchants, to consider the subject of 'The effect of the increased cost of not only food products, but of all the expenditures, incidental and necessary, for the proper conduct of business.'

"First of all, the increased cost means the investment of more capital. A merchant by an investment of $10,000 could secure as large and varied a stock ten or fifteen years ago as he can to-day with an investment of $12,000 to $15,000. Money is worth 10 per cent. in a business venture, so we see one of the first effects is this added burden on the merchant.

"Second—The increased cost of living has compelled the merchant to pay higher salaries to his employes, ranging from 25 to 50 per cent.

"Third—The heavy burden of increased cost in the delivery of orders. A horse could be fed and shod at an average cost of $2.50 to $3 per week a few years ago, and to-day it costs about $5 to $6—nearly doubling the outlay in this particular.

"Now, what is the effect of all this increase? It means that it is costing the retail merchant at least 5 per cent. more

on his turnover, to do business to-day than it did ten or fifteen years ago.

"How can we, as merchants, maintain our position and receive a just reward for our labor? I know of no better way than ORGANIZATION. By this means labor has secured a much larger and more equitable compensation, and it is up to the merchants of this country to say whether the increased cost is to be wholly taken from them, or to be apportioned to each and every one according to the service rendered."

Maintaining Profits.

Mayor Daniel Couper, grocer, (Kingston)—"I think Mr. Higgins has struck the right note; expenses have increased all over and profits are being cut down, and if we can only get together and arrange some method of maintaining fair profits there will be better business men in the future."

Advertise Your Goods.

A. Sweet, general merchant, (Winchester), in reference to mail order houses, stated that he had had trouble with people sending to catalogue houses because they did not know what he kept in his store.

"We should let the people know of all the lines we carry," he said, and cited an instance of his own wife deciding to send away for an article which he himself had in his store.

Co-Operative Societies.

The next paper was read by E. M. Trowern, on, "Why Co-operative Societies are Commercially Unsound."

"There are two viewpoints of considering this subject, one is from the standpoint of the practical business man who understands all the avenues and ramifications of trade and commerce, and their relation to every other trade, calling and profession, and who has in view the ultimate growth and development of the whole nation, and all who are interested in it, so that it may ultimately result in a much greater advance of civilization, which, we believe to be the true standpoint from which practical co-operation should be viewed. And the other viewpoint is from that of persons whose vision is partly shadowed, because they lack the knowledge of active business affairs, and the true principle that underlies trade and commerce.

"To the second class the natural avenues of trade appear to be all disorder and confusion. They cannot trace the development that has been constantly taking place in the methods of trade and commerce and which has resulted in our present condition of civilization. They overlook the fact that as man became free to think and to act for himself, to buy and to sell, and to invent and search out new markets, that civilization has advanced and in proportion as man has advanced so have the nations. They cannot see the relationship between the manufacturer, the wholesaler and the retailer. Most of these theorists are well-meaning persons who have sentiments which they think is an endeavor to embrace and carry out a plan for the development of the practical brotherhood of man. One of their pet theories is, that the profits of the retailer or the middleman, and which is really the wages of the retailers for doing a useful service in all communities—should be taken away from them and given to the consumers who create the profits. Cunning promoters see in this second plan an opportunity of profit for themselves and with the aid of the influence and wealth of these good-meaning, but inexperienced, persons in business, and assisted by the small investments of thousands of working men who know still less about the true relationship of trade to the nation and the value of merchandise, they commence their operations. Their first and most important step is to keep constantly in front of their shareholders the fact that the co-operative store belongs to them, that if they want to succeed they must patronize it, and they must induce all other persons to patronize it. In order to make them think that they are securing an advantage, in addition to giving the shareholders interest on their money, they quote to them and to all purchasers what they term to be the 'regular legitimate dealers' prices,' and which has been proven over and over again to be false and misleading; and from off these fictitious prices they give back again at the end of the year or half-year what they term to be a 'dividend,' and this dividend, which is nothing more or less than a bribe, is the crux upon which the promoters or managers base the whole success of their scheme.

"In order to prove this statement, all that is necessary to do is to turn to the reports and annual statements of these societies that are in operation in England and Scotland, and in nearly every case you will find that when the question is asked by the shareholders if the managers did not think that it would be the best thing to do away with the giving of the dividends or bribes and give the customers the benefit of the supposed lower prices at the time of the purchase, and the answer has always been the same: 'If you do away with the giving of dividends you will destroy the system.' Those uneducated in commerce and who cannot see the trick or scheme in this plan often ask, 'Why is it that they can go on and do business if the statement is true that they charge higher prices than the legitimate dealers?' This is a fair question and requires a fair answer, which can be given by any practical merchant who has studied the problem.

What Their Methods are Said to be.

"Their method is to keep all classes and qualities of goods. On those lines that the public are familiar with they keep the prices down to that of the legitimate dealer, and on those lines that the public are not familiar with they 'load up' the prices, and in this way they are enabled to pay back the dividends which have been taken from their customers under false pretences. Did you ever think how little the average man or woman knows about the quality of merchandise? Did it ever occur to you that to be a successful and safe storekeeper to purchase goods from, the you must know your business? Take cloth, wool, silks, cotton, linen, how many people know anything about their quality until after they have worn them, and they have to purchase them on the strength of the reputation of the dealer? How many customers know whether they are buying pure or adulterated mustard, rice, salt, vinegar, pepper, spices or any other articles of groceries, unless they depend on the knowledge and honesty and reputation of the merchant? It is an easy thing to sell most people second-quality goods, and palm them off as firsts, and because this can be done, and is done, is one of the reasons why co-operative stores are able to pay back what they term dividends, a custom which is immoral, unfair and unjust, and which is the most corrupt system of bribery, as it is clothed in the most sacred and philanthropic covering, that of pretending to help and aid the poor working man. Instead of being their friend, it is their enemy in disguise. When working men buy from them they are overcharged in price, which we have abundance of proof to show, they are not served properly, the goods are not delivered promptly and regularly, and when they are out of work and have no money to pay for their goods they are told they had better go to 'the shopkeepers across the way.'

"We make no apology for denouncing the so-called 'Co-operative Society System' of doing business, and we challenge any person to deny our statements, and if the Dominion Government, no matter which party is in power, want to do the fair thing by the retail merchants of Canada, instead of passing legislation to promote this false scheme, they will, whenever such legislation is proposed, throw it out, and if they decide to pass such legislation they should put a clause in the proposed bill, making it an illegal offence for any co-operative society or any merchant or corporation to offer to give back a dividend, or what we term a bribe. We can promise the Government the hearty support of every honest merchant in Canada to this amendment, and we will go further, and say that if any Government insists on a clause of this character they will hear nothing further about a co-operative society bill, as its promoters would soon forsake it if they were compelled to abolish the bribing features of it. In order that we may not be misunderstood, we wish to state again, that we object to the co-operative society scheme because it is not based on sound business morality, because it does not give the poor working man cheaper goods, because it pretends to be a philanthropic scheme and it is not, and because through its pretensions, it is displacing trade out of its legitimate channels and centralizing it in the hands of a few, thus destroying the value of real estate, re-

ducing the wages of clerks and throwing a great many out of employment, and instead of educating clerks to higher standards and teaching them more about their business, the co-operative system is making them mere machines and operating under false pretences.

"Our association stands for all that is fair and square and for this reason we oppose the co-operative system."

Wholesalers and Retailers.

The following paper by H. C. Beckett, W. H. Gillard & Co., (Hamilton), was read by Geo. Mills, in Mr. Becket's absence:

"It is an honor and a privilege to be requested by you to take part in the deliberations of your convention. Your efforts to educate the trade up to a better business standard cannot fail to result in benefit to not only members of your association, but the grocery trade in general.

"I am asked to suggest to you reasons "Why wholesale and retail merchants should co-operate." Well—a common sense conclusion on general lines would convince any thinking merchant that there would be advantages in wholesalers and retailers co-operating, but with a view to emphasizing and giving the reasons why such co-operation is necessary, I would point out to you the following facts:

"The conditions of trade, we all know, are not satisfactory and associated effort is the only known remedy. As a foundation for better business methods, the three classes of trade, namely, manufacturers, wholesalers, and retailers, require to be more in harmony with each other, and education in this direction can only be accomplished by united effort on the part of wholesalers and retailers.

"A careful study of the situation will convince the student that at present, very few manufacturers understand the conditions of the retail trade—the manufacturer does not properly appreciate the value of the retailer as a distributor of his products—and the manufacturer does not know and apparently is not making any great effort to know what it costs the retailer or the wholesaler to do business. With few exceptions the manufacturer has shown indifference as to whether the distributor of his goods succeeds or not—the manufacturers simply regard the retailer as a means to an end.

"Through the co-operation of the retail trade it should be made clear to the manufacturer (by the wholesale and retail trade) that the methods some of them have employed in the past are not only unfair to the great majority of the retail trade, but a serious menace to the welfare of the retail trade.

"I would illustrate this by referring you to the discrimination that some manufacturers have shown to some retailers. It must be clear that if manufacturers are permitted, without protest on the part of ninety-five per cent. of the retail trade, to sell five per cent. of the retail trade on a favored basis, the ninety-five per cent. suffer. It must be clear that on proprietary articles, in the majority of cases the manufacturer has not taken into consideration the retailer's position and planned the sale of his goods on a basis that would show the retailer a sufficient margin. This indifference on the part of the manufacturer is, no doubt, to a large extent, due to some manufacturers following the advice of advertising agents who have recommended manufacturers to cut down the profits of the retailer to the smallest point and spend the difference in advertising, the claim of advertising agents being that goods well advertised must be handled by the retailer whether there is any margin for the retailer or not. I have seen letters from advertising agents to manufacturers in which the advertising agents advised the manufacturer to pay no attention to the margin of the distributor but to advertise extensively and the distributor would be compelled to handle the goods. This is very much in line with an advertisement of the Toronto Globe which recently appeared. The Globe's advertising man makes this remark:

> "The maker of any article who is prepared to let the retailer, big or little, dictate to him will rue his policy sooner or later."

"I would like to ask: Have not the wholesalers and retailers something to say regarding the terms upon which they will handle goods if they agree to handle them? The arrangement cannot be one-sided. Every distributor of goods has a right to dictate the terms upon which he shall handle them, as well as the manufacturer who makes these goods.

"We must consider the viewpoint of the advertising agent to find his reason for such suggestion and argument. It's easy—the advertising agent is looking for large advertising contracts and his effort is to secure part of the profit justly due the retailer.

I would remind you of the fact that if the manufacturer expects his products to take a permanent stand upon the market he must reckon, sooner or later, with two elements of trade, viz., the wholesaler and retailer. When the wholesalers and retailers jointly impress the manufacturer that his interests will be best served by winning the co-operation of both the wholesaler and retailer, the wise manufacturer will secure the co-operation of the wholesaler and retailer and ensure to each a reasonable profit in payment for their share in marketing his, the manufacturer's wares. To bring about this happy state of affairs would be impossible if undertaken by individuals and without the medium of an association such as yours and such as that of the Dominion Wholesale Grocers' Guild.

"The retail and wholesale grocery trade is of such importance that it must have some official status—there must be some authority to speak officially on its behalf, and this can only be done by some organization with a recognized entity.

"The general features and requirements of the grocery business must have recognition, and the peculiar views or opposition of a few dealers actuated by selfish or improper motives must not be allowed to prevail.

Believes in Co-operation.

"The needed protection to the retailer and the surest method of bringing about the reforms and cleaner methods so much needed in business can best be brought about by both wholesalers and retailers co-operating.

"It must be clear that if the wholesaler acts as the manufacturer's distributing agent, it then devolves upon the manufacturer the adoption of a selling system that will ensure a square deal for the retailer. Sales by manufacturers direct to the retailers gives the manufacturer an opportunity to discriminate in favor of a few retailers and at the expense of the great majority of retailers. The manufacturer is under no obligation in any way to treat all retailers on a fair basis if the transaction is between himself and the retailers. On the other hand, if the wholesaler acts as the manufacturer's distributing agent, the wholesaler requires the manufacturer to adopt a selling plan that would ensure a fair deal to the retailer, or the wholesaler declines to handle the goods.

"In this manner you will realize co-operation through the two organizations will result in great benefit to the trade. Unfortunately, as in your organization, we have those in the wholesale trade who hold aloof and discourage any organized, united effort. Is such an attitude in the best interests of the trade and should it go unnoticed by the retailers? I venture to say that some wholesale firms have disclaimed allegiance to the Wholesale Grocers' Guild because they thought such an attitude would be popular with the retailer—let the wholesaler know in no uncertain way that such an attitude is not in the best interests of the retail trade. To bring this about takes time and education, if the wholesaler is a strong believer in the power of organization his conviction will carry conviction to and have a great influence with the retailer, and the wholesaler's attitude will assist you greatly in increasing your membership. There is no greater bar to your success and increased membership than the example set by wholesalers who have no use for and take no interest in association work. It, therefore, should be the duty of every wholesaler to set an example by endorsing the principle of association work and thus have an influence with those engaged in the retail business. There is nothing selfish about association work, and nothing dishonorable about being a member of an organization whose effort is to uplift the business in which its members are engaged. To be a member of an association means doing something

for the general good of the trade, and in this advanced age a man must indeed be actuated by indifference or selfishness who will not join in the work of reform, but quietly takes advantage of all the benefits that others have secured for him.

"Every wholesaler should be requested by your association to use their best efforts and influence with the retailer to become an active member of your association. Every wholesale house should endorse your efforts for large membership, and the travelers for such wholesale firms should be asked to assist by pointing out to the retailer the advantages and benefits to be derived by associated effort.

"In the short time allotted me, it would be impossible to deal thoroughly with all the reasons why wholesale and retail merchants should co-operate, but the points touched upon I feel confident are worthy of your serious consideration.

Combining for Protection.

"Before closing I would like to point out that it is not now considered a criminal act for those engaged in business to combine for their own reasonable protection. Many of the peculiar views held by those who deal with serious problems in a superficial way, have been exploded, and it has cost a great deal of money and time to convince such people. The requirements of honest principles in business are manifest to most of those engaged in trade and commerce, but it takes patient, persistent effort on your part to make all the trade up to a realization of the necessity and value of organized effort. Some people do not yet realize and appreciate that in our growing commerce we must apply new methods to suit the exigencies of the age in which we live, and that it is only by getting more closely in touch with each other and in each branch of trade that we can best solve the difficulties that confront us. Let the retail and wholesale grocers work together in a spirit of fairness, and results can be accomplished that will satisfy all fair minded men."

Want a Fair Profit.

H. Watters, druggist (Ottawa), told of an instance where he had refused to handle a line of soaps because the manufacturer was not allowing him a fair profit. Manufacturers should not attempt to coerce retailers by advertising his goods to the consumer, to handle them for nothing, he claimed. He urged retailers to establish similar methods and there would be less trouble.

Educating the Farmers.

M. Moyer, provincial treasurer (Toronto), read this paper on the above question.

"It is frequently mentioned that this is an age of conventions, and conventions are an outcome of organization, and organization is a modern necessity for the preservation and improvement of social and industrial conditions. Never before was it so well understood that the great enemy to human progress and reform is the fear and suspicion which exists between men for want of knowing each other. Long and dark has been the night in which ignorance of each other has done its evil work, but gradually the sunshine of truth is beginning to illuminate the erroneous thought and men are reaching out for the good they find in each other and their help for the common good of all.

"While this movement is growing under the enthusiasm of its most devoted supporters, a large majority of merchants are still unconcerned, and how to reach them and secure their moral and financial support seems to be the great difficulty that stands in the way and which should have the most careful consideration at this convention. Merchants, owing to the nature of their business, are perhaps the hardest to reach and in order to wake them up they must be made to feel the effects of wrong business methods very keenly before they will take an active part in any movement to better their conditions.

"That something is seriously wrong is admitted by all, and the evidence of the fact is apparent in every village and town throughout the country. I refer to the fact that these villages and towns are not getting the trade that naturally and rightfully belongs to them. This is the general complaint all over, but the aim of this association is to sympathize with any merchant, and expect the people to support him, unless it is in their interests to do so.

Up to the Merchants.

"The people have a perfect right, in this free country of ours, to buy where they like, and if the merchants fall asleep and will not wake up to meet the needs and requirements of the people, then they must only blame themselves if they do not support them.

"We always claim (and the whole world has never discovered anything better), that the only true system to distribute the products of the world to the people, is through the wholesale houses and the retail stores, and if any institution interferes with this process it cannot be in the interests of the people, and can only be done when something is wrong. If the legitimate and only correct system of trade therefore is suffering, as we all know it is, then it is our duty to find out and correct the error which somewhere exists and which prevents and hinders the best and cheapest system for giving the people the service to which they are entitled.

"Where are we therefore to look for the cause of the trouble? Will we blame the large department stores, in this age of greed when they do what you and I would do if we could, or will we wake up and get out of the old rut and meet the conditions as they exist with the advantages we have of being in line with the only true system of commerce, with right on our side and the only correct machinery at our disposal? Will thousands of merchants, and the entire community behind them, yield to a grasping concern which cannot under any circumstances give complete and satisfactory service to the people and allow them to thwart the natural growth and development of our country?

"It is a serious question, and it is our duty as men to take a strong and firm stand and find whether we do our part as we should. Go where you like and they will all tell you that they are unfair competitors, and unnecessary institutions and yet through incessant advertising the people are unconsciously drifting into the habit of supporting them without considering that they are injuring their own interests. What the merchants want to consider is where to find a remedy for this unsatisfactory condition which is considered a wrong by all the thinking people of the whole country. If it is a wrong and an evil under which the country at large is suffering, it should be an easy matter to find the remedy, and it would be, if the true condition of affairs were understood, but when you need united effort, and a large portion of the merchants who should be particularly interested, do not understand the situation, and who entirely fail to realize what is being done by their fellow merchants, then you meet with the difficulty that stands in our way.

Education is Needed.

"The first step therefore must be on educational lines among the merchants themselves. To do this requires money, and the merchants must supply it, and right here is where the greatest generalship is required. Many plans have been tried but always failed to produce the necessary funds to carry on the work, and yet if the importance of the work were realized and each one would do his duty the cost to each merchant would be so small that no one, unless he is entirely beneath the dignity of a merchant, would refuse to pay it.

"I have not yet seen our recently acquired charter, and therefore do not know what methods we can adopt, but we must adopt methods that are practical and that will bring the desired results. It is no use any longer to pass resolutions and frame laws on paper, and come back from year to year without having made any perceivable progress. We are here this year, I hope, to do things, and before we leave we must have arrived at an aggressive system of thorough organization with the best and most enthusiastic men at the head of it.

"I have been visiting a good many towns recently in connection with my work, and while the majority of merchants feel the pressure of unfair business methods and are practically ignorant of the work of the association, there are always some who are interested and who are ready and willing to take an active part in the work. If therefore the right system can be put into operation, I feel sure that the wrongs in trade conditions of which the whole country is suffering, can be corrected. As I have had some experience in the work of this association, I will, if you allow me, outline several schemes for your consideration.

"In this work, like in almost everything else, the willing ones must bear more than their share, and all we can attempt to do is to get all the assistance we can to lighten their burdens until they all see the value of the work. There are in Ontario in the neighborhood of 2,000 villages, towns and cities, and out of these only about 150 have ever paid anything to the association, and yet derived the benefits as those who paid, and while so many towns paid, it is also a fact that a good many of the merchants in these towns never gave us any support. This on the face of it is not right, and therefore not successful.

The Organization Work.

"The plan of sending organizers from the head office from town to town to collect two dollars was found to be too expensive and not sufficiently educational to create interest and support, and

had to be abandoned. In view of all this, I had a plan in my mind for several years, although unsupported by the executive and it is this: I would make an estimate of the money we required for a year and then allot each village and town's share according to its size or population, and if this amount was paid it would entitle every retailer in that village or town to be a member of the association. This amount would have to be raised by the merchants on that town and as the amount would be so small they could easily do it. I may say that through the permission of the executive we made an experiment with a number of villages, and while the results are not very satisfactory they are not altogether discouraging. The difficulty we meet with, in this plan, is that we come in contact with a class of merchants who know very little about the aims and objects of the association, and therefore do not know whether we deserve their support or not, and even if they did respond to our request they would have no means of becoming more familiar with our work. Therefore we would never secure their moral support.

"The most feasible plan as far as I can see at the present time is through local organizers in districts, and on strictly educational lines not only among the merchants but among all classes. We represent an industry about which we have nothing to hide. We are an important factor in the upbuilding and regulating the affairs of our country and we must measure up to the duties and responsibilities of our calling. We are the men as merchants upon whose judgment and strength of character the prosperity of the country largely depends, and therefore we should study not only our own interests but the responsibilities of our important position and our relations to the people whom we serve and who have a right to know something of our stewardship. Our customers are on one side of us and the producers on the other, and we stand in between as the middlemen reaching out our hands in both directions and connecting them all in one fabric of human activities. The farmers have their institutions, the laboring people have their unions, and we as merchants have our association, and the duty falls on our shoulders to reach out both ways and weld the connecting link and secure the united forces to build up our industrial conditions in the best possible interests of all.

A Plan Outlined.

"I would divide the province into counties or districts and make each district responsible for a certain amount of money to be paid to the Provincial Board. Any money they collect over and above that amount would belong to that district to be used as they deem fit for local purposes. There are various ways of collecting this money. One is by employing a local organizer for each district whose duty it would be to collect the fees and look after the work as directed either by the proper officers of the district or by the Provincial Board. As this movement is in the public interests and for the encouragement of better methods, I do not see why we would not be entitled to government aid, as much as the dairy, fruit-growers, bee-keepers, etc., who get an annual grant from the government. Any movement such as this which is intended for the general betterment of the people should have government or municipal support, but as the cost is so trifling, if all do their share, the merchants should stand up boldly and cheerfully pay their way.

"Public meetings should be held either in connection with the farmer's institutes or as general mass meetings in every district, and addressed by men who thoroughly understand trade conditions, and who could convincingly point out in dollars and cents the advantages of building up their own homes and their surroundings. Not only would this have to be pointed out to the buying public, but the merchants must wake up, out of the sleep many have fallen into, and learn to give the people the service they have a right to expect.

"A committee should then be appointed say four merchants and four farmers, or other property holders, from each district who would meet and decide upon the best methods to pursue in order to produce the best results for the people of their district. They would familiarize themselves with trade conditions, the relation of merchants and their customers, the advantages and conveniences of buying at home and how it would effect the value of their property. They would also study how the merchants could in many ways be of greater help to the farming community, good, fair honest merchants would be encouraged, and the croakers who want to make money without giving value and honest service would be weeded out. The work of the various committee meetings and conventions would be reported through the trade papers to the merchants, and from them through the local papers to the people in each district, and in this way the public would learn their own true advantages and the trade would speedily assume its natural condition."

Provincial Organization.

The last address of the convention was read by E. M. Trowern on "The best plan of organizing the provinces so as to keep the members properly posted and get the best results from our work," as follows:

"In comparing any plan that has been attempted in the past in our organization work with what I propose at the present time it must be borne in mind that the objects to be obtained in the one case were of a different character to that now proposed. Our first purpose was to ascertain if the retail merchants of Ontario were interested in an endeavor to build up and create such legal conditions, as would allow us to operate a successful Retail Merchants' Association. Our work was, therefore, largely of an educational character, calling the attention of the merchants to the existing trade abuses and to the unsatisfactory condition that surrounded some of our commercial legislation.

"This has been necessarily expensive and discouraging work, because, while we have been promoting this educational campaign and forming and holding our various branches together, we were quite conscious that we could not do for them what they needed most, and that was to improve their present trade section conditions. Being conscious of this, we had to explain, that unless they were willing to maintain the organization, it would be impossible for us to secure our just rights under the existing law, so as to enable us later on to do for them what we knew they required. Thanks to a large number of public spirited and hopeful merchants, who had faith in the efforts of their executive, we labored on and on and while we were spreading the educational work through the public and the trade press, and through our official organ, and through thousands upon thousands of circulars and public addresses, we were compelled almost every year to fight for our very lives, either in the Provincial Legislatures or in the Dominion Parliament to defeat some unfair legislative measure that would come up either to tax us more heavily, or to take away from us through trading stamps or Co-operative Society Store experiments our capital or our profits.

"These very evils, however, were the means of cementing our forces more closely together and a large number of merchants, who believed in honest and upright trading, rallied to our assistance and upheld our hands. Every victory we secured proved our usefulness and the need for our existence, and brought our association more prominently before the retail merchants on the one hand, and our legislators on the other. Gradually, therefore, step by step, we were blazing our way and spreading our educational work. All through these various struggles we kept constantly in mind that the chief goal that we were aiming at was, to free our hands and thus make us free men and free merchants, and to do that it was necessary that we secure a Dominion Charter so that we could take in our ranks all merchants of all classes from one end of Canada to the other, and to secure by law what we could not otherwise do. In addition to this we knew that we must have some changes in the procedure of the operations of the criminal law regarding combines. Both of these objects, as I have stated in my report, after our long plodding and our weary waiting have been secured, and our long and tedious struggle in keeping our members together, in encouraging the despondent ones, in bracing up the disconsolate ones, and in holding intact the few too buoyant ones, as well as in performing the most gigantic financial feats that perhaps have ever been performed in Association work, viz: proceeding forward and keeping our spirits up when our treasury was depleted and bankrupt by the heavy strains of Legislative expenses on the one hand, and the too small and inadequate fees on the other.

Arrive on the Border.

"Notwithstanding all these difficulties we have arrived on the border of the promised land, and through pluck, perseverance and tact we have succeeded in reaching the threshold and opened the door of the gateway to the temple that has long been our aim and ambition to reach. Having reached there, we now have a new mission to perform and that is to give the retail merchants of every trade section that that they desire mostly and which they have been longing and waiting for, viz: a plan whereby they can have, in addition to their general mercantile and legislative interests, taken care of, their particular trade section interests as well.

"As you all know our association has always publicly stated that single line associations, such as Retail Grocers' Associations, Retail Coal Associations, Retail Hardware Associations or any other single line association, can never accomplish anything of practical value, and what we have stated in this regard is doubly true to-day. Every line of trade must be centralized under one directing head and from this centre, like the fingers on the hand, they must all receive nourishment and strength. It is upon this plan that our organization is founded and through our plan we are able to-day to do for the sections what could never have been accomplished in the past. To-day, under our new conditions, we can meet and agree upon what should be a fair and honest price to maintain on all classes of staple and standard merchandise.

"We can refuse to handle goods that do not give us a fair margin of profit. We can place names of those who do not pay their accounts on a list and circulate them among the members. The plan, therefore, that I would suggest is to divide up the province into districts and place into each district an organizer whose duty would be to look after the work of the association, collect the membership fees, keep in correspondence with the Provincial Board, keep posted on what each section is doing and be a live active force in building up the association.

"This would be placing the association on a proper business basis and unless this is done and if we leave the work to be done by volunteers or busy merchants, we need not look for much progress, but advance only as fast as busy business men who have their own business to look after can advance it, and this would be taking, to my mind, a backward step, over the road that has been traveled upon for years and years.

"Therefore I hope that every member will see that if we want to reach where we are aiming at we must adopt business methods as business men."

What is Claimed for Charter.

Several wanted to know what the charter would accomplish. The secretary stated that since obtaining it the R. M. A. was in a position to place on paper the name of any manufacturer who would not consider the retail trade; that it gave the right to promote commercial and industrial interests of Canada; that it permitted the collection and publication of statistics concerning the interests of the retailer.

"We can go to a manufacturer and say 'if you don't meet us and place your product on a contract basis, give us the same rate as you do large departmental stores and if you don't do this we will refuse to buy your goods.' "

Other privileges given by the charter as stated by Mr. Trowern were: "Arbitration and settlement of trade disputes;" "Furnishing to members statistics re the financial standing of every poor-pay in every town or city"; "Generally all such other lawful and similar objects for promoting the interests of its members, etc."

A grocer here asked in what position a retailer is who buys pepper as 'pure' and finds it to be adulterated. Why was he fined and not the wholesaler or manufacturer?

The secretary said that the reason the retailer was held responsible was because he was the last party who handled the goods. If a manufacturer in the U. S. were to sell in Canada adulterated goods it would be difficult to get at him.

Mayor D. Couper, grocer, (Kingston), "All the retailer has to do in buying such goods is to demand a warranty from the manufacturer that they are pure; if he does this and gets it he is always safe."

The Officers Elected.

Little time was lost in electing the new officers as the members were leaving at 4 o'clock for a trip around the Thousand Islands—per kindness of the Kingston branch. The ballot was:

Past Pres.—B. W. Ziemann, merchant tailor, Preston.

President—C. W. Kelly, musical instruments, Guelph.

1st Vice Pres.—A. M. Patterson, dry goods, Brockville.

2nd Vice Pres.—E. T. Steacy, dry goods, Kingston.

Secretary—E. M. Trowern, Toronto.

Treasurer—M. Moyer, Toronto.

Auditor—R. W. Dockeray, Toronto.

The convention next year will go to Guelph. Hamilton was a contestant, but the Royal City won out.

The Convention in Brief.

"Has anybody here seen Kelly?" sung by Prof. Zick of the classic city.

Everybody saw the interior of the national "pen" without having to stay—thanks to the vigilance of Mayor Dan Couper.

M. (Fielding) Moyer, the greatest financier in Canada, attended the convention.

The entertainments given by the Kingston branch were superb. Among them was a boat trip around the Thousand Islands on Wednesday evening with supper on board.

Harry Watters' (Ottawa) oratorical abilities were prominently set forth on the hurricane deck of the "America," among the Islands—he presented with the aid of Mrs. (Mayor) Couper, on behalf of the Association, E. M. Trowern with a purse of gold, Mrs. Trowern with a hat-pin, M. Moyer with silver mounted brushes in case, B. W. Ziemann with gold cuff links, engraved, as well as tendering several votes of thanks to others without running down.

The Kingston reception committee couldn't do too much for the visitors—everybody was made to feel at home.

The Street Railway Co., at the instigation of the Mayor, took the conventionites out to the summer park where an exhibition of teetering was given by Ziemann and Cobbledick—the latter went all up in the air over the matter.

Mayor Couper's personality also conquered the Barriefield military camp; everything in Kingston seems to move at his beck and call and the whole camp marched through the city for the express benefit of the visitors.

Geo. Mills (Kingston) knows a hymn or two.

Patterson and Craig, two Brockville delegates, said farewell on the wharf at Alexandra Bay; they were in the United States then and they naturally did as the Yankees do—waved their pyjamas to the retreating boat.

Harry Occomore and C. W. Kelly lay awake all Wednesday night thinking out how to receive the guests next year at Guelph.

WHOLE AND GROUND CLOVES.

Why the Former are Sometimes Dearer Than the Latter.

The following letter deals with a subject that should be of interest to every grocer.

Editor Canadian Grocer—I notice in your special Spring and Export number an article by Chas. Adams in which he refers to the fact that ground cloves are sometimes sold at a lower price than whole cloves, and as it costs something to grind the cloves he naturally infers that they must be adulterated. Not being a spice expert, I will not undertake to criticise his remarks but am merely seeking information in the matter. I have been taught by those who think they know, that pure ground cloves can be sold at a lower price than whole cloves because only the perfect cloves are sold whole while the broken ones are used for grinding. Can you or some of your readers set us right in the matter and oblige?

H. L. DAVIES.

St. John, N.B., June 27, 1910.

In reply to this enquiry it may be said that the explanation made by the writer is the correct one. Let it be supposed that the manufacturer does not adulterate and that only pure material is used. When he receives a case of cloves as may be expected it includes whole cloves—those with bud and stem united—and broken cloves. The clove is broken or considered broken when the bud is separated from the stem. The whole clove is preferred because of its appearance. Customers who understand what they are purchasing demand the whole clove on account of its appearance but as far as its strength or quality is concerned the broken clove is said to be as good as the whole one.

As already stated it is mostly a matter of appearance. The broken cloves are used in grinding and the question of adulteration depends upon the manufacturer. The difference in price is readily understood. The cost of screening or selecting the whole cloves must be met, hence the slightly higher price demanded for them. From statements that manufacturers have made it would seem that if in either case there were no adulterations, the difference in quality or strength between ground broken and ground whole cloves would be very slight. But when adulterations or cheap materials are used in the grinding the quality naturally suffers and the ground cloves in such a case would likely be much lower in price than whole unbroken cloves.

F. W. Hutton, grocer, St. Mary's, Ont., left recently on a trip to Europe.

C. R. Jenkins, secretary of the Litster Pure Food Co., Toronto, was married recently and has returned from his honeymoon trip to New York.

Canadian Grocery Store That Has Lived 75 Years

Methods it Has Pursued to Attract High-Class Customers—Service and Quality Goods Given Special Attention—Carefulness in Selling to the Doubtful Pay—Expenses Kept Track of in Special Book—Some Changes From the Olden Days.

Toronto, June 30—There are not many Canadian retail grocery businesses that have reached the age of 75 years. Therefore, those which have are worthy of notice because they suggest scientific methods to others.

A few weeks ago Michie & Co. celebrated their 75th anniversary. They are the only retail grocers in business in Toronto to-day who were in the trade in 1835; in fact, theirs is the oldest-established business in the Queen City.

How did they live so long? Here are a few of the reasons:

They give a service that cannot be surpassed in Toronto.

They handle only goods of quality—goods that they can safely recommend.

They do not lose money in bad debts—ever since they became independent they did not hesitate to tell a doubtful customer, diplomatically, of course, that they wanted cash.

They allow no discounts, because the discounts in former years were too much abused.

Their bookkeeping system keeps them fully informed as to stock purchases, turnover, controllable and uncontrollable expenses, etc.

Deliveries are made systematically at specified times.

They do not cling to old ideas when new and better systems present themselves, and when the new methods are adopted they aim to simplify them as much as possible.

About Their Service.

Much dependence is placed upon serving the public in superior fashion. Particular people, people who are willing to pay any price in reason, want such a service and do not object to pay for it when they know it is assured.

A part of this is a splendid telephone service from six phones; in 1887 the store had but one phone, and that was used solely for ordering from the wholesalers.

The phone, too, is an economy, since in the early days men had to be sent out through the city to take orders, most of which were the regular weekly orders.

Michie & Co. hold the particular housekeeper, because quality in everything is assured. In this way they retain a wealthy clientele, who are willing to pay more than the ordinary price without objections.

Their system in looking after accounts and preventing losses has been changed from years gone by. To such an extent has this been perfected that little is lost through failure of customers to pay their bills.

Terms of Credit Shortened.

C. E. Stone, secretary-treasurer of the company, explained the change.

In the old days accounts were allowed to run for a year or more. When there were less than 10,000 inhabitants in Toronto, Michie & Co. carried almost as much on their books as they do now. But gradually wholesalers have shortened their terms of credit. Michie & Co. did the same, and now terms are net 30 days and no discount.

Refuses the Doubtful Ones.

By a process of education people have become accustomed to these regulations. The firm cannot afford to lose accounts and it is independent enough to refuse to supply any person who is at all doubtful, without the cash.

This is where many retailers err, so anxious are they to get business. They are too easy and lenient.

Michie & Co. send out their accounts once a month, and if confidence is lost in any account, no further credit is allowed.

In referring to discounts, Mr. Stone stated that when people got a credit preference they wanted a cash discount of 5 per cent. if they paid cash within the time limit. This was found pernicious, as it was abused. Customers wanted the discount, no matter when they paid and objected strenuously if they didn't get it. It was afterwards reduced to 3 per cent., and finally eliminated altogether. At present accounts are due when rendered and trouble is eliminated. They are mailed on the last day of every month.

Expenses Figured on Turnover.

Mr. Stone figures all percentages on sales, not on cost.

"Travelers often try to persuade me that if I buy an article for $1 and sell it for $1.20 that my percentage of gross profit is 20 per cent. It is not, if figured correctly; it is 20 per cent. on the cost all right, but only about 17 per cent. on the selling price."

Expenses are watched closely in this store. They are kept tab of every day in a special book totaled weekly, monthly and yearly. At a glance the total store expenses can be determined ten years back.

In figuring expenses, the business is credited with proprietors' salaries, rent (whether rent is paid or not), groceries used by the owners' families, etc.

The Michie store is quick to accept new methods, which will be destined to prove profitable. But when these methods are made use of, attempts are always made to perfect them by simplifying them as much as possible. They are reduced to a science.

WHY HE FAILED.

English Grocer Opened Branch Shops, But Was Unable to Make Them All Pay.

Bad trade, keen competition and losses by opening branch shops were attributed as the causes of his failure by William Patterson, a grocer, of Sunderland, England. His net liabilities amounted to over $1,000.

In his observations upon the case the official receiver stated that the debtor commenced business seven years ago with a borrowed capital of $150, which he repaid within twelve months. He afterwards opened other shops, and at one time had four shops—three in the east end and one in the west end of the town. His methods of business were a curious compound of care and want of care, for while on the one hand he had no banking account and no complete record of his receipts and payments, on the other hand he deducted from his wife's allowance of $7.50 per week an amount sufficient to pay for the groceries taken out of the shop for home consumption, and also $1.10 per week for rent in respect of the rooms occupied by his family. About a year ago he said that one of his then principal creditors asked him for security for his account and in a fit of pique he decided to pay him off, and in this way he had paid a considerable sum of money without receiving any benefit or return in the way of new stock. This had the effect of preferring the creditor, but he, the official receiver, did not at present think that there was an intention to prefer. Latterly he had only two shops. Had he been content with his two east end shops, it is claimed, he would not now be in the Bankruptcy Court. He did not keep a banking account because nearly all the takings of the week-end were paid away to travelers on the Monday. The firm which piqued him by asking for security had received $650 of the $750 he owed them. He now saw how unfairly he had treated his other creditors by paying the firm in question.

T. Kenny & Co., Ltd., Sarnia, Ont., have taken over the wholesale grocery business of T. Kenny & Co.

The Caterers' Association, Winnipeg, Man., intend holding their annual excursion to Winnipeg Beach on July 6.

Armstrong & Gillespie, grocers, Bracebridge, Ont., have dissolved, the former continuing. The latter expects to go west.

The Muskoka strawberry crop will be short this year, owing to the recent dry hot weather in that district.

Grocers Losing Thousands Through Pilfering

While Goods Are en route From Jobber to Their Stores Considerable Petty Larceny Takes Place — One Grocer Estimates His Loss Last Year at $150 Through Pilfering and Breakages —Where Will The Remedy Come From?

Threadbare as the old saying is, that cents make the dollars, it is nevertheless true. The cent multiplied again and again amounts to an appreciable sum.

Similarly those little leakages which are found in every grocery business will, if repeated again and again, make a big hole in the profits to which the proprietor is justly due.

They are insidious these little "dribdrabs" eating into the credit side of the balance sheet as slowly but as persistently as the worm eats its way through an apple. Of course, it is not to be considered that the leakages will always wreck a business. They are admittedly not that dangerous. But they are worthy of consideration inasmuch as they are continuous and from the mere fact that they are small.

If freight shed walls had ears, and if some of these plodding express horses found in every town and city were possessed of the power to talk and if that same ability were passed around to certain inanimate objects, the grocery world would receive an enlightenment upon the question of pilfering of which they have been the victims.

It is simply a mild form of petty larceny, but as each case is repeated time after time the practice is nothing but theft and as such is deserving of the full hand of the law.

Loss of $150 in a Year.

A. T. Lawler, a Whitby, Ont., grocer roughly estimates that he lost $150 last year through pilfering. He is unable to account for this total as it may be understood. No one would knowingly allow practices of this kind to continue. But Mr. Lawler is one of those who is anxious to find a remedy for the evil which falls perhaps heaviest on the grocer.

A grocer in a Canadian city that might be mentioned, states that every time he receives a shipment of bananas there is generally some missing. The amount ranges from one half to an entire dozen with the outside limit in the majority. The grocer did not know how to get at the root of the matter. He could not blame the expressman exactly. He may have been the guilty party and he may not. The proprietor sent his own driver for certain goods to the freight sheds and there at times were evidences that some one had imagined that they were temporary owners of these goods. There have been so many complaints of this kind, that it is believed the persons guilty of these petty depredations represent more than one class.

The proprietor of the average grocery must of necessity trust to the honesty of various persons upon whom, to a certain extent he is dependent for the transacting of his business. It might be mentioned for instance that caution could possibly begin at home. But that is another problem. This article calls attention to one of the leaks.

The grocer who can say that he has not experienced any losses or any depreciation in the amount of his goods ordered is either fortunate or careless. He is an exception and need not worry over the problem. He cannot refute the statement of an expressman who declared that he used to keep himself supplied with fruits, biscuits, nuts, candies, etc.

The Whole Trade Suffers.

One grocer has expressed belief that the Canadian retail trade loses $10,000 a year through the channels referred to. The question is to stop up these leakages. It is one of these cases in which evidence of a prima facie character can be surmised, but to get at the actual culprits is a different matter.

Several retailers have expressed their anxiety to see this pilfering practice stopped. But how is it to be done? That is the question.

One believes that if the grocers were well organized that they could stop it by engaging detectives in various parts of the country. A few arrests and theft convictions well published in the daily papers would have a wonderful effect he claims, and would tend to eliminate the evil.

There is no doubt that grocers are losing much through thefts of this character as well as through carelessness of the employes of railway and express companies.

Broken eggs and crockery are frequent as well as crushed fruit through rough handling; broken spice packages, pickle bottles, etc. All this carries with it a loss to the grocer and if a means could be found to stop the pilfering at least, there would be same satisfaction.

CAREFUL ABOUT GIVING CREDIT.

West Toronto, June 30.—At the beginning of the present year J. S. Adamson, grocer at 1914 Dundas St., decided to cut loose from the credit system of doing business and to begin afresh, as it were, but this time practically eliminating credit in an endeavor to establish a cash system. To-day he is pleased with the step he took and states that he would not go back to the old rut which caused so much trouble to get in his money.

Mr. Adamson prepared an announcement, a copy of which was sent to each of his customers. Part of the circular was as follows:

> "During the year we have been greatly handicapped in having to pay strictly cash for nearly all our goods, and we have decided, commencing January 1st, to do a strictly cash business. This new policy ought not to work as a hardship to our customers, but will prove a benefit to them, as we will be able to sell at even more reasonable prices than ever."

As will readily be believed, this was not determined upon without some hesitancy. It was fully believed that some customers would be lost and it may be said that it was hoped that a few particular persons would devote their attentions to some one else, if any one would accommodate them. The firm had no idea just what would be the extent of the loss of customers. It was this uncertainty that created the uneasiness, but the Rubicon was crossed on January 1st for better or for worse.

In the beginning there were quite a few who dropped out for a time, but it was noticeable that the majority came back. Mr. Adamson stated that he had no particular method. Having decided to try the cash system he simply tried it and now states that he would not go back to the other method. Of course, it is not to be understood that he is not allowing credit to some persons. He felt when he took the step that there would be a few to whom he would give credit, but the number is so small that it is hardly worth mentioning.

What about outstanding accounts? Well, there is a fairly good 1900 crop still on file and it is still a source of worry to at least some extent, but in contrast to that, there is nothing from the present year's business that will cause a second thought. The old "standbys," those who were responsible for the change are nearly all cash customers now and hopes, in Mr. Adamson's mind, are bright for an ultimate suitable reckoning.

The situation of the grocer whose books are going to seed is really a humorous one. Those who owe the larger sums of money in most cases are possessed of the most nerve and conduct themselves as if they had some ownership in the business. Instead of being commanders of the situation, it would seem that the grocers are the commanded. When the grocer finds his patience about exhausted, and his efforts to secure settlement are fruitless, he begins to think about stamping out the credit business.

Mr. Adamson, in his case, stated that he was heartily tired of the credit game to everybody, and regrets now that he did not make the decision long ago to give credit to only those who are positively safe.

E. H. Knight, general merchant, Gaetz Valley, Alta., has sold to the Gunn Trading Co.

Practical Methods Used in Retail Grocery Stores

Departmental Store Cut Price of Sugar and Retailers Saved Money by Buying Heavily—Interesting Item from the Pacific Coast—Merchant Serves Cold Water to Customers—Season for Gem Jars—A Method of Displaying Cakes.

Cunning Retailers Made Money.

Vancouver, B.C., June 29.—There was recently a change in the grocery price list of the departmental store of David Spencer, Limited. To introduce the newly opened grocery section, money was spent indirectly by cutting prices one of the principal examples being granulated sugar. This was jobbed at $5.90, and according to the terms of sale it must be secured through a jobber, who gets a five per cent. commission. Spencer sold it at $5, losing possibly 90 cents a sack, and even if he got the jobber's commission it was offered at a price much lower than the retailer could buy for.

The result was that nearly all the small retailers took advantage of the offer and using a buyer not connected with their stores stocked up with this sugar through Spencer's. It meant a saving of 90c a sack to them, which is out of all proportion to the profit that they have hitherto enjoyed on this article. So great was the number of orders that they could not be filled until a day or two after received.

Now, however, sugar has been taken out of the published price list, though flour and some other standards are offered at prices lower than wholesale.

Serves Customers Cold Water.

Victoria, B.C., June 29.—A local merchant during the warm weather keeps a jar of cold water in a conspicuous place in his store for the benefit of his customers. It is much appreciated by a the large number that pass through his store, and on a show card are the words: "Cold Water—Help Yourself." The water is kept fresh and cold, the glass tumbler clean and everything about it is inviting. It is only a simple little idea but it helps.

What Ambition Did for Him.

New Westminster, B.C., June 29.—Ambition and industry are great assets to a person who wants to enter the grocery business for himself.

C. A. Welsh of this place came out here about 20 years ago from Ontario. Starting first as an assistant for Barrett & Gunn, he was ultimately appointed manager of the Jubilee Grocery Co. Being thrifty and ambitious, Mr. Welsh decided to go on his "own hook." He opened his first store in 1896. His business began to grow and it has kept on growing until to-day his average monthly turnover is well into five figures. Not very long ago he opened a new store at Sapperton, which is in charge of his brother Howard Welsh. Mr. Welsh has 14 employes and keeps three delivery wagons busy. One of his assistants, Mr. Eagle, has been with him ever since he started business 13 years ago.

The success of this grocer, however, was not the success of uninterrupted growth; for only two years after starting in business he was one of the many tradesmen whose business was burned out in the memorable fire at New Westminster. Everything he had was lost in that fire, and he had to start again with a debt of $10,000 to clear up. This was a disaster that would have disheartened the majority of men. Not so this old Ontario boy. There was work to do; money and credit to arrange for, a new store to build, and it was done. To-day Mr. Welsh can talk about it and smile.

"It was after all an experience that perhaps did a whole lot of good."

Displaying Fancy Cakes.

Chatham, Ont., June 30.—The difficulty experienced in selling fancy cakes from a large number of boxes piled one above another has been experienced by hosts of grocers. Of course, the difficulty does not prevent sales being ultimately made, but much time is usually expended alike by clerk and customer in making a selection, nor is the process always satisfactory to the customer who does not like, through inability to look over the whole assortment, to have something he didn't intend buying shoved off on him.

H. Malcolmson, grocer, meets the difficulty by means of an ingenious device which does not take up an extra inch of floor space. Mr. Malcolmson's store is departmentized, fancy cakes and confectionery being the main lines in one department. A large square has been cut in the top of the counter, and into this a big piece of plate glass has been fitted. Beneath the plate glass is a shallow compartment, and in this is displayed a comprehensive assortment of fancy cakes, probably five or six dozen varieties being shown, one of each kind. Cakes which sell at 20c are grouped in one corner, 30c cakes in another, 25c cakes in another part, etc.

Thus the intending purchaser has a wide selection of cakes before him and can make his choice without the least inconvenience. The device, which has been in use for some time, is a great time-saver and a notable help in facilitating sales.

Special Cheese Advertisement.

Peterboro, Ont., June 29.—E. F. Mason & Co. carried an ad. recently in a daily paper emphasizing only one line—cheese. It was conspicuous of itself and should have helped business. The word cheese appeared in large type with the following after it in small type: "A tasty, appetizing, wholesome, and most nourishing article of diet for the warm weather." It then gave a list of the leading stocks including Roquefort, Stilton, Limburger, Old Canadian, etc., giving the price of each. The ad. was especially appropriate at this time when cheese readily finds a place on the table when cold meals are offered. Ideas are what count in the grocery business as in every line and originality is a desirable quality.

The Season for Gem Jars.

Toronto, June 29.—W. J. Sawyer & Son, grocers, Yonge St., realized that with the strawberry season reaching its zenith there would be a demand for preserving jars. It was not an exceptional idea, but it manifested that this firm is up to the minute in its methods in this respect. The window displays gem jars for preserving in a simple but effective way. The window's merit, however, does not rest upon the display itself, but upon the fact that the goods had just come into their season.

MINIMUM CARLOAD WEIGHT.

This is Being Raised by Railways—Wholesalers of New Brunswick Will Oppose It.

St. John, N.B., June 29.—The wholesale merchants in this city, in common with those throughout the province, and, in fact, all over the Dominion, are much interested in the proposition of the railways to increase the minimum carload weight on groceries and other shipments to various portions of the Dominion. The merchants claim that it is even now hard on many of them to take enough goods at one time to make a carload of 24,000 pounds, while it would be proportionately harder for them to file orders for a 30,000-pound carload. When the matter comes before the Railway Commission, it is likely to be vigorously opposed by the Grocers' Guild and Hardware Association.

Speaking of the matter, G. E. Barbour, of Geo. E. Barbour & Sons, wholesale grocers, said: "The minimum car weight of fifth-class goods in the Maritime Provinces is 24,000 pounds. The new movement proposes advancing this to 30,000. This is merely a move to secure a greater earning from traffic, and nothing more nor less than a method employed by the railways of advancing rates. The new rating would force a large per centage of business now handled in fifth-class cars, to be shipped in less than carload lots. Owing to the inability of buyers to use quantities of over 24,000 pounds, the gains to the railway on traffic diverted to take the L.C.L. rates would be almost 25 per cent. on traffic affected. The wholesale trade of Canada," concluded Mr. Barbour, "will be represented before the Commission when the matter finally comes up, and will oppose the proposed change, which not only the shipper, but the general dealer and consumer throughout the whole of Canada."

The Canadian Grocer

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DROUGHT AFFECTING CROPS.

During the past few weeks the hot dry weather has been detrimental to the crops and unless rain falls soon there will be shortages in certain lines which will mean that some future canned goods will be expensive.

Tomatoes and peas are particularly affected. The drought in the Niagara district has had a depressing effect on the tomato plants. Their growth has not been at all what it should be since the hot dry weather set in; the same may be said of peas.

If this condition continues for any length of time we will see canned peas and tomatoes pretty high this year and particularly the former as there is little or none being held over.

LEMONS UP TO $5.

Lemons have passed the five dollar mark as the result of the extremely heavy demand felt during the past ten days.

Continued cool weather afforded no incentive to even ordinary summer activity in the lemon market but when the heat wave announced itself there was immediate action. It is not so long ago that quotations hovered around the $3.50 mark. Two weeks ago The Grocer pointed out that prices were bound to advance in the face of a heavy demand and a short Sicilian crop. On several occasions reports were given calling attention to the shortage of the crop.

The Grocer at that time expressed the opinion that it would not be long until fancy lemons would bring $5. That was in the issue of June 17th.

This is referred to in order to call attention to readers that the information upon which the markets in this paper are written comes from sources which are invariably authentic. It is a simple matter to calculate the saving that purchases of lemons even a week ago would have made.

CHECK THE FRIEGHT BILLS.

In a great many stores money is being lost every day by the dealer's neglect of freight bills and all matters pertaining to the proper transportation of merchandise; for this reason freight matters should receive the most careful attention. There is good money to be made for the time spent in figuring over freight bills and making out claims for over-charges. It is an easy matter to obtain from the local railway agent and your jobbers the correct freight rates on each class of goods you handle, and this information will enable you to speedily check over the rates charged on your freight bill to see that some railway clerk has not given the shipment too high a rate. You will see the necessity for doing this, when you learn that a railway clerk who makes an error that costs the company, always has to stand the loss himself. It is only natural then, when there is any doubt on the part of the clerk as to exactly what classification your goods should come under, that you pay the higher rate.

Those dealers who use system in shipping will hardly credit the fact that some retailers return their goods without advising the jobber or manufacturer that the goods are being returned. Many wholesale houses are forced to enter these in an "unknown book" until weeks afterward the matter crops up in settling the account. It is only right that the retail dealer should advise the firm to whom the shipment is returned as soon as the goods start for the depot. Do not allow yourself or your draymen to receipt for goods that have not been received. Check the number of packages received against the express receipt or freight bill carefully. If packages are in a damaged condition when received, have your local freight agent endorse "received in bad order" on the freight bill. Then have him come to your store and check the goods over with you after the cases are open. Make a bill against the railroad company for the lost or damaged goods. If unable to get redress from the railroad company, ask your wholesaler to help you.

All railroads have what they call a minimum charge, which is the lowest amount they will charge, no matter how small the shipment. Bear this in mind and it will save you many dollars in a year; when sending in a special order for some small thing, glance around your store and take a look through your order book and you will invariably find that there is something else that you will soon need that can be ordered with that shipment.

SHIPPING ORDERS PROMPTLY.

"I had an evidence the other day of the value of doing things promptly," said a young traveler, "which I am not likely to forget. I called upon a customer who had hitherto been disinclined to favor me with business and I got a small order from him. I at once sent it off to the house, not waiting until the evening, and the merchant got the goods next day. When I called in afterwards the merchant was so pleased at the prompt shipment that I got a much bigger order, and I am now well in with him. I consider this prompt sending off of orders most essential to a traveler's success, and he should spare no pains or trouble to mail his orders by the quickest way."

There is a world of truth in this. A merchant does not order goods for prompt shipment unless he wants them, and badly too. Every day is important to him, and if he sees that the traveler and the house are co-operating together to give him speedy dispatch, he is going to give that traveler all the orders he can. It is to his interest to do so. Especially as in the present time dealers are not running on over-heavy stocks, preferring to buy more from hand-to-mouth than used to be the case.

Very few travelers, unless there are special reason otherwise, fail to send off their orders every night, but many do not take advantage of the quickest connection. Often the traveler, if he makes inquiries, can find that by catching the mail at a certain time during the day he can get his order into the house much quicker than if he waited until the evening. A man must be very hard pressed who cannot get off an order or two while doing his calls.

By taking trouble and making inquiries as to mailing service, and the best places to make connections, much saving of time is made, and the House is given a reputation for quick dispatch that is a great asset to its representative. To a really progressive and wideawake merchant this prompt delivery is more important than the question of cut prices, and a traveler can often offset the plea that his price is higher than that of a competitive house by pointing to its reputation for prompt shipment.

Convention Omitted to Discuss Business Methods

Too Much Time Spent on Legislation and Organization—Some Subjects Touched on Which Would Have Made Profitable Discussion—A Question Box Needed.

What should be the chief aim of a merchants' organization?

At the annual convention of the Ontario Provincial Board, Retail Merchants' Association, in Kingston last week, the time was spent particularly in discussing resolutions on, and in referring to, Ontario and Dominion legislation.

While undoubtedly fair legislation is an important factor to retail merchants, and while a reasonable amount of time spent in discussing it, is usually time profitably spent, yet there is another feature to retail organization which is equally as important, if not more so, and which at the Kingston convention was somewhat side-tracked.

We refer to methods of doing business in the retail store—methods for stopping the leaks and lessening the chances of failure; methods for competing with mail order houses and co-operative stores; for changing a credit business to cash and playing safely a credit business; for keeping books properly; collecting debts; buying methods; retail advertising; dressing windows; maintaining profits; handling certain customers; approaching and dealing with new customers; salesmanship, and the hundred and one other things, which, if a merchant mastered, he would care little or nothing about legislation. He would be too secure in his own business.

It is quite clear, for instance, that the only method of combating the mail order houses is progressive methods of merchants in the small centres and on the cross-roads of the country.

This has been proven time and again; merchants who give the service, the quality, the assortment and the price, have no fear of these stores, which, in the eyes of the law, are legitimate concerns.

There were two or three papers read at the convention, which, if there had been time to discuss them, would have proven profitable. One was a paper on "How the local press can be made more valuable to retail merchants, and why they should support its advertising columns"; another was, "The injurious effect that bargain counter advertisements of the Toronto dailies have on the growth of cities and towns," and still another on "The cause of the increased cost of food products from the practical standpoint of the merchants."

Yet, other than to pass votes of thanks to the writers of them, they were passed unnoticed or with little or no comment.

If a merchant knows how to advertise successfully, how to display his goods properly, and how to retain his customers, he does not need to worry much about catalogue or co-operative stores. In short, if he understands the retail business from stem to stern there is every chance of him being successful.

Organizations among the retail trade, we claim, are primarily for the purpose of exchanging ideas on methods. This tends to the production of better business men.

During the discussion on co-operative societies, E. T. Steacy, a Kingston dry goods merchant, stated that personally he was not afraid of them. He implied that he had confidence enough in his own business acumen to compete successfully against such competition. Why? Because he is a good merchant. Nevertheless, he said, he did not care to see favors shown to a few. This, taken altogether, implied that while he favored fair legislation to merchants, he put greater confidence in his ability as a business merchant, to withstand such competition. His methods would have been quite interesting.

The same note was struck by A. Sweet, a general merchant, in Winchester, Ont. He told of parties in his district sending to the mail order houses for goods which he kept in his store, simply because they didn't know he kept them.

This would have been the subject for a valuable discussion — how to best acquaint the general public on the assortment of goods carried in a general store.

There were merchants present who had questions to ask regarding business methods, but they didn't get an opportunity. One wanted to know how he could change his business to strictly cash and still be able to secure produce from farmers, pay them cash for it and make a profit in selling it to wholesale produce merchants. This, again, would have brought out a discussion valuable to everybody.

Merchants frequently fail because they are poor buyers. There were many successful merchants at the convention who possibly have buying down to a science. They could have enlightened the others.

Value of maintaining prices and profits was touched upon by H. Watters, an Ottawa merchant, but little discussion followed.

If merchants in every village, town or city had maintained prices and profits there would be little use for any contract price plan. But, as often occurs, if a manufacturer were to give a retailer a chance to make two or three per cent. extra profit, he would give it all away to the consumer. He would do this in order to get the trade on one particular article away for a few days from his competitor across the street, and eventually make a lower established price for that article in his district.

These are things that the Retail Merchants' Association should discuss minutely, as well as matters pertaining to legislation and internal organization.

Next year at Guelph there should be a question box, in which all difficulties of members should be placed. Then members will attend, feeling that they are going to be directly benefited on some point over which they have had trouble. If the R. M. A. can show that merchants who become members are going to be directly benefited in regard to the using of better business methods, it should be rewarded by a substantial increase in membership.

THE CAUSES OF FAILURE.

Here is another instance of why negligence in bookkeeping methods combined with other shortcomings will place a merchant on the road to failure.

A retail grocer in London, Eng., recently became insolvent with liabilities of $40,000 and a deficiency after meeting preferential claims of $25,000.

In reply to the official receiver the debtor made the admissions that he had never made out any balance sheet, as he thought it was not necessary. He also stopped keeping proper books, and it was not until the trustee went through his affairs that he became aware of his position, as he had been working hard in other ways to increase his business. He was satisfied now, however, he had been insolvent for a considerable time. He believed he had traded profitably up to four years ago, when competition with company shops and co-operative stores became very keen and seriously affected the small shopkeepers who bought from him as a wholesale trader. The tramways also affected his retail business, and he admitted that negligent bookkeeping also had something to do with his failure. Over $15,000 had gone in bad debts.

Merchants should be extremely careful about such matters. They are the causes of many failures in Canada. Strict attention to accounting, a watchful eye on the dead-beat as well as on the methods of mail-order houses will do a great deal to curb the tendency to failure.

Skylight in the Ceiling Brings Light to the Rear

Device a Picton Grocer Uses to Supply the Necessary Natural Brightness During the Day—A Lover of Silent Salesmen of Which He Has Many—Handles Crockery and Chinaware as well as Groceries—Uses Modern Store Fixtures.

Picton, Ont., June 30.—A neat looking grocery and crockery store combined is that of H. S. Wilcocks, as the accompanying cut indicates.

He opened a grocery store here in 1882 and 4 years later added a fancy china, glassware and crockery department. He found that the one strengthened the other.

In 1909 he remodelled his entire premises. He had new floors laid, new shelving, new silent salesmen, new wall cases, counters, etc., all in natural oak. These afford opportunity of displaying high class china goods and crockery of which he carries a stock. His grocery department has received equal attention. His counters, shelving, silent salesmen and modern receptacles for various articles all bespeak special efforts to cater to the public taste of to-day for neatness, attractiveness and quality.

Instituted Cash Business.

Contemporaneous with his remodelling, he decided to establish a strictly cash business and since November 1st, 1909, has adhered to that principle with results which he claims have been gratifying. Mr. Wilcocks bears a reputation of being a live business man and the accompanying reproduction gives a good idea of his store.

Among his fixtures are to be seen a coffee grinder, computing scale and cash register. He devotes one show case to cigars and tobaccos, another to confectionery and a couple to displaying some of his high class chinaware.

Near the rear of his store will be observed a skylight in the ceiling which provides light to that section.

MOVE TO DISSOLVE ASSOCIATION.

Southern Wholesale Grocers to Appear in Court on the First Monday in August.

A bill was filed in the Federal Court at Birmingham, Ala., on June 15, by the United States to dissolve the Southern Wholesale Grocers' Association, and to enjoin its further operations on the ground that it is a trust in violation of the Sherman anti-trust law. It is charged that the association has coerced and prevented manufacturers from selling direct to the consumer, retailer or wholesale grocer in the Southern States, unless the grocer was listed in the association's "Green Book." It is also charged that manufacturers have been coerced and urged to fix selling prices and to refuse to sell to any wholesale grocer who does not maintain the prices so fixed and listed; also that manufacturers have been induced to bill their goods at an enhanced price and to turn over a percentage to the president of the association, who rebated the same to the jobbers maintaining such limited selling price. A wholesale firm to be listed in the "Green Book" had to be endorsed by a majority of the other firms in the locality, and unless such firm was enlisted it was unable to secure direct buying privileges from those manufacturers who obeyed certain "rules of practice" adopted by the association.

FINED FOR STUFFING CHEESE.

L. Lalonde and F. Robinson, Papineauville, Que., pleaded guilty last week to a charge of "stuffing" 21 cheese with inferior or worthless curd. The charge was laid by Inspector Macpherson, of the Dairy Commissioner's staff. The defendants were each fined twenty-five dollars and costs and there will be a large loss on the cheese in addition. This is the second case which has come up under the law of 1907-08.



Interior View of H. S. Wilcocks' Store in Picton Showing Skylight, Silent Salesmen and Other Fixtures.

The Markets — Sugar Markets Particularly Firm

Some Even Look for an Advance in Prices Before Long, But opinions are not a Unit in This Respect—Buying is Heavy and Demand Should be Continued and Should Become Heavier—General Business is Reported Good—Rice and Tapioca Enjoy a Healthy Market.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on pages following.

QUEBEC MARKETS

POINTERS—

Raw Sugar—Higher.

Tea—New Japans higher.

Prunes—Firm.

Canned Tongue—Scarce.

Montreal, June 30, 1910.

Business is picking up here in nearly all lines. This is rather unusual at this time of year, but undoubtedly the weeks of rainy weather had the effect of holding back the natural course of trade, which is now becoming apparent.

A brisk business is being done by a local concern packing hampers for week ends and picnic parties. Others are gradually working into the business.

The evaporated apple trade has received an unexpected call during the past few days.

Last Sunday the picnic of the Grocers' clerks was held. It was a pronounced success, nearly three hundred taking advantage of it.

Sugar.—There is a gradual strengthening of the raw markets which has had a good effect on the refined prices. Also present hot weather has produced a marked increase in demand. Outside buying is slightly improved, and taken all through, the situation is a strong one. No changes are looked for in the immediate future.

Granulated, bags	5 15
" 20-lb. bags	5 25
" Imperial	4 90
" Beaver	4 90
Paris lump, boxes, 100 lbs.	5 95
" " 50 lbs.	6 05
" " 25 lbs.	6 25
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 85
" 100 lb. boxes	5 95
" 50 lb. "	6 05
" 25 lb. "	6 25
" 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 60
" 50-lb. boxes	5 80
" 25-lb. boxes	6 00
Powdered, bbls.	5 40
" 50-lb. boxes	5 60
Phoenix	5 60
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 " bags	4 75

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—The trade in syrups at present is somewhat slow. Prices, however, remain steady.

In molasses there is a decided improvement in the jobbing trade. The volume seems to be increasing daily, and the orders call for larger quantities. Importers have not as yet felt the effect of this, but the expectation is pretty well founded that it will be only a short time before they do. Prices are firm.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	0 28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls.		0 03
" ½-bbls.		0 03½
" ¼-bbls.		0 03¾
" 38½-lb. pails		1 80
" 25-lb. pails		1 30
Cases, 2-lb. tins, 2 doz. per case		2 50
" 5-lb. " 1 doz. "		2 85
" 10-lb. " ½ doz. "		2 75
" 20-lb. " ¼ doz. "		2 70

Tea.—New Japan prices are ranging considerably higher than those of last year, but as yet the quantities arrived are too small for a complete list of the new prices. Already the market has felt the effect of the new stock, and shows considerable increase in inquiry.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—The coffee market shows a slightly weaker tendency, though trade is at present fairly brisk at the old prices. Santos is somewhat better than any of the other standard lines, though it too has the same tendency.

Mocha	0 18½	0 25	Santos	0 14 0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15 0 18

Spices.—Spice men still report trade as away above the average. The orders are not quite so large, but the total volume seems to be about the same. Prices continue firm, particularly ginger and peppers. The cream of tartar situation is about the same, very little to be had, even at the prevailing high prices.

	Per lb.			Per lb.	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits.—Reports from Greece have it that bad weather has been the order of the day, and as a result prices seem to be on the iup grade. As yet no change has taken place in the local situation, but it is expected before long. Prunes are having a very good sale at present, at firm prices. Valencia raisins are also showing up well.

Currants, fine filiatras, per lb., not cleaned	0 05¾
" " " cleaned	0 06¾
" Patras, per lb.	0 07½ 0 08
" Vostizzas, per lb.	0 08 0 09
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 06
90-100	0 05½
Raisins—	
Australian, per lb., (to arrive)	0 08½ 0 09
Old seeded raisins	0 90
" fancy seeded, 1-lb. pkgs.	0 09
" loose muscatels, 3-crown, per lb.	0 07½ 0 08
" " 4-crown, per lb.	0 08½ 0 09
" sultana, per lb.	0 07½ 0 10
Malaga table raisins, Rideau clusters, per box	2 25
Valencia, fine off stalk, per lb.	0 05½
" select, per lb.	0 06
" 4-crown layers, per lb.	0 06

Nuts.—New York reports show that this year's Brazil crop is about finished. It seems to be a little larger than the average, and the reduction noted last week will probably remain. Trade in lines of nuts shows a slight improvement over last week. Prices are the same.

In shell—		
Brazils	0 14½	0 15½
Filberts, Sicily, per lb.	0 11	0 12½
" Barcelona, per lb.		0 10½
Tarragona Almonds, per lb.	0 13½	0 14½
Walnuts, Grenobles, per lb.	0 13	0 14½
" Marbots, per lb.		0 12½
" Cornes, per lb.		0 11½
Shelled—		
Almonds, 4-crown selected, per lb.	0 32½	0 35
" 3-crown " "	0 31½	0 33
" 2-crown " "		0 30
" (in bags), standards, per lb.	0 26	0 27
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb.		0 65
Pistachios, per lb.		0 75
Walnuts—		
Bordeaux halves	0 28	0 30
Brokens	0 23	0 27

Evaporated Apples.—There has been a marked improvement in the demand for this commodity during the past week. As far as can be determined this seems to be coming principally from the eastern townships. At any rate prices are still firm at former quotations, with a somewhat higher trend.

Evaporated apples, prime	0 08

Beans and Peas.—The local market in both lines is very slow; in fact, so little is doing that jobbers are complaining on all sides. Prices remain the same however.

Ontario prime pea beans, bushel	2 30
Peas, boiling, bag	2 50

Rice and Tapioca.—Rice is selling steadily and in considerable quantities. Since the recent advance the market appears to be much healthier. Seed tapioca is still hard to obtain, and rules high still. Pearl is selling fairly well also.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
" grade c.c., 250 pounds	2 80
" " " 100 "	2 80
" " " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	3 00
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL.—Stocks of peas held locally are much reduced at present, and buyers are having troubles in filling their requirements. The tomato boom is holding out well. Other lines of vegetables are in good demand and supplies are none too good. Altogether, it looks like higher prices in some lines.

In fish, canned sardines and humpbacks are improving, and the former are scarce.

Lobsters and high-grade salmon are in good demand.

Tongues present the feature in canned meats. They are very scarce.

Peas, standard, dozen	$1 05
Peas, early June, dozen	1 07½ 1 10
Peas, sweet wrinkled, dozen	1 10 1 12½
Peas, extra sifted, dozen	1 52½ 1 60
Peas, gallons	3 87½ 3 92½
Pumpkins—3 lb., $1.00; gallon, $3.00.	
Beans, dozen	0 87½
Corn, dozen	0 80 0 82½
Tomatoes, dozen (Ontario and Quebec)	0 85 0 90
Strawberries, dozen	1 50
Raspberries, 2's, dozen	1 80
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb talls, per dozen	1 87½
½-lb. flats, per dozen	1 30
1-lb. flats, per dozen	2 02½
Other salmon—	
Humpbacks, dozen	0 95 1 00
Cohoes, dozen	1 35 1 40
Red Spring, dozen	1 60 1 65
Red Sockeye, dozen	1 85 2 00

Lobster Futures—

½-lb. flats, doz., $2.40; 1-lb. talls, doz., $4.25.
1-lb. flats, doz., $4.50.

Compressed corned beef, 1s	1 80	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 15	Corned beef hash, 1s	1 60
English brawn, 2s	3 00	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 00	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 30	Jellied hocks, 6s	10 00
Ready lunch veal loaf 1s	2 40	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	1 80	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 15	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 60
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 60

TORONTO.—Stocks are pretty well cleaned, according to general reports. Some jobbers stated that factories had practically exhausted their stocks in the lines which have received heaviest demand. Generally speaking, the stock of peas, corn, tomatoes, etc., is light. The outside demand is helping to further reduce the spot stock, tomatoes recently receiving a good call. The attention of those interested in canned goods is now directed toward the new crops, and the new pack. There is an old saying from a popular song, "Blame the weather man," and at the present time this individual has been passing around the wet goods in all too stinted a supply. Copious showers will do a world of good right now when the new crop is reaching a critical stage. Tomatoes are beginning to show signs of the drought, according to one man who had recently been over the ground. Peas are not doing well, even without rain, but some state that already the crop has suffered to a certain extent.

As regards strawberries, there is somewhat of a difficulty experienced in a scarcity of labor. This is pretty well substantiated, and as a result, jobbers are not expecting lower prices. In fact, it is believed that the opening prices will be high. The canned goods situation is rather unsettled, but considerable of the doubt would be allayed if a generous supply of rain was immediately received. Prices are changed but little. Corn is quoted slightly higher by some.

Beans	0 80	0 90	Red pitted cherries, 2's		1 75
Corn	0 80	0 87½	Gallon apples	2 45	2 75
Peas	1 10	1 60	Bartlett pears—		
Pumpkins	0 80	0 90	Heavy syrups, 2's		1 65
Tomatoes, 3's	0 85	0 90	Light " 2's		1 15
Strawberries, 2's	1 42½	1 55	Heavy " 3's		2 40
Raspberries, 2's	1 75	1 85	Light " 3's		1 70
Peaches, 2's	1 60	1 65	Lombard plums, 2's	0 80	0 85
" 3's		2 65			
Lawtonberries		1 65			

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 00	Red Spring, doz.	1 85
½-lb. flats, dozen	1 37½		
1-lb. flats, dozen	2 15		
Other salmon prices are:		Lobsters, halves, per dozen	2 00 2 25
Humpbacks, doz	0 95 1 00	Lobsters, quarters, per dozen	1 40
Cohoes, per doz.	1 45 1 50		

Strawberries, per case	3 10
Lawtonberries, 2's	3 30
Raspberries, 2's	3 60
Apples, gallon, per dozen	1 40
Peaches, 2's	3 50
Pears, 2's	3 30
Plums, 2's	2 00
Tomatoes, 3's	2 10
Corn, 2's	1 80
Beans, 2's	1 75
Peas, 2's	2 25 2 40

ONTARIO MARKETS

POINTERS—
Sugar—Active and firm.
Currants—Strong.
Olives—Firm.
Canned Goods—Stocks light.

Toronto, June 30,1910.

Sugar is really the most conspicuous item in this week's markets. An impetus to the sugar trade has been received from the new fruit crop which is abundant, at least as far as strawberries are concerned. As a result the chief conjecture is in regard to another advance. Sugar is firm in all the markets. Since June 17th raw sugar advanced in London 9d. There is but little raw sugar in New York and conditions seem to have combined to give additional strength to the market. The demand is active and strength is a feature. Under these conditions it may be understood that an advance is being looked for if not at once, at least in the not too distant future. It remains to be seen what the outcome will be, but sugar is valuable property and will retain its value for the next two months unless unforeseen conditions arise.

General trade is good. In every line leading jobbers report that they have had a good share of business and there are many who expect when the returns for the spring months are totalled that they will reach larger figures than last year.

With the exception of sugar there is no particular feature. Trade in dried fruits is good and futures are strong. Light cereals are selling rapidly just now and orders are piling in.

The weather has been the subject of more or less concern of late, in so much as it affects the crops and general conditions. Continued drought in the west is proving detrimental to the crops and the wheat market has undergone a sharp advance. It is hoped by the trade that there will be no serious results as everyone is looking forward to large returns from the west this year. The same weather conditions are said to be affecting canners. Peas and tomatoes are referred to particularly but as yet nothing serious has occurred. Heavy rains will mean a mint of money to the country.

Sugar—A stronger tone has been given the sugar market during the past week and there is a possibility that in the not distant future another increase may be made in the list of prices. Local trading is active and the market has strengthened up considerably. At the present time buying is heavy as is also delivery. From all reports the fruit crop is likely to be heavy. Strawberries have been exceptionally plentiful and to a large degree have occasioned the firmness that sugar has received. Opinion as to higher prices was not unanimous among jobbers and manufacturers. That a decline was out of the question was generally held. Others remarked that if sugar went further up the scale it would not be for some time and others again said that under the conditions they felt an increase was quite likely. At any rate sugar is good property. The demand will continue through July and August and will be felt even later. A jobber remarked, "It is few grocers you find who are willing to speculate on sugar, but the minute an advance is registered they want you to forward shipments at the old price. Of course, that is contrary to the agreement, but everybody does it."

Paris lumps, in 100-lb. boxes	6 15
" in 50-lb. "	6 25
" in 25-lb. "	6 45
Red Seal	7 20
St. Lawrence "Crystal Diamonds," barrels	5 95
" " " ½ barrels	6 05
" " " 100 lb. boxes	6 15
" " " 50 lb. boxes	6 25
" " " 25 lb. boxes	6 45
" " " cases, 20-5 boxes	7 70
" " Dominos, cases, 20-5 boxes	7 70
Redpath extra granulated	5 30
Imperial granulated	5 00
St. Lawrence granulated, barrels	5 30
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 20
Wallaceburg	5 20
St. Lawrence golden, bbls.	4 90
Bright coffee	5 20
No. 3 yellow	5 10
No. 2 "	5 00
No. 1 "	4 85

Granulated and yellow, 100-lb. bags 5c. less than bbls.

Syrups and Molasses—Trade is quiet in these lines, demand being light. Prices have not been changed.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 50	Gallons, 6 to case	4 80
5 lb. tins, 2 doz. in case	2 85	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 75	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 70	Pints, 24 "	3 00
Barrels, per lb.	0 03¾	Molasses—	
Half barrels, lb.	0 03¾	New Orleans, medium	0 28 0 30
Quarter " "	0 03¾	New Orleans, bbls.	0 26 0 28
Pails, 38½ lbs. ea.	1 80	Barbadoes, extra fancy	0 45
" 25 " "	1 30	Porto Rico	0 45 0 62
		Muscovada	0 30

Dried Fruits—The demand for dried fruits continues fair. There is no new feature in this regard. As to future stocks raisins and currants retain their firmness. The Valencia raisin crop according to a letter from Spain is less than that of last year. Higher prices than those of last year are expected at the opening and those now offered are from three to five shillings higher or about ¾ of a cent per lb. Currants remain strong.

Prunes—	Per lb
30 to 40, in 25-lb. boxes	0 11 0 11½
40 to 50 " "	0 08½ 0 09
50 to 60 " "	0 06½ 0 07½
60 to 70 " "	0 06 0 07
70 to 80 " "	0 05½ 0 06½
80 to 90 " "	0 05 0 06
90 to 100 " "	0 05½

Same fruit in 50-lb. boxes ½ cent less.

Apricots—			
Standard	0 14	0 15	
Choice, 25 lb boxes		0 15	
Fancy, " "	0 17	0 20	
Candied and Drained Peels—			
Lemon	0 09	0 11	Citron 0 14 0 17
Orange	0 11½	0 12½	
Figs—			
Elemes, per lb	0 08	0 10	
Tapnets, "	0 03½	0 04	
Bag figs	0 03½	0 04	
Dried peaches	0 08	0 08½	
Dried apples		0 08	
Currants—			
Fine Filiatras	0 06	0 07	Vostizzas 0 08½ 0 09
Patras	0 07½	0 08	

Uncleaned ½c le s

Raisins—		
Sultana	0 05	0 07
" fancy	0 06	0 07½
" extra fancy	0 08½	0 09
Valencias, selected	0 05½	0 06
Seeded, 1 lb packets, fancy	0 08	0 08½
" 16 oz. packets, choice	....	0 07½
" 12 oz. " "	....	0 06
Dates—		
Hallowees	0 05	0 05½
Sairs	0 05	....
Fards choicest	....	0 10

Teas — The tea market is steady. North China Congos have been received and are quoted at about the same prices.

Coffee—Satisfactory conditions exist regarding the coffee trade. The market is steady.

Rio, roasted	0 12	0 15	Mocha, roasted	0 25	0 28
Santos, roasted	0 13	0 17	Java, roasted	0 27	0 33
Maricaibo, "	0 14	0 20	Rio green	0 10	0 11

Spices—The preserving and pickling season with its heavy demand for spices is close at hand and finds markets generally firm. Ginger is exceptionally strong. Chochin ginger is high and the African variety is practically off the market. Jamaica is, of course, firm. Short supply owing to small crops is accounted the reason for the present conditions. Cloves, mace and pepper are also strong.

Peppers, black	0 15	0 18	Cloves, whole	0 25	0 35
" white	0 22	0 25	Cream of tartar	0 25	0 28
" whole, black		0 16	Allspice, whole	0 14	0 16
Peppers, whole, white		0 23	Mace, ground	0 75	0 80
Ginger	0 18	0 22	Mixed pickling spices, whole	0 15	0 16
Cinnamon	0 21	0 23	Cassia, whole	0 20	0 25
Nutmeg	0 20	0 30	Celery seed	....	0 24

Rice and Tapioca — Spot stocks of tapioca and sago are light. Trade is satisfactory with prices firm.

	Per lb.
Rice, stand. B	0 02½ 0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	.... 2 80
Rangoon	0 03 0 03½
Patna	0 05½ 0 05¾
Japan	0 04½ 0 05
Java	0 06 0 07
Carolina	0 10 0 11
Sago	0 05 0 06
Seed tapioca	.... 0 06
Tapioca, medium pearl	0 05 0 05½

Nuts—This market has not changed since a week ago. Demand is fair and firmness seems to prevail in the prominent lines.

Almonds, Formigetta	....	0 11
" Tarragona	0 11½	0 12
" shelled	0 32	0 35
Walnuts, Grenoble	....	0 13½
" Bordeaux	....	0 11
" Marbots	....	0 12
" shelled	0 29	0 30
Filberts	0 12	0 12½
Pecans	0 16	0 18
Brazils	0 15	0 15½
Peanuts, roasted	0 08	0 12

Evaporated Apples—Trade is fair in this market. There is a scarcity in local supplies on spot stock owing to the weather. Demand is fairly good.

Evaporated apples	0 07½

Beans—Although there is not much change in the bean market they are a little easier.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

Olives and Olive Oil—There is a firmness to this market due to crop conditions. The crop was a full one but suffered to a certain extent afterwards.

MANITOBA MARKETS

POINTERS—

Currants, Dates and Syrup—Reduced.

Sugar—Steady.

Evaporated Apples—Firm.

Winnipeg, June 30, 1910.

The exceptional hot weather continues and trade in all grocery lines is much affected by it. There has not been a great reduction in the demand on the general staples and there has been a great stimulus given to special lines. Travelers' orders are taxing wholesalers, who in turn are pressing brokers and importers for fresh stocks. A local broker, in speaking of the general western trade, stated that the big demand for goods at present was based upon the increased population and the prospects for a large wheat harvest this year. It is evident that there is plenty of money in the country, for only high-grade stuff is in demand and advancing prices do not curtail the output.

Sugar—This market is quite steady in harmony with the general continental trade. The output is heavy and there is no anticipated change in prices. There has been a recent revival in the powdered product.

Montreal and B.C. granulated, in bbls	5 75
" " in sacks	5 80
" yellow, in bbls	5 35
" " in sacks	5 30
Icing sugar, in bbls	6 35
" " in boxes	6 55
" " in small quantities	6 55
Powdered sugar, in bbls	6 15
" " in boxes	6 35
" " in small quantities	6 50
Lump, hard, in bbls	6 65
" " in ½-bbls	6 75
" " in 100-lb. cases	6 65

Foreign Dried Fruits—The report of frost in fruit centres in California is not looked upon seriously just now, as it is believed the output next season will be very heavy. Currants have become somewhat weaker on the local market, a condition that will be only temporary. Dates also have been reduced half a cent. All other lines are quite strong, although the fresh fruits trade has weakened the demand for all dried lines.

Smyrna Sultana raisins, uncleaned, per lb	0 06	0 11
" " " cleaned, per lb	0 09	0 13
Valencia raisins, Rowley's, f.o.s. per case, 28's	....	1 45
" " selects " 28's	....	1 55
" " layers " 28's	....	1 75

California raisins, choice seeded in ¼-lb. packages per package	0 06
" " fancy seeded, in ¼-lb. packages per package	0 06½
" choice seeded in 1-lb. packages per package	0 07½
" " fancy seeded in 1-lb. packages per package	0 08½
Raisins, 3 crown muscatels, per lb	0 06½
" 4 " "	0 07

Prunes, 90-100, lb	0 05½	Prunes, 50-60 "	0 07½
" 80-90 "	0 05¾	Prunes, 40-50, lb	0 08½
" 70-80 "	0 06½	Silver prunes, ac. to quality	0 09½ 0 12½
" 60-70 "	0 07		

Currants uncleaned, loose pack, per lb	0 06½
" dry, cleaned, Filiatras, per lb	0 06¾
" wet, cleaned, per lb	0 06¾
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 07

Pears, per lb	0 09 0 15	Nectarines, lb	0 09½
Peaches, standard, per lb	0 08	Dates, per lb., Hallows, bulk	0 06½
Peaches, choice	0 09	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 15	Figs, per lb	0 04½ 0 05
Apricots, choice per lb	0 15½	Peel, lb., lemon	0 09½
Plums, pitted, lb	0 11 0 12½	" " orange	0 10
		" " citron	0 13½ 0 18

Syrup and Molasses—The market has dropped 5c on all lines of syrup. The commodity is essentially winter and little moves in warm weather. Stocks are heavy in camps and stores everywhere and a revival is not expected until the fall.

Syrups—	
24 2-lb. tins, per case	2 04
12 5-lb. tins, per case	2 30
6 10-lb. tins, per case	2 35
3 20-lb. tins, per case	2 45
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
Gingerbread molasses, ½ bbls., per gal	0 40
New Orleans molasses, ½ bbls., per gal	0 33 0 35

Nuts—Peanuts form the major part of this trade at present. Hot weather has greatly increased the demand, and prices may be advanced before long. Other nuts are moving freely, especially almonds.

Shelled Walnuts, in boxes, per lb	....	0 30
" " small lots, per lb	....	0 31
" Almonds, in boxes, per lb	....	0 35
" " small lots, per lb	....	0 36
Peanuts, Virginia, per lb	0 12	0 15

Rolled Oats—The market continues weak. A reduction in the 8's and 10's is quoted this week. Wholesalers claim that prices will be advanced next fall and it is unlikely that the present quotations will prevail another summer.

Rolled oats, 80 lb. sacks, per 80 lbs	1 65
" 40 " " 40	0 85
" 20 " " 20	0 45
" 80 " (8, 10s)	2 10

Tapioca and Sago—Both these lines have an excellent market, and tapioca has advanced ¼c. A stronger market in the future is expected to prevail, owing to the destruction of plants.

Pearl tapioca, per lb	0 05½
Sago, per lb	0 05

Beans—The trade is quiet, as may be expected on this line. There is a good stock on hand and prospects are bright for a good supply this fall. In a few weeks retailers should be stocking heavily. The following prices hold this week:

3-lb. picker, per bushel	2 25
Hand picked, per bushel	2 35

Evaporated Apples—A slightly stronger market prevails just now, the quotation being 8½c. The quality is reported poor, but the demand is fair.

NOVA SCOTIA MARKETS.

Halifax, N.S., June 30, 1910.

The first native strawberries arrived here on Wednesday, and for the next two weeks the commission men will be busy. The opening price was 17c per box. With the increased receipts, however, from now on the price should drop. If the weather holds good, the crop this season promises to be very heavy. Usually in the past Ontario berries have been on the market long before the native stock, but so far this season no berries from the upper provinces have been marketed here.

Prices of sugar remain unchanged, the best grade of granulated being quoted at $5.20. Some of the dealers say that they would not be surprised at an early advance, now that the preserving season is near at hand.

A refrigerator car is now running between Halifax and points in the upper provinces. This iced car leaves here every Saturday for Montreal, over the Intercolonial. The shipments of fresh fish that are being made are very heavy. This trade shows enormous development; the shipments increasing every week.

Despite the low prices, dealers say that there is not much doing in the flour trade. All the dealers are reported to have large stocks of flour on hand.

Butter is in good supply, the receipts being above the average for the season of the year. Prices are unchanged from

DIRECTORY OF

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

F. G. EVANS & CO.

39 Water St. VANCOUVER, B.C,

Wholesale Grocery Brokers and Manufacturers' Agents

Correspondence Solicited.

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA

Branch at 140 Water Street, Vancouver.

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R. Robertson & Co.

912-913 Dominion Trust Bldg
VANCOUVER, B.C.

Wholesale Brokers

GROCERIES, PRODUCE, FRUITS, GRAINS

Importers and Exporters

Reference—Bank of Montreal.
Write us for information about B.C. trade.
Cable Address—"Robin," Vancouver.
Codes—A C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

WILLIAM W. DUNCAN

Broker and Manufacturers' Agent

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Free and Bonded Warehouses

VANCOUVER - VICTORIA

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

Do you want live representation? We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

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VANCOUVER, B.C.

Correspondence Solicited — Highest References

MORE THAN SEVEN THOUSAND pairs of eyes—interested eyes—rest on this page fifty-two times a year. By the use of an inch space an advertiser is able to place himself prominently before nearly one hundred pairs of eyes for every cent the advertising costs him.

The West India Co., Ltd.

The Canadian house of

Sandbach, Parker & Co., Demerara, B.G. **Sandbach, Tinne & Co., Liverpool, Eng.**

and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building, - - - MONTREAL

Employ the Ablest Experts

Grocers to-day have so many things to attend to in order to make a success of their business that they have not time to become tea experts. When you push Red Rose Tea you have working for you steadily the very ablest tea experts in the business, men who have been tea experts from their youth up, and their fathers before them. Their knowledge and skill provide you in Red Rose Tea with a blend that gives your customers the very best value in tea possible for the price. And remember that this quality is always kept absolutely uniform, fully equal to its past high standard.

It will pay you to recommend

Red Rose Tea

Especially the 40c. grade.

Front Street East, Toronto, Ont.
315 William Ave., Winnipeg, Man.
} Branches

"Is Good Tea"

T. H. ESTABROOKS
ST. JOHN, N.B.

Nations Custard Powder

LARGE 5c. PACKETS
1 LB. and 1/2 LB. TINS
Sample FREE on request

GREEN & CO.
136 John Street, - TORONTO

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto
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Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
111-127 University Ave., TORONTO

last week's quotations. There is only a fair demand for eggs. The receipts are slackening up, but there is ample stock on the market to meet all requirements. Prices are firm at 19c.

Oranges have been advanced $1 per crate, and the stock offering is only of fair quality. Ordinary Valencias are quoted at $6, and large at $7. Navels range from $3.75 to $4.75. The best quality bananas are 10c higher, being now quoted at $2.50. American strawberries are selling at 16c to 18c per box, and fancy lemons at $4.25. Pineapples have been advanced from $3 to $3.50 for 30-count. Some new potatoes are now coming on the market.

Butter—		
Creamery prints per lb.	....	0 26
Creamery solids per lb.	0 23	0 24
Dairy, tubs, lb.	0 22	0 23
Fresh eggs, doz.	....	0 19
Sugars—		
Extra Standard, granulated	....	5 30
Austrian, bags, granulated	....	5 20
Bright yellow	....	5 10
No. 1 yellow	....	4 80
Flour h. wheat per bbl.	6 10	6 20
Flour, Ontario blends, bbl.	4 75	5 00
Cornmeal, bag.	1 55	1 65
Fruits—		
Strawberries, bx	....	0 17
Oranges—		
Valencias	6 00	7 00
Navels	3 75	4 75
Bananas	....	2 50
Pineapples	3 00	3 50
Pork, American per bbl.	....	30 00
Pork, clear bbl	....	31 00
Hams smoked	....	0 18½
Pork, fresh	0 10	0 11½
Codfish, quintal	....	5 50
Herring, pickled per bbl.	....	5 00
Potatoes—		
P.E. Island, bag	....	1 35
Nova Scotia	....	1 35
Onions, Spanish per lb.	....	0 02½
Onions, American, per lb.	....	0 02½
Onions, Bermuda, per box.	....	1 50
Molasses, fancy Barbados, bbl.	....	0 36
Molasses, fancy Barbados, gal.	....	0 32
Beans, bushel	....	2 25
Rolled Oats, bbl	....	4 70

[By Wire.] Halifax, N.S. June 30.—Flour advanced 20 cents per barrel here yesterday.

NEW BRUNSWICK MARKETS.

St. John, N.B., June 30, 1910.

The only change in market quotations during the past week was a decline in the price of butter. Good dairy butter is now selling wholesale at 18c to 20c a pound, and creamery at 23c and 24c. Eggs are offered at 19c by the case and 20c to 22c for hennery. Some new native vegetables have appeared on the market, and native strawberries are commencing to come in. They are selling now at 18c to 22c a box, wholesale. Harbor salmon is plentiful now, and the price has dropped to 16c a pound. Fresh gaspereaux are bringing $1 a hundred.

Sugar—		
Standard gran.	5 40	5 50
Austrian "	5 30	5 40
Yellows	4 90	5 30
Flour, Manitoba	6 15	6 25
" Ontario	5 50	5 60
Cornmeal, bags.	1 55	1 60
" bbls.	3 15	3 20
Rolled oats, bbls	5 00	5 10
Buckwheat, west. grey, bag	2 90	3 00
Val. raisins, lb.	0 05½	0 06½
Cal. raisins, seeded	0 07½	0 08½
Currants, lb	0 07	0 07½
Prunes, lb	0 05½	0 09
Molasses, fcy. Barbados, gl	0 32	0 33
Butter, dairy, lb.	0 18	0 20
Butter, creamery, lb.	0 23	0 24
Eggs, new laid	0 20	0 22
Eggs, case	....	0 19
Potatoes, bbl.	1 25	1 50
Canned goods—		
Peas, doz.	1 15	1 55
Corn, doz.	0 90	0 95
Tomatoes, dz	1 00	1 05
Raspberries, dozen	1 95	2 05
Rice, lb.	0 03½	0 03½
Beans, hand picked, bus	2 20	2 25
Beans, yellow eye, bus	3 50	3 65
Cheese, new, lb	0 14	0 14½
Lard, compound lb.	0 14	0 14½
Lard, pure, lb.	0 17	0 17½
Bacon	0 18	0 20
Pork, domestic mess	28 00	28 50
Pork, American clear	29 50	32 00
Strawberries, dozen	1 70	1 80
Salmon, case—		
Red spring	6 50	6 75
Cohoes	6 00	6 25
Peaches, 2's, dozen	1 75	1 85
Peaches, 3's, dozen	2 85	2 95
Baked beans, dozen	1 20	1 30
Fish—		
Cod, dry	3 00	4 25
Herring, salt, bbls.	4 75	5 00
Bloaters, box	0 85	0 90
Harbour salmon, lb.	....	0 16
Fresh Gaspereaux, cwt.	....	1 00

CATALOGUES AND BOOKLETS.

The Eureka Refrigerator Co., Toronto, have just issued Catalogue No. 22, which they are sending out to the grocery trade. It is illustrated with half-tone cuts of the various grocery refrigerators sold by the company, each of which is described and priced. In addition to the abovementioned, they also show cuts of a refrigerator and showcase combined and a fish or poultry box.

The McCray Refrigerator Co., Kendalville, Ind., U.S.A., are also sending out an attractive catalogue, printed in several colors. It is Catalogue No. 67, and many of its pages show half-tone cuts of handsome store interiors; there are also several illustrations of the product of the company, and some good information on what refrigeration is and the operation of refrigerators.

TO PREVENT REFLECTIONS.

Editor Canadian Grocer—Can you tell us how to obviate the glare from the sidewalk from blinding the show windows. We are on the sunny side of the street, have a large overhanging awning, but during the day nothing can be seen in the window except the reflection of the sidewalk. We feel that there is some cure for this trouble, but we do not know it. Can you tell us?

SMITH & BALL.

Picton, Ont., June 27, 1910.

(Edit. Note)—Some retailers in various parts of the country must have experienced this same trouble and overcome it. The Grocer would appreciate any information that any retailer has in this regard.

TRADE NOTES.

C. Sternagel has opened a grocery store in Owen Sound, Ont.

Clarke & Ives, grocers and produce merchants, Prince Rupert, B.C., are dissolving partnership. The business will be continued by H. H. Clarke.

W. H. Dunkin & Co., Cornwall, Ont., is succeeded by T. R. Dunkin.

G. Greenslade, grocer, Vancouver, B.C., has sold to F. J. Rolston.

W. G. Reiley, formerly clerk with McArthur & Co., Priceville, Ont., has opened a store at Hopeville, Ont.

Stewart & Mobley, grocers and produce merchants, Prince Rupert, B.C., will shortly erect a new warehouse.

The Commercial Travelers' Mutual Benefit Society of London, Ont., will hold a picnic at Port Stanley on July 23.

A. T. Wattie, Bracebridge, Ont., is erecting a new store on Manitoba St. He intends carrying a stock of canned goods, butter, eggs, fresh and cured meats, poultry, etc.

Vancouver, June 30. [By Wire.]—Flour is now $6.70; local eggs 35c and eastern 28 to 29c.

INFORMATION FOR BUYERS.

Supplied by the Trade to Sellers.

At the annual excursion of the Toronto Retail Grocers' Association to Cobourg, samples of Nation's custard powder were distributed on board the steamer. Every housewife on board received a full-sized package. Retailers may secure the same free from Green & Co., 136 John Street, Toronto.

Frank Cooper's "Oxford" marmalade, made in Oxford, Eng., has been selected as the only marmalade to be used on Capt. Scott's British Antarctic expedition this year. Green & Co., 136 John Street, Toronto, are Dominion agents.

COLLECTING SMALL DEBTS.

Editor Canadian Grocer,—We have read with interest an article in your issue of the 3rd inst. by E. Askunas, secretary R. M. A., Chatham, in which he points out the lack of legal machinery for collecting small debts, and suggest a remedy.

We have been in the collecting business in Winnipeg for several years, handling largely accounts for retail merchants, and have been impressed with the deplorable lack of recourse of the retail merchant, as against his delinquent debtor—this in the face of efficient remedies, easily obtainable.

In this province it is next to impossible to enforce payment of a small debt. The procedure is by a proportionately expensive writ of special summons. After ten days' default judgment is signed, if the debtor has not been wary enough to delay matters a month or more by putting in a bogus dispute note. Six days after judgment has been signed, and before the debtor can be brought before a judge for examination, it is necessary to take out an absolutely useless writ of execution, costing from some $2.50 upwards. Following this are two judgment summons. The debtor, not having to appear on the first, waits for the second. After an outlay of from $10 upwards, he then comes before a County Court judge for examination, who, in an average of less than two minutes, makes an order for payment of from $1 to say $5 per month, first payment to be made in a month or two from date; or possibly after hearing an ingeniously concocted hard-luck story dismisses the summons. Where the order as above is made, nine times out of ten it is not obeyed, and the array of affidavits, orders and services necessary to enforce it costs more than the claim is worth.

It would seem to us that the remedy lies in the establishment of a small debt court, along the lines suggested by Mr. Askunas. By this means a duly appointed presiding official could inexpensively, and to the advantage of both creditor and debtor, adjust and enforce payment of small debts.

The merchants interested should look to their provincial representatives.

Thanking you, Mr. Editor, for your valuable space, and trusting that Mr. Askunas may succeed in having his "Scheme for collecting small debts" put into practice.

COMMERCIAL UNION ASS'N.

McDermott & Albert.

Winnipeg, Man., June 23, 1910.

Are You Looking for Western Trade?

New Towns are springing up every day in the GOLDEN WEST, and both Merchants and the youth of the nation are finding many trade opportunities! What about you, Mr. Manufacturer? Are you grasping this opportune time, right now, to secure a new and ready market for your goods?

We are on the spot to tell you what the needs, prospects, opportunities and demand for any line of goods are in the West, and we will also handle your goods for you on a reasonable commission basis.

We have large track warehouses at the chief distributing centres, and can offer you every shipping and storage facility.

Get in touch with us to-day. We are after more business.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY EDMONTON FORT WILLIAM

Storage for all classes of merchandise. **Cars distributed at Calgary, Winnipeg, Regina, Edmonton, Fort William**

HONESTY!



No reputation is so valuable to manufacturer or retailer as that of making or handling HONEST GOODS — goods of guaranteed purity, unimpeachable quality and highly skilled manufacture.

"E.D.S." BRAND

E D S

Jams, Jellies, Grape Juice and Catsup

bear the hall-mark stamp of honesty. The Department of Inland Revenue has certified them to be 100% PURE. Send for Government Bulletin 194 and be convinced that no line you can handle will so add to your reputation as "E.D.S." Brand. See that your shelves are liberally stocked with these satisfaction-givers.



You can recommend them to your best customers with every confidence.

Made by E. D. SMITH at his own Fruit Farms

WINONA, ONT.

AGENTS—N. A. Hill, 25 Front St. E., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.

WINNING ITS WAY!

EASIFIRST



SHORTENING

is the Popular Favorite and an Easy Winner in the Shortening League.

ORDER FROM

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

Hot Weather

is with us,
and with it the demand for

COOKED HAMS

There is nothing more enticing for your Cooked Meat Counter, and there is nothing that will please your customers so much as our delicious Cooked Hams.

Try Them—By Express

F.W. Fearman Co.

LIMITED

Hamilton

Jersey Cream

Brand

Evaporated Milk



THE RICHEST

By Government Test

The Truro Condensed Milk Co., Limited, Truro, N.S.

MILD CURED

Breakfast Bacon Skinned Backs and Hams

Finest Quality. Made from Selected Hogs.
Made under Government Inspection.

The WM. RYAN CO.

LIMITED

PACKING HOUSE:

FERGUS, - - ONT.

HEAD OFFICE:

70 and 72 Front St. East, TORONTO

Heavy Production Affects Provision Market

Butter and Eggs are Received in Large Quantities and Prices Seek a Lower Figure—Output of Cheese is Also Heavy—Season has Witnessed Bountiful Supplies—Country is not Wanting in Sufficiency of Produce—Easier Feeling in Pork Products Broilers are Quoted Lower.

The provision market is in good condition, with supply meeting demand in an even and regular trade. Butter, cheese and eggs, in point of production, have not fallen off. In regard to cheese it has probably reached its highest point. The flush season generally extends from the middle of June until the middle of July, with a gradual decline until the close of the season. Prices as quoted at board meetings are steady, and, if anything, slightly higher. The increase in cable enquiries has, no doubt, had a beneficial effect on the market. Old cheese is still a favorite among the retailers' customers.

Butter production is still heavy and an accumulation is reported, with a consequent easier feeling to the market. There has been no particular change in the egg market. Supplies are liberal and demand is meeting them. The quality is somewhat affected by weather conditions. An easier feeling is noticeable in pork products. Receipts of dressed hogs have been liberal and lower prices have been consequent. There has been no special change in the market since a week ago.

MONTREAL.

Provisions—There is no change since last week's drop in prices, except that trade has improved considerably. Live hogs have a tendency toward weakness, but otherwise the market is steady.

Pure Lard—	
Boxes, 50 lbs., per lb	0 16½
Cases, tins, each 10 lbs., per lb	0 16½
" " " 5 " "	0 16¾
" " " 3 " "	0 16¾
Pails, wood, 20 lbs. net, per lb	0 16½
Pails, tin, 20 lbs. gross, per lb	0 16¾
Tubs, 50 lbs. net, per lb	0 16
Tierces, 375 lbs., per lb	0 16
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 12½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13
" 5 " " " "	0 12⅝
" 3 " " " "	0 13
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 12½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	30 00
Bean pork	25 00
Canada short cut back pork, bbl. 45-55 pieces	29 50
Clear fat backs	32 50
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	25 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 16½
Long clear bacon, heavy, lb	0 15½
Long clear bacon, light, lb	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 17
Large sizes, 18 to 25 lbs., per lb	0 18
Medium sizes, 13 to 18 lbs., per lb	0 19
Extra small sizes, 10 to 13 lbs., per lb	0 20
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 20
Windsor bacon, skinned, backs, per lb	0 22
Spiced roll bacon, boneless, short, per lb	0 17
Hogs, live, per cwt	10 00
" dressed, per cwt	13 50

Butter—A small quantity of export butter left here this week, about 1,000 packages in all. Supplies continue to come in far in excess of last year, being for the week 22,840 packages, as against 18,755 same week last year. For the season they are 124,254 packages, as against 96,469 same season last year.

New milk creamery	0 23½ 0 24
Dairy, tubs, lb	0 21
Fresh dairy rolls	0 21

Cheese—Export demand seems to be increasing of late. It is to be hoped it will continue, as supplies are coming in very freely every day. For the week receipts are 85,340 boxes, as against 97,937 same week last year. For the season they are 396,518 boxes, as against 379,953 same season, 1909.

Quebec, large	0 11½ 0 11¾
Western, large	0 11½ 0 11¾
" twins	0 12
" small, 20 lbs	0 12
Old cheese, large	0 13

Eggs—Prices are still sagging, though the change is slight. Continued heavy receipts is the cause. For the week they are 7,825 cases, as against 7,176 same week last year. For the season they are 89,148, as against 91,194 same season, 1909.

New laids	0 23 0 24
Selects	0 21 0 21½
No. 1	0 19½

Maple Products—The situation is unchanged. Demand is rather poor, but prices still firm and high with stocks light.

Compound maple syrup, per lb	0 04½ 0 05
Pure township sugar, per lb	0 10 0 11
Pure syrup, 8½ lb. tin	0 70
" " 10½ lb. tin	0 85

Honey—The market is quiet at former prices.

White clover comb honey (nominal prices)	0 15 0 17
Buckwheat, extracted	0 08½ 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11½
Buckwheat comb	0 12½ 0 13

TORONTO.

Provisions—Easier prices have been noted in various lines, and the only explanation offered was a slight temporary over-production. Live and dressed hogs have slumped, and supplies are being received rather plentifully. Lard is still easier. There is considerable business being transacted, and no significance is accredited the recent changes.

Long clear bacon, per lb	0 15 0 15½
Smoked breakfast bacon, per lb	0 19 0 19½
Pickled shoulder	0 11½
Roll bacon, per lb	0 15 0 15½
Light hams, per lb	0 18 0 18½
Medium hams, per lb	0 18
Large hams, per lb	0 17 0 17½
Cooked hams	0 26
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 19 0 19½
" pea meal	0 19½ 0 20
Heavy mess pork, per bbl	28 00 29 00
Short cut, per bbl	30 00 31 00
Lard, tierces, per lb	0 15
" tubs "	0 15½
" pails "	0 15½
" compounds, per lb	0 12 0 13
Live hogs, at country points	8 75
Live hogs, local	9 00
Dressed hogs	12 25 12 50

Butter—The production is maintained, no declination having yet been reported. Prices are slightly easier. The market is moving briskly, with supplies being readily disposed of. Creamery is still selling at a good figure.

	Per lb.
Fresh creamery print	0 23 0 24
Farmers' separator butter	0 19 0 20
Dairy prints, choice	0 18 0 18½
No. 1 tubs or boxes	0 19 0 20
No. 2 tubs or boxes	0 17 0 18

Eggs—Large dealers report that the supply of eggs is still heavy and prices show no tendency as yet to go higher. They are somewhat easier than a week ago, with the amount of business large.

Selects	0 21 0 22
Fresh eggs, doz	0 18 0 19
Second grade, doz	0 16 0 17
Chips, doz	0 15

Cheese—Old cheese is still holding the market and bringing a good price. The production of the new make is heavy and prices on country boards average 10¾c.

Old cheese—		White	0 14
Large	0 12½ 0 13	New cheese—	
Twins	0 13 0 13½	Large	0 11½ 0 11½
Stiltons	0 15	Twins	0 11½

Poultry—There is nothing strikingly new in this market. Broilers are more plentiful, but the demand is not heavy.

Spring broilers, live	0 18 0 20
Hens, per lb. live	0 12
Turkeys, per lb., large, live	0 16
Spring duck, lb., live	0 20

Honey—There is not much new business in honey yet. The demand is reported only fair.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11 0 12
" " " 5 lb. pails	0 11½ 0 12
" " comb, per dozen	2 00
Buckwheat honey, lb	0 07

SMOOTH STRANGER POSES AS AGENT.

The following despatch sent out from Sarnia, Ont., speaks for itself:

Sarnia, June 24.—W. J. Robson, representing the MacLean Publishing Company, of Toronto, is in town to-day. He found on making his calls, that a man, giving the name of W. Hill, had made the rounds the day before yesterday and passed himself as agent for different trade journals.

He called at W. J. Barries' plumbing shop.

"Let me see, I believe you owe a small account to the MacLean Publishing Company."

"No, I do not," said Mr. Barrie, and then explained his standing. The smooth one then collected a year's subscription from Mr. Barrie in advance.

Mr. Hill had all the trade journals in his possession and did a land office business.

Mr. Robson said that the matter will at once be placed in the authorities' hands, and if possible will be apprehended.

[Editorial Note.]—Only the bona-fide subscription representatives of the MacLean trade papers carry receipt and renewal blanks made out in the company's name. No order should be given to or renewal placed with any person who does not have the company's regular blanks.

MAIL ORDER HOUSES GIVE CREDIT.

Two large Chicago mail order houses have now started a credit system among farmers, whereby they are giving from forty-five to ninety days' credit on all goods. The credit system is very complete in many instances, and some influential farmer is often given his goods much cheaper for the service he renders in giving the houses lists of names and guaranteeing the integrity of his neighbors.

The credit system might be expected as the next step in the methods of catalogue houses, as they exist in Canada. If retailers were only as keen for business, were working harmoniously together and were in fighting trim, there would be less apprehension in this regard.

—

GETTING NEW CUSTOMERS.

There are different ways in which the merchant may keep himself posted with reference to the new families coming to town. One man recognized that the draymen of his town should know a thing or two in that respect, so he agreed to supply them with their business cards on the understanding that they would furnish him with the names and addresses of newcomers. First knowledge in this case was used to good advantage in swelling his list of customers.

Turn Your Losses Into Gains

By adopting the one plan that will enable you to handle credit customers successfully and make them just as safe as the cash buyers.

Allison **COUPON BOOKS**

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For Sale by the Jobbing Trade Everywhere.
Manufactured by
ALLISON COUPON CO., Indianapolis, Ind.

In Emphasis

our advertising man wrote:

"The different kind of a soap: That, in a nut-shell is Fels-Naptha!"

In truthful praise, innumerable women go further and say "Fels-Naptha, the better kind."





The destruction of the filthy and disease-spreading house fly is a public duty, and Grocers can assist in performing this duty and incidentally make large profits by pushing the sale of

WILSON'S
FLY PADS

Quality and Consistency

are the two things to bear in mind regarding our biscuits. Always good and always equally good. A steady money-maker.

THE CANADIAN BISCUIT CO., :: LA PERADE, QUE.



PUBLICITY

NO ALUM

An inventory of every grocer's stock shows a certain percentage of "dead ones"—goods that through lack of quality or publicity represent a profitless investment of part of his working capital. Goods that are reliable and extensively advertised are profit producers.

Magic is the most extensively advertised baking powder in Canada, and insures a satisfactory profit at all times. Think it over.

MAGIC BAKING POWDER

CONTAINS NO ALUM.

MAGIC is a medium-priced baking powder and the only well-known one made in Canada that does NOT contain Alum. Full one-pound cans sell at 25c.

E. W. Gillett Co. Ltd.

Winnipeg — Toronto, Ont. — Montreal



MADE IN CANADA

Sixty Thousand Sold in Six Years

FIRST AND STILL THE BEST.

¶ The fact that we have sold sixty thousand McCASKEY REGISTERS in the six years we have been in business is sufficient proof that THE McCASKEY SYSTEM IS A SUCCESS.

¶ No thinking man doubts that.

¶ Since it is a proven success in handling credit accounts WITH BUT ONE WRITING, why haven't you one?

¶ What it has done for sixty thousand merchants it will do for you.

¶ Let us prove it.

¶ A postal card will bring you information free.

DOMINION REGISTER CO., Limited

Successor to the McCaskey Register Co. in Canada

96-104 Spadina Avenue - TORONTO, Can.

All this Summer

I WILL ADVERTISE PORK AND BEANS

My product is as near perfection as is possible. I know it—the trade is pretty sure of it.

And I am inducing the consumers to find it out for themselves by trying it. Almost 200 papers in Canada are suggesting this trial.

Keep your stock well assorted to meet the coming demand.

Of course you carry a full line of other Clark Specialties.

Wm. Clark - Montreal



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

The Chief Competitor

Of Prepared Foods is Home Cooking

¶ Housewives would not go to the trouble of preparing all the foods they do at home if they could buy satisfactory substitutes ready cooked.

Most women who are prejudiced against goods in cans and bottles have simply tried the wrong kind.

¶ The only way to build up a good business on prepared foods is to sell a quality as good or better than can be made in the home.

HEINZ 57 VARIETIES
PURE FOOD PRODUCTS

are made of the best materials money can buy. They are prepared in model kitchens by methods which are the result of forty years' experience and endeavor to improve the best home ways of food preparation.

¶ The housewife may be able, in some instances, to prepare similar foods that will be more pleasing to her own individual family, but she cannot make cleaner, purer, or better.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver — Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

Flour Market Possesses a Much Stronger Tone

Continued Dry Weather in th tain Extent—Wheat Takes Sh in Consequence—A Good Rain Restore the Market to Normal Might Prove Serious.

e West Threatens Crops to Cer- arp Jump and Flour is Affected Will Relieve the Situation and Conditions—Continued Drought

The wheat market seems at the time of going to press to be hanging in the balance and as farmers generally are most prone to worry, there must surely be some who are lying awake these nights thinking of what the morrow may bring. Continued dry weather with but a sparse rainfall has boosted the price of wheat fourteen cents during the past week.

But little attention was paid to the statements of the weather "knocker" at first, but his earliest "forecasts" seem to have been substantiated and the feeling has grown that the situation is beginning to look rather serious. A good shower of rain, several days of it, would quickly dispel all doubt and relieve the farmers and others of their worries. Montreal flour is quoted ten cents higher as a result of the firmness in the wheat lists. Tuesday the stock board saw another sharp increase in wheat and it is expected that there will be some wild fluctuations until the exact conditions are learned.

The feeling in the oats market is better and it is believed the lowest price has been left behind.

MONTREAL.

Flour—Flours are all up ten cents, on account of the rise in wheat, as well as the rather light condition of local supplies. The increase has seemed to have a somewhat stimulative effect on buying, and prices are firm at the new quotation.

Winter wheat patents, bbl	5 35
Straight rollers, bb	5 10
Extra, bbl	4 70
Manitoba spring wheat patents, bbl	5 50
" strong bakers, bbl	5 00

Oatmeal—Sales are beginning to improve, and particularly foreign demand seems to be better. Prices are showing considerable firmness, and the situation is considered stronger than last week.

Fine oatmeal, bags	2 20
Standard oatmeal, bags	2 20
Granulated "	2 20
Golddust cornmeal, 98-lb. bags	2 10
Rolled cornmeal, 100-bags	1 85
Rolled oats, bags	2 00
" barrels	4 25

TORONTO.

Flour—Local millers report business good. Considering conditions of the general market, they are in fact "very good," to use one miller's words. There has been no change in prices as the result of stronger prices in wheat due to weather conditions. Should the present dryness continue, prices will undoubtedly go higher locally. Millers are, however, praying for rain.

Manitoba Wheat.

1st Patent	5 40	5 60
2nd Patent		5 00
Strong bakers	4 80	4 80
Feed flour		3 15

Winter Wheat.

Straight roller	4 90
Patents	5 30
Blended	4 80

Cereals—There has been practically no change in the cereal market. Some consider that a feature is the way the market has remained steady in spite of the warm weather.

Rolled oats, small lots, 90 lb. sacks	2 00
" " 25 bags to car lots	1 90
Rolled wheat, small lots, 100 lb. brls	3 00
" " 25 brls. to car lots	2 90
Standard and granulated oatmeal, 98 lb. sacks	2 20

[Editorial Note]—At the time of going to press an advance of ten cents in the price of flour was announced. The reasons for this step are those mentioned above. One leading miller stated that the advance was hardly enough, he thought, for with wheat at its present price, he said there was hardly a profit to the miller. He expected flour to go higher if current wheat prices held firmly. The quotations given are for car lots. Quantities less than that are quoted at 10 cents extra.

FOR BREAD DELIVERY.

Indiana Bakers Must Wrap Loaves in Paper Before They are Taken From the Factory.

Bread must be wrapped before leaving the bakery according to the laws of the State of Indiana. The particular clause respecting it, is as follows:

"The pure food law of 1907 and the sanitary food law of 1909 define unsanitary conditions as they exist in food-producing and distributing establishments, and provide that all food in the process of manufacture, sale and distribution be securely protected from flies, dust and dirt. Bread, pasteries and other baker's goods which are not delivered to the consumer at the bakeshop, but which are carried unwrapped to grocery stores and other distributing stations in wagons, carts or similar conveyances, are not properly protected, and the practice is in violation of law. In order that the sale of bread, pasteries and baker's goods may be conducted under sanitary conditions and in conformity with the laws of the state, bakers are hereby instructed that on and after July 1st, 1910, all such goods, including bread, buns, rolls, biscuits, cakes, crackers, pies and other baker's products must be properly protected while in transit or while displayed for sale. For the guidance of bakers, it is ordered that bread shall be wrapped in suitable paper wrappers, or placed in suitable bags before being taken from the bakeshop, and that all other goods shall be carried in tight, dust-proof boxes or cartons."



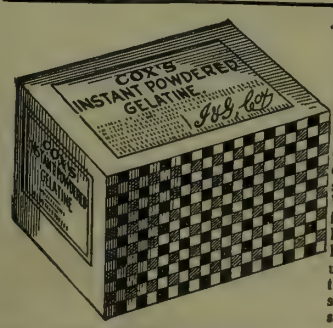
There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day!

The
MOONEY BISCUIT & CANDY CO., LTD.
Stratford, Can.

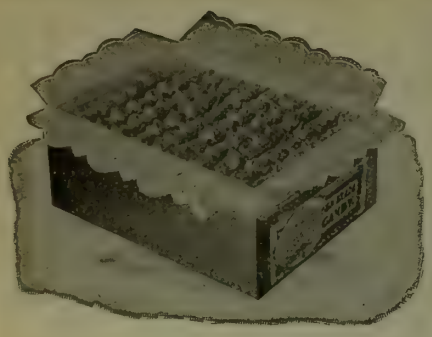


COX'S
INSTANT POWDER
GELATINE

A Pure Powdered Gelatine dissolving instantly in Hot Water. Manufactured and Packed by Messrs. Cox, under the control of their scientific staff.

Canadian Agents:
C. E. Colson & Son, Montreal
D. Masson & Co.
A. P. Tippet & Co.,

J. & G. Cox, Ltd.
Gorgie Mills,
EDINBURGH



Chocolate "BORDO"

(REGISTERED)

Your trade will insist on

BORDO

If you once give them the chance to try it.

We believe in and practise consistently high-grade methods of manufacture, and our secret recipe for these chocolates, combined with the BEST of materials, give a product unequalled in Canada.

THEY SELL THEMSELVES

Write us at once for prices and samples.

The Montreal Biscuit Co.

(The Originators)

MONTREAL.

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited

MAIL BUILDING, TORONTO

52 Highest Awards In Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Limited

Established 1780, Dorchester, Mass.

Branch House, 86 St. Peter St.

MONTREAL, CANADA

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order our expense

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, MANAGER

W. H. ESCOTT

WHOLESALE

Grocery Broker

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

MAPLE SYRUP!

Small's Maple Leaf Brand

is the Standard the world over.

CANADA MAPLE EXCHANGE

Montreal

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.

KINGSTON, - - - JAMAICA

Cheese for 5000 Grocers

Roquefort, Gruyere, Camembert, Oka, Parmasan, Edam, Stilton.

WE ARE SPECIALISTS FOR THE TRADE.

Write, Wire or Phone.

THE ST. LAWRENCE GROCERY

395 St. Lawrence Boulevard Montreal

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO, Montreal Agents.

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.

Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance

WRITE TO

P. POULIN & CO.

39 Bonsecours Market, - Montreal

WE SELL FEATHERS TOO

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.



Who said Five Roses is too good?

PERHAPS, Brother Grocer, you have said it yourself that FIVE ROSES is *too good* for YOUR custom—they won't pay a fair price—

Quality has no selling force in your vicinity.

Then, let us say we are glad this is your *only* objection.

And let us tell you of conditions as they exist in the big city of Montreal.

In the big city slums are to be found the very poorest of the poor, folks who bite every copper before they spend it, to whom a dollar assumes big proportions, being seen through Poverty's microscope.

More than all others, Necessity compels this buyer to force the very last drop of money's worth out of every "nickel."

Everything is examined, tested, results compared with lynx-eyed Economy.

For *they cannot afford not to purchase Quality.*

These are the folks who bake their own bread; these are the women with their own hands in the dough.

And they purchase their flour "by the loaf"—so much money, so much flour—so much flour, so many loaves, you see.

The flour producing the most bread, the best bread.

They eat more bread than richer folks—they *must.* They buy more flour.

The most particular when quality is at stake—their *only* luxury being the high quality of their necessities.

This discrimination of the slums in flour buying has been noted in the largest cities—New York, Chicago, Boston, etc.

And we have seen it with out *own* eyes in Montreal, Brother Grocer.

Our travelers tell us—our books confirm it—that in the very poorest districts of Montreal—French "down east"—Hebrews back of the "Main"—Irish in "Griffintown"—are to be found the *most* enthusiastic users of FIVE ROSES flour.

It is not the cheapest flour they could buy, but *they can't afford a cheaper.*

Your constituency has never known such poor folks, Brother Grocer.

Will YOU tell us *now* that FIVE ROSES is too good for *your* trade?

Whose earning capacity is so much better?

Five Roses Flour

LAKE OF THE WOODS MILLING COMPANY, Limited
MONTREAL

THIS



IS WHAT YOU WANT.

Largest Receivers.

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH ST. - TORONTO

Carload Importers

HOT WEATHER

like this almost any kind of LEMONS will sell, but mind you—Hot or Cold, there's more real worth and satisfaction in a box of

"St. Nicholas"

or

"Home Guard"

than you are likely to get under any other brand.

BUY THEM

J. J. McCABE

AGENT

32 Church Street, Toronto.

An Abundance of Canadian Fruit on the Market

Strawberries are the Feature of the Present Quotations — Large Quantities Reported From all Parts of the Country—Saturday of this Week or Monday of Next Should Find Prices at the Bottom Figure—Lemons are Very Strong and There are no Indications of Weakness to the Market—Supply of Fish has Improved.

The fruit market is gradually reaching its season of greatest activity with supplies generally sufficient to meet the demand. There is apparently an abundance of strawberries throughout the country and prices are gradually going down. The Grocer's statement last week that it would be a rush sale has been borne out so far. It remains to be seen how long the supply will continue.

An editorial column recently contained the remark that the lemon market follows the mercury like a cat chasing its own tail. The recent hot wave was felt throughout the whole country, and created an abnormal demand for lemons. The supply of the same quench-relievers has not been too heavy and the result was higher prices. Fancy stocks are particularly strong.

It may be remarked in conjunction with the above that the warm weather is not going to leave yet awhile and lemons should enjoy a good sale at fancy prices. Bananas are selling steadily; Canadian cherries are on the market, fair of quality and price. Another week should find material changes as the Canadian season develops both as to fruit and vegetables. Buyers should follow the market carefully as it is action that counts in handling fruits.

By the end of the present week or during the early part of next, strawberries should be at their lowest quotation, quality taken into consideration.

MONTREAL.

Green Fruits—The local fruit market is in receipt of a large shipment of bananas this week, 25 cars. This has as yet caused no weakening of prices, but it would not be at all surprising if it did. Lemons and late Valencia oranges are showing great scarcity. Prices are firm, and show signs of an early advance. Grape fruit are also scarce. Fine local and western strawberries are on the market at from 6-8c. This week promises to be the big week for them. Prices will undoubtedly be lower.

Apples—		
Russets	7 00	
Spies, per bbl.	8 00	
Bananas crated, bunch	2 00	2 25
Cranberries, bbl.	11 00	
Cocoanuts, bags.	4 25	
Grape fruit—		
Florida, box	7 00	
Grapes, Almeria, per keg	8 00	
Limes, per box	1 00	
Lemons—		
Sicily bitters, box	1 75	2 25
orrento	2 20	2 50
Palermo	4 00	
Messinas	3 00	3 25
Oranges—		
Floridas	3 00	
California navels	3 00	4 50
Porto Ricos	2 50	
Mexicans	2 25	
Sicily bitters, box	2 25	3 00
Jamaica, bbl	3 75	4 25
Valencias, large, per case	4 50	5 00
Pineapples—		
Floridas, case	2 50	2 75
Strawberries, qt.	0 06	0 08

Vegetables—Trade is very slack this week. Owing to the tremendous supplies of fresh vegetables arriving daily dealers are at their wits' end to dispose of them. Nearly every line shows an oversupply, and prices are feeling the effect. They are weakening all along the line. Potatoes are down to $2.50 and others in proportion.

Asparagus, doz.	1 00	5 00
Beans, green, basket		2 00
Beans, wax		2 00
Beets, bag	0 50	0 75
Beets, new, doz.	0 75	1 00
Carrots, bag		1 75
Carrots, new, doz	0 50	0 60
Cabbage, new, ct	1 25	1 50
Washed celery, dz		1 50
Cauliflowers, doz.		6 50
Cauliflowers, Montreal	2 00	3 00
Cucumbers, bskt	2 25	2 50
Garlic, per lb.	0 25	0 30
Green Peppers, basket		0 75
Lettuce—		
Montreal, doz.	0 20	0 50
Mushrooms, lb.	0 75	1 00
Onions—		
Egyptian, lb.	0 03	0 03½
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, new, per bbl.		2 50
Parsley, dozen	0 25	0 30
Parsnips, bag	1 25	1 50
Radishes, dozen bunches	0 15	0 20
Rhubarb, doz	0 25	0 35
Spinach, bbl	1 50	2 00
Tomatoes—		
Flor das, crate	3 25	3 50
Cubans, crate	2 25	2 50
Mississippi, 4 basket carriers		1 50
Turnips, bag	1 50	1 75

Fish—Gaspe salmon is arriving in good quantities and the prices had another drop this week, but as the fish will surely get scarce, prices are expected to stiffen now. Brook trout are scarce along with most lake fish. Ocean fish such as haddock, cod, halibut are plentiful. The mackerel season is drawing to a close, that is the summer schools, and the crop is short. It is close season in many districts for lobsters. Trade is fair, with demand a little better than usual at this time of year.

FRESH

Shad, 'Roe,' ea.		0 35	Brook trout		0 22
Shad, 'Buck,' ea.		0 20	Lake trout		0 10
Pike		0 08	Whitefish		0 12
Perch		0 06	Mullets		0 06
Steak cod		0 05	Haddock		0 04
B.C. salmon		0 13	Halibut		0 09
Gaspe salmon		0 14	Bullheads		0 10
Market cod		0 04	Carp		0 06
Sturgeon	close season		Dore		0 12
			Mackerel		0 10

FROZEN

Codfish	0 04	0 04	Pike		0 06
Dore, winter caught, per lb.		0 08	Salmon, B.C., red,		0 10
Haddock		0 04	Gaspe salmon, per lb.		0 18
Halibut, per lb.		0 08½	Smelts, 10 lb. boxes		0 07½
Herring, per 100		1 25	Whitefish, large, lb.		0 09
Market cod		0 04	Whitefish, small		0 07
Steak cod		0 05			

SALTED AND PICKLED

Green cod, No. 1, bbl.	6 00	6 50	Salmon, B.C., red, bbl		14 00
Labrador herring, bbl		5 00	" " pink, bbl		12 00
" " ½ bbl		2 85	" Labrador, bbl		17 00
Labrador sea trout, bbls		11 00	" " ½ bbls		8 50
Labrador sea trout, half bbls		6 00	" " trs., 300 lb.		23 00
No. 1 mackerel, pail		2 00	Salt eels, per lb.		0 07½
" " ½ bbls		8 00	Salt sardines, 20 lb. pls		1 00
No. 1 pollock, bl		4 00	Scotch herring, bbl		6 50
			" " keg		1 00
			Holland herring, bbl		5 50
			" " keg		0 75

SMOKED

Bloaters, large, per box	1 00
Haddies	0 07
Herring, new smoked, per box	0 13
Kippered herring, per box	1 15

SHELL FISH

Clams, Quahogs, per bbl.	6 50
Clams, Little Necks, per bbl.	11 00
Shell oysters, bbl.	10 00
Lobsters, live, per lb.	0 14
Oysters, choice, bulk, Imp. gal.	1 50
" Selects, Imp. gal.	1 60
" "Sealshipt," standards, per Imp. gal.	1 75
" " select, per Imp. gal.	2 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5½, 6, 8, 9 & 10c. per lb.	
Shredded cod, per box	1 80
Skinless cod, 100 lb. case	5 50

TORONTO.

Green Fruits—Toronto's fruit market, the distributing centre as it is for a large portion of inland Ontario, is now

the scene of daily activities that reach almost gigantic proportions. Canadian fruit is arriving in large quantities but there are also car load shipments coming from California. Strawberries during the week have been the centre of attraction and business has been heavy. The quality has been good and as to quantity the crop is believed to be one of the best. Canadian cherries are also being received. They are of fair quality and sell at from 60 cents to $1.25. There has been a good demand for watermelons and cantaloupes. Lower prices are quoted for the latter. In regard to strawberries the decline has been gradual and the higher prices seeming to have been sustained longer than necessary. At least that is an opinion that retailers have expressed.

The California stock arriving consists of apricots, plums, pears, peaches, oranges, etc., and as found on display is a splendid line of fruit. Lemons have been in demand to such an extent that the supply proved altogether too limited, especially in the fancy lines. Verdellis

Local Fruits

We are large Distributors of Local Fruits. Arrivals are heavy now. **Strawberries, Gooseberries, Cherries, Cucumbers, etc.**

Also Imported Vegetables.

Headquarters for Fine Quality **Oranges, Lemons, Bananas.**

WHITE & CO., Ltd.

Branch at Hamilton - **TORONTO**

Strawberries

CANADIAN

Now in GOOD SUPPLY
DEMAND is HEAVY
Order early

We are large dealers in this line. Wire, phone or mail your orders to

Stevens & Soloman

Growers and Shippers of CANADIAN FRUITS

HAMILTON, - - - ONT.

Phones 1990 and 2700

FANCY

RIPE { PINEAPPLES, FLORIDA TOMATOES, BANANAS

FRESH { LETTUCE, RADISH, RHUBARB, GREEN ONIONS

Finest Oranges and Lemons

HUGH WALKER & SON

Established 1861) **GUELPH, ONTARIO**

Ask and you will receive

BUSTER BROWN LEMONS

Packed by Follina Bros. "Best by test"
---is now, and always will be.

FOLLINA BROS., Packers **W. B. STRINGER, Sales Agent**

are now listed at $5.50 and it is not likely that the limit has been reached yet. It depends largely on the weather. A prolonged hot wave should make them worth their weight in gold, more or less, if the supply is not augmented. Pineapples are still firm but there is not the same amount of business recorded as a few weeks ago. The Cuban crop has practically been depleted.

Apricots, crate		3 00	Oranges—		
Bananas	1 50	1 75	California navels		
Cantaloupes, ca.		5 00	Large	3 00	3 50
Cherries, Canadian, box	0 60	1 25	Small	3 75	4 25
Cocoanuts, sack		4 50	Mexican	2 50	2 75
Gooseberries, bas.		1 50	Valencia	4 00	5 00
Grape Fruit—			Peaches, new, ct		2 50
California	3 75	4 75	Pears, box		3 50
Lemons—			Pineapples, case	2 75	3 00
Verdelli		5 50	Plums, case	2 75	3 00
Sorrento		3 50	Watermelon, ea.	0 50	0 60
			Strawberries—		
			Canadian, box	0 06	0 08

Vegetables—There have been but few changes in the vegetable market. Canadian carrots are now received and have supplanted the imported variety. Potatoes, cucumbers, etc., are not yet ready for the market, but it is only a matter of a short time until the home grown goods will be glutting the market, as from all reports everything is doing well. Tomatoes are still firm with the demand increasing. Imported new potatoes are slightly cheaper.

Asparagus, per dozen		0 90	Egyptian, sack	2 75	3 00
Beets, hamper		1 75	Potatoes, Ontario, bag	0 55	0 60
Beans, green per hamper		3 00	Potatoes, Delaware		0 75
Beans, wax, per hamper		2 75	Potatoes, Texas	3 00	3 25
Cabbage, case		1 75	Potatoes, new, bushel		1 75
Carrots, Canadian, bunch		0 30	Parsley, per doz bunches	0 25	0 30
Cauliflower, dz.		2 25	Radishes, doz.		0 25
Cucumbers, doz.		1 25			
Cucumbers, hpr		2 50	Peas, green, per bushel	2 50	2 75
Lettuce, hamper		2 00	Rhubarb, doz.	0 15	0 25
Lettuce, Canadian, dozen	0 25	0 30	Spinach, hamper		0 60
Mushrooms, lb.	0 50	0 60	Tomatoes, Canadian, h.h., lb.		0 17½
Onions—			Turnips, bag		0 40
Texas Bermudas per crate		2 50	Tomatoes, Texas crate 4 basket		1 75
Bermuda, case 45 lb		1 75			

Fish—With the exception of trout and whitefish there is nothing new in the fish market. Supplies are coming in more freely and the market is slighly brisker. The change, however, is not very appreciable.

FRESH CAUGHT FISH

Halibut	0 09	0 10	Steak cod		0 08
Salmon trout		0 11	Perch		0 07
White fish	0 11	0 12	Haddock		0 07
			Mackerel	0 22	0 23

FROZEN LAKE FISH

Pickerel yellow		0 08	Pike		0 07
			Whitefish, frozen		0 09

OCEAN FISH (FROZEN)

Herring, per 100		1 50	Salmon, pink, per lb		0 08
Mackerel, each		0 22	" red		0 09
Smelts, No. 1		0 08			

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box		1 60	Fillets, per lb		0 11
Bloaters, per basket		0 90	Haddie, Finnan		0 07
Codfish, shredded, box		1 80	Herrings, Digby, bndle		0 60
" Bluenose, "		1 40	Herrings, Imported Loch Fyne, per kit		1 50
Cod steak, per lb		0 07	Kippers, per box		1 25
Cod, Imperial, per lb		0 05	Quail on toast, per lb		0 05½
Ciscoes, per basket		1 25			

PROTECTING RETAILERS.

Wholesale Grocers of Spokane Adopt Agreement Asserting Their Loyalty to the Retail Trade.

The wholesale grocers of Spokane have adopted the following agreement:

"That the wholesale grocers of Spokane exercise the utmost loyalty to the retail dealers in selling only to those who are entitled to buy at wholesale.

"That we do not encourage new merchants in embarking in business in places already overcrowded with competition.

"That we refuse financial support to the incompetent dealer who has not the ability to succeed and who, through ignorance of the cost of doing business, sells goods at a loss, thus causing his competitors much annoyance and loss of legitimate profit.

"In doing these things, which are fair to both ourselves and customers, we can expect and will receive the support of the retail merchants throughout the Inland Empire."

Wellington M. Howe, grocer, Arnprior, Ont., has sold to D. Tuffy, formerly of Cobden, Ont. Mr. Howe intends taking trip to the west for his health.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland



The New Flavor

MAPLEINE

Better Than Maple

The Crescent Mfg. Co. Seattle, Wash.

Order from your jobber, or

Frederick E. Robson & Co.
26 Front St. E., TORONTO

SEASON 1908-9

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON

JAMES SOMERVILLE, Manager

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.

ESTABLISHED 1886

Ingersoll - Ontario

Would you like our Weekly Circular

CARTER'S

EXTRA CONCENTRATED

LEMON SYRUP

"BIG WHEEL"

LEMONADE.

CRYSTALS OR POWDER.

H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.

TRY LEARD'S LOBSTERS and CANNED CHICKEN

Write for Prices

W. A. LEARD

Summerside, - P.E.I.

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie

Wholesale FRUIT, FISH and PRODUCE

Commission Merchants, and Dealers in HIDES, WOOL and RAW FURS

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

Sardines That Sell

are those that have a guarantee on each tin!

Concord Norwegian Sardines

are finest small autumn fish only, packed, when freshly caught, in high-grade oil. Each tin is provided with an extra cover for use after it has been once opened. The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree. Order from any wholesale grocer, and don't forget the name CONCORD.

CCC Norwegian Canned Goods

LIST OF AGENTS:

R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.



It's knowledge that directs the successful grocer in stocking up with

Brunswick Brand Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that has "made good."

You will always be on the safe side if you sell "Brunswick Brand" because this is the "quality" brand, and we leave no stone unturned to maintain the high standard we have attained. Order to-day.

CONNORS BROS., Limited

Black's Harbor, N.B.



AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

Artist's Touch to the Display that Sells Goods

Calgary Clerk Points Out a Difficulty in Dressing a Window Which Will be Profitable—Slip-shod Methods of Some Grocers Who Fill a Window Simply to Cover the Bare Boards—Encouraged by His Employer.

The actual test of a window is obtained by a glance over the sales sheet. Did it lubricate business, and were all the goods sold that composed the display?

These questions were suggested by a clerk in a Calgary, Alta, grocery store, who states that his aim is to build up a window that will not only attract attention, but will lure the people into the store, with a desire to have some of the goods on display. He admits that there is no positive prescribed method to follow, and that even windows that have received the most attention may prove failures as far as bringing in new business goes.

He referred to grocers who have windows that are well suited for dressing, but which the proprietor fills in with a hodge-podge of goods merely for the sake of having something in the window and of keeping it from being entirely bare.

"Of course, the grocer who is actuated only by this desire receives no benefit," he maintains. "He does not believe in window displays because he never attempted to get anything out of them, and no doubt discredits stories of what others have done in this respect. Grocers or merchants of any kind who come under this list were born about a century too late. They would have been more at home in one of the old-time shops that are made the butt of jokes in the comic supplements."

But going back to this particular clerk, he is possessed of the laudable ambition to become a window-dressing artist, and he is not unwilling to work after hours now if need be to prepare windows.

Keeps an Eye on Results.

"I would like to become good enough at this work to be able to demand a good salary for it alone. I like the grocery business and have no desire to leave it, but I like window dressing, and particularly do I like to watch for results from my work."

This clerk is employed in a store of ordinary size, but there is something about the entire effect that gives it distinction. The shelves are neatly arranged, with goods, and there is a general appearance denoting that some one has more than a passing interest in both the interior and exterior.

"I like a good Saturday window," he remarked in a casual way. "I like to have the window looking good all the time, but it feels good to finish the week with better business than even you expected, and I find that a window will help a whole lot in that respect."

He explained that his employer encouraged him to dress the window as often as he liked, provided it did not interfere with business too much.

The Artistic Touch.

When asked his opinion of how the touch that made a window successful could be obtained, he answered: "Now you've got me. I do not know, and I don't think any one can answer that question. Some men can paint pictures and others can scarcely paint a barn. It's the same thing with windows. First you have to get the idea. At least, I believe that best results are obtained when the whole window has been previously thought out. Elaborateness does not always have the best effect. In fact, for the ordinary grocery store, the simple idea should only be attempted.

"You've got to get the people interested first. You have won the initial step if you get them stopped in front of the window looking at your display. You should make the general public feel that they need this article. A good show card, aptly worded, can help a lot in getting this part of your system to work and after that it depends upon the people themselves."

It is gratifying to find that this end of the grocery system is not overlooked in at least some stores. They are very much in the minority, it is true, and for that reason those who realize the import-

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL
Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland
CLAY PIPES

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, U.L., U.S.A.

TANGLEFOOT

The Original Fly Paper
For 25 years the Standard in quality
All others are Imitations

JAMAICA CIGARS and CIGARETTES
"La Retreat" Brand
Made from the finest and choicest tobacco.
La Retreat Factory Co.
7 Port Royal St.
Kingston, Jamaica, B. W. I.
Agent required for these Products in Canada.
Special inducement to financially responsible party.

Black Watch
The Big Black Plug Chewing Tobacco

"A Trade Bringer"
Sold by all the Wholesale Trade

ance of their windows are getting the most from them. Those of a striking appearance are so few that the public are drawn to those which show some originality, and a desire to secure good effect.

BUSINESS CHANGES.

List of Happenings of Interest to Canadian Grocers—Many Stores in New Hands.

Ontario.

R. Finley & Son, Meaford, Ont., have assigned.

Mrs. R. Currell, grocer, Ottawa, offers to compromise.

V. J. Bosworth, grocer, Chatham, Ont., has sold to A. I. Sample.

M. S. Goldring has opened a general store at Superior Jct., Ont.

The Modern Canner Co., Ltd., of Toronto, have obtained a charter.

John M. Scott, grocer, Sandwich, Ont., has sold to his brother, Albert Scott.

Spofford & Co., general merchants, Stouffville, Ont., advertise to sell stock on June 29th.

Quebec.

Dion & Co., grocers, Quebec, Que., have assigned.

The King George grocery, Montreal, Que., has registered.

La Compagnie d'Epicures Limitee, Montreal, Que., has registered.

The Montreal Cocoanut Butter Co., Montreal, Que., has registered.

J. A. Laframboise & Co., grocers, Montreal, Que., has registered.

The United Soap Co. of Canada, Maisonneuve, Que., has registered.

The assets of Brault & Co., wholesale grocers, Montreal, Que., are advertised for sale.

Western Canada.

D. Schmidt has opened a general store at Acme, Alta.

Beach & Raynor, grocers, Bellevue, Alta., have dissolved.

P. T. Clarke has opened a general store at Otthon, Sask.

H. Sylvestor, grocer, Norwood, Man., has sold to A. T. Colley.

C. L. Ormsby has opened a grocery business at Eburne, B.C.

J. Shwartzman has opened a general store at Star City, Sask.

R. Wilde, grocer, Winnipeg, Man., is succeeded by E. Wheatley.

G. Miller, grocer, Victoria, B.C., is succeeded by Mrs. E. Morice.

H. Sylvester, grocer, Winnipeg, Man., is succeeded by E. T. Colley.

B. R. Orser, Camrose, Alta., is opening a wholesale fruit business.

Fowler & Co. have begun a hotel and grocery business at Princeton, B.C.

Caroline Morgan, grocer, Swinburne, Sask., has sold to A. Mikelash & Co.

W. H. Campbell & Co., general merchants, Goodlands, Man., have dissolved.

Edstrom Bros., general merchants, Edberg., Alta., have sold to the J. Harris Co.

Riggs & Whyte, general merchants, Stettler, Alta., have sold to Sharpe & Page.

G. R. Fennings, grocer, Vancouver, B.C., has sold to M. J. and Mary MacDougall.

Ruddell Bros., general merchants, Carnduff, Sask., have sold to McYayden & Hayes.

Sadler & Stuart, general merchants, Gainsboro, Sask., are succeeded by A. B. Stuart.

R. H. Scott & Co., general merchants, Lampman, Sask., are succeeded by John Uptigrove.

C. A. Haddshell, general merchant, Spy Hill, Sask., has admitted C. Perrin as partner.

The Francis Mercantile Co., general merchants, Francis, Sask., have sold to Wm. Brydon.

Fiman & Plotkin, grocers and butchers, Winnipeg, Man., have opened a branch store at Swift Current, Sask.

The Farmers' Co-operative Store, Ltd., Gwynne, Alta., have opened branches at Wetaskiwin, Lewisville, and Bittern Lake.

Geo. G. Davey, of Toronto, has joined Nicholas Bawlf, of Winnipeg, in a grocery brokerage in Winnipeg. The name of the company is Bawlf, Davey & Co.

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

ADDING MACHINE.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

AGENTS WANTED.

WANTED—Grocers to sell Nation's Custard Powder. Retail 5 cents per packet. ½ and 1-lb. patent measure tins. Gives big profit. Satisfies customers. Increases sales. Wholesale Agents:—Green & Co., Toronto; W. H. Escott, Winnipeg; W. H. Malkin Co., Vancouver. (34)

AGENCIES WANTED.

A FIRM OF MANUFACTURERS' AGENTS are anxious to secure a high class line of Jams and Jellies for the Dominion. Highest references. Reply, "C.S.A.," Room 11, 36 Toronto Street, Toronto. (26)

A FIRM OF COMMISSION AGENTS in Jamaica are desirous of representing Canadian firms manufacturing groceries, biscuits, condensed milk, etc. Can influence large turnover in these lines. Highest references given. Box 343, CANADIAN GROCER, Toronto. (tf)

MALE HELP WANTED.

WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

BUSINESS CHANCES.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

IF YOU WISH TO SELL your business or farm, we can find you a customer. If you wish to BUY, write us. We may have just what you are looking for. Address, WM. J. PLATT & CO., Bridgeport, Conn. (26p)

WANTED—A grocer desirous of making his own fruit preserves, extracts, juices, jams, syrups. Write me for outfit and formulae. G. T. Hamel, canning expert, P. O. Box 174, Ottawa. (27p)

COUNTER CHECK BOOKS.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

FOR SALE.

FOR SALE—Automatic Computing Scale. S. H. Fagan, Windsor, Ont. (29)

MISCELLANEOUS.

A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Beaumel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

MISCELLANEOUS.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued thout further charge.

ATTRACTIVE fixtures sell your goods. Walker Bin Fixtures and Show Cases prove invaluable in economising store space, and by compelling custom, assist materially in effecting sales. Send for catalog. Estimates for fixtures submitted. Walker Bin and Store Fixture Company, Ltd., Berlin, Ont.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

EVERY RETAIL MERCHANT should use a Typewriter and every retail merchant would use a Typewriter if he knew the liberal proposition we are prepared to make. A simple request will bring it. The Monarch Typewriter Co., Ltd., 98 King St. West, Toronto, Ont.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

PROFESSIONAL MEN, business men, merchants, church workers, find innumerable uses for the Fulton Sign and Price Marker. The Fulton Rubber Type Company, of Elizabeth, N.J., are makers of Ink Pads, Daters and business outfits of high quality. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

MISCELLANEOUS.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

POSITION WANTED.

NEW INDUSTRIES—A practical man, acquainted with various manufacturing processes, and designing and direction of complete plant, wants opening as manager. Twenty years' experience in first class English manufactories, covers soap making and glycerine refining, bone products, lard, gelatine, bone meal, etc., manufacture of cresylic and carbolic acids and other coal tar products. Good chemist. Highest references for character and fidelity. Address, "Practical," c/o CANADIAN GROCER, 88 Fleet St., London E.C. (26p)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond — W. H. GILLARD & CO.

4-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Percase
1 "	12 "	$5 00
1 "	1lb "	



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb	4 90
" 3 lb.	13 60
" 5 lb	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 90	Jellies	
Raspberry	1 90	Red currant	2 40
Black currant	1 80	Black currant	2 40
Red currant	1 80	Crabapple	1 70
Raspberry & red currant	1 80	Plum	1 70
		Grape	1 70
Raspberry and gooseberry	1 80	Marmalade	
Damson plum, stoneless	1 70	Scotch	1 40
		Orange Jelly	1 75
Greengage plum, stoneless	1 70	Green Fig	2 25
		Lemon	1 80
Gooseberry	1 80	Pineapple	2 25
		Ginger	2 25

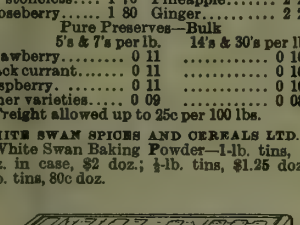
Pure Preserves—Bulk

	5's & 7's per lb.	14's & 30's per lb.
Strawberry	0 11	0 10½
Black currant	0 11	0 10½
Raspberry	0 11	0 10½
Other varieties	0 09	0 08½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00



Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations or Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" ¼'s " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., ½-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb 0 35

Smaller quantities 0 37

JOHN P. MOTT & CO.'s.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.



Elite, 10c size (for cooking) doz	0 90

Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" ¼'s	0 38
" No. 1 chocolate, ½'s	0 32½
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Soluble cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes.	0 28
¼ lb. packages, assorted, in 5 lb. boxes.	0 29
½ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	[illegible]	0 17
Best Shredded	0 18	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	.. .	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 16
Shredded	0 15
In packages 2-oz., 4-oz., 8-oz., lb.	0 0

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED.

"Jersey" brand evaporated cream per case (4 doz.) $4 00

Reindeer" brand per case (4 doz.) 5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins

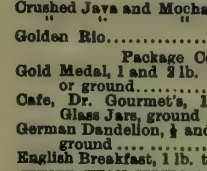
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 33c. lb

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 26c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 2 tumblers, $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	0 32
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz. 8 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00



Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 25
Medium blocks, dozen	1 40



	W.S.P.	Ret. P.
Ground or bean, 1lb	0 32	0 50
" ½s	0 33	0 50
" 1s	0 29	0 40
" ½s	0 30	0 40
" 1s	0 23	0 30
" ½s	0 23	0 30

Packed in 30s and 50-lb. cases
Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box,	1 35
" " 10c cakes, 36 in box	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0 25
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00
2 "	"	1 75
2½ "	"	2 00
4 "	"	3 00
5 "	"	3 75
8 "	"	5 50
16 "	"	10 00
32 "	"	18 00

Discounts on application.

CRESCENT MFG. CO.

	Mapleine Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins 4 80

Milkstock (cooking milk), per case (4 doz) ½ lb tins 4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails, per lb	0 06½

Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails	0 06½

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. 1$0. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 30 jars, doz. $1.40



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 dz.

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

Molassine Meal

Molassine Dog and Puppy Cakes

Molassine Terrier, Hound and Puppy Meal

Molassine Chicken and Poultry Food

Are reliable foods for horses, cattle, dogs and poultry.

Sole Canadian Importer:

ANDREW WATSON

91 YOUVILLE SQUARE, MONTREAL

NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

R. B. Wiseman & Co.

123 Bannatyne Avenue East **WINNIPEG, MAN.**

Reference—Bank of Ottawa, Winnipeg

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

A REAL LASTING SHINE for every user of



It preserves and softens the leather.

It is waterproof.

It does not clog or stain the clothes.

It is free from acid and turpentine.

2-in-1

THE CONNOISSEUR'S SHOE POLISH

Keep your shelves well stocked with the polish that sells quickly and never fails to satisfy

The F. F. DALLEY CO., Limited

HAMILTON, CANADA BUFFALO, N. Y.

BROOMS OF QUALITY

WE make them! **YOU** should sell them!
YOUR customers will appreciate them! **OURS** do

and keep our factory going on FULL TIME

A postal will bring you information.

Walter Woods & Co. - **Hamilton and Winnipeg**

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL





OCEAN MILLS
Montreal
Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8 oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

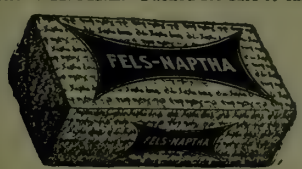
	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap
The GENUINE. Packed 100 bars to case. .



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Fly Pads.
WILSON'S FLY PADS
In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.80; 5 boxes $4.75.





List price.
"Shirriff's" (all flavors), per doz ....
Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD
White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 12½
½-bbls.	0 13
Tubs, 60 lbs.	0 13
20-lb. Pails.	2 65
20-lb. tins	2 55
Cases 3-lb.	0 13½
" 5-lb.	0 13⅝
" 10-lb.	0 13½

F.O.B. Montreal.





GUNNS
"EASIFIRST"
LARD
COMPOUND.

Tierces	0 12½
Tubs	0 12½
20-lb. pails	0 13
20-lb. tins	0 12½
10-lb. "	0 14
5-lb. "	0 13⅝
3-lb. "	0 13½
1-lb. cartons	13½

Licorice
NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1
" " 100 sticks	....
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S
PERFUMED LYE

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.
T. UPTON & CO.
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7½c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

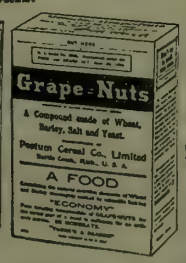
SHIRRIFF BRAND
"Imperial Scotch"—

1-lb. glass, doz	1 55
2-lb. " " ..	3 30
4-lb. tins, " ..	6 65
7-lb. " " ..	7 35
"Shredded"—	
1-lb. glass, doz	1 90
3-lb. " "	5 10
7-lb. tins, "	8 35



Cereals.





Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.



ST. CHARLES CONDENSING CO
PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard
COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb. tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ¼-lb. tins	per doz.	0 85
" ½-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

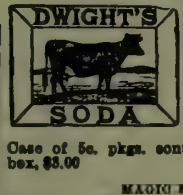
Olive Oil
LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 5 75
" pts. 24's	4 50
" ½-pts. 24's	4 25

Sauces
PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 doz cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda
COW BRAND



Case of 1-lb. containing 60 packages, per box, $3.00
Case of ½-lb. containing 120 pkgs. per box, $3.00
Case of 1-lb and ½-lb. containing 30 1-lb. and 60 ½-lb. pkgs, per box $3.00
Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, " 120 ½-lb.	"	2 60
No. 3, " 30 1-lb. / 60 ½-lb.	"	2 60
No. 5 Magic soda—cases 100—10-oz. pkgs.		
1 case		2 65
5 cases		2 55

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. **Montreal**

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered) $3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 07
No. 1 white or blue, 2-lb. carton	0 07
Canada laundry	0 06
Silver gloss, 6-lb. draw-lid boxes	0 08
Silver gloss, 6-lb. tin canisters	0 08
Edward's silver gloss, 1-lb. pkg	0 07½
Kegs silver gloss, large crystal	0 07
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06½
Canada white gloss, 1-lb. pkgs	0 06½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 06
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

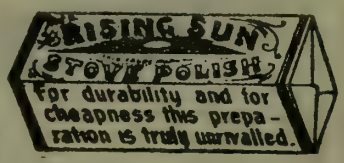
BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 07
Barrels, 200 lb	0 06½
Kegs, 100 lb	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks in case	0 08
Kegs, ex. crystals, 100 lb	0 07
Brantford Gloss—	
1-lb. fancy boxes, cases 35 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Boot Polish



PACKARD'S BOOT AND SHOE POLISHES

Mon-Ami, $9 gross; Black "O," $9 gross; Large Combination, $20 per gross; Pony Combination, $10; French Glycerine, $9; Ladies' Special, $20; Pat. Lea. Cream $20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03½ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼-barrels, 175 lbs	0 03¾ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 65
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail.
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 35	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.



EMPIRE PACKAGE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c	ls, 20c.; ½s, 21c.
30c	ls and ½s, 23c.
40c	ls and ½s, 28c.
50c	ls and ½s, 35c.
75c	ls and ½s, Vulcan, 50c.

100 lb. lots freight paid.



	Wholesale	Retail
Blue Label, 1's	$1	$ 1 25
Orange Label, 1's and ½'s	0 28	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s		0 30
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" ½'s	0 21	0 26
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, 1's and ½'s	0 55	0 80
Embossed, 1's and ½'s	007	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

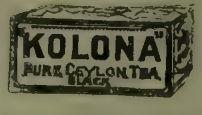
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	36c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ½'s	18c ea. 72 lb.	25c ea. 1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

Black, green, mixed—⅛s, wholesale 70c., retail $1; ¼s, 55c. and 80c.; ½s, 44c. and 60c.; 1 lbs and ½s, 40c. and 60c.; ¼s, 38c. and 50c.; 1 lbs. and ½s, 35c. and 50c.; 1 lb., ¼s, 30c. and 40c.; ½s, 32c. and 40c.; ¼s, 25c. and 30c.; 1 lbs., 24c. and 30c. We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents
Pure Gold Salad Dressing Powder } per doz.

Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Prim rose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's) $3. case; Quaker oats, 20's, (with premium) 4.10; Quaker Best Y. Cornmeal, 24's, 2.40; Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90; Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6⅔s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7⅓s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

CASH or PARCEL CARRIERS
SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



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99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.

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Provides for the Complete Equipment of the Modern Grocery.

Write for Illustrated Catalogue showing some of the stores we have fitted up.

Walker Bin & Store Fixture Co. LIMITED
BERLIN : ONTARIO

The West Indies

If you have anything to ship to the West Indies we will handle it promptly and get you the top price.

If you are a manufacturer and wish to place your goods on the West Indian markets our travellers will do it for you.

If you want information of any kind about the West Indies do not hesitate to write us for it.

T. Geddes Grant
Port of Spain - Trinidad

Pure Reliable

DWIGHT'S BAKING SODA

Have no hesitation
in stocking and recommending
"COW BRAND"
BAKING SODA

It is noted for its strength, purity and reliability, and is a marked favorite with the cook.

See to your stocks. Order from your Jobber.

CHURCH and DWIGHT
Manufacturers LIMITED
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

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JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

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Best assortment
Highest grades
Careful shipment

Verret, Stewart & Co.
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Montreal

The average consumer is every day becoming more and more discriminating, and demands that the food products offered shall be pure, wholesome, and—above everything—free from any contamination.

WETHEY'S CONDENSED MINCE MEAT

Wrapped and packed
in sanitary packages

SOLVES THIS QUESTION

Quality Unexcelled. Absolutely Dust-proof.
Three dozen to a case. All jobbers.

J. H. Wethey, Ltd.
ST. CATHARINES, ONT.



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NOW

Prompt Shipments

This is our specialty

Are you using our quick shipping facilities?

GEO. E. BRISTOL & CO.

Wholesale Grocers
HAMILTON - - ONTARIO

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A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

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KEEN'S OXFORD BLUE

"Keen's" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

See to Your Stocks

For Sale by all the Canadian Jobbing Trade.

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada

BENSON'S "Prepared" Corn **STARCH** and **EDWARDSBURG** "Silver Gloss" **STARCH**

THE LEADING LAUNDRY and COOKING STARCHES in Canada.

Pure and easy to handle. Always in demand.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

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A Cake of "SURPRISE" Soap



A Soap Your Trade Requires

Every Month, Every Week, Every Day

A Cake of "SURPRISE" Soap (Wrapped)



The Red and Yellow Wrapper Soap

The St. Croix Soap Manufacturing Co.

Factory at St. Stephen, N.B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies

The Best Only—Always the Best

Griffin & Skelley's DRIED FRUITS

"The pick of the pack" from the finest vineyards and orchards on the Pacific Coast. Peaches, Pears, Raisins, Apricots, Nectarines, Dried Plums and Prunes.

Taylor's

Candied and Drained Peels, produced by specialists in this one thing from year's end to year's end. Their

Unvarying Quality

has won an enviable reputation among the elect. The entire time of the makers is devoted to maintaining the standard

Peels

QUALITY COUNTS

"Thistle"

The Brand that sells solely on its recognized merit, which was gained by conscientious effort to maintain

Unvarying Quality

Clean, Wholesome Haddie that win confidence and hold permanent trade. The brand that sells—the "Thistle"

Haddie

"STOWER'S" Lime Juice Cordial

is sweetened to suit the most fastidious palates. No hunting for sugar. Add water and you have the best and most wholesome summer drink.

Palatable — Profitable
Has no musty flavor

"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN"

Remember this one sure fact,
every time you try to sell inferior quality, and what it really means to your success.

Arthur P. Tippet & Co.


Montreal Office

Manufacturers' Agents
and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.


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BROKER HALIFAX, N.S.
REPRESENTING LEADING MANUFACTURERS, SUCH AS
E. D. Smith Lowneys Toblers

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JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery Brokers
WAREHOUSEMEN
can give close attention to few more first-class agencies. Highest references.

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.
J. T. ADAMSON & CO.
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ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
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Pork and Lard—Finest Quality

CLARE, LITTLE & CO.,
WESTERN DISTRIBUTORS
Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
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Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
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Live Representation !
Do not neglect the Eastern Townships. Am open for another good agency. Know the trade. Have three travelers.
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Manufacturers' Agent and Broker.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
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SALMON—We can quote you on different lines, and as salmon is likely to be very much higher, our prices will interest you.

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Established 1885

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Limited
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ARRIVING IN STORE
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Leading manufacturers of Grocery Specialties desirous of extending their business, should write us at once. Correspondence solicited from Foreign Firms.

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EDMONTON, ALBERTA
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We sell direct from the Manufacturer to the Retailer
Track connections with all Railroads.

ANCHOR BRAND JELLY POWDERS

Are put up in attractive cartons.

Make a delicious jelly of just the right consistency.

Are so true to name that they are a revelation to all users.

Are the right kind to sell.

Their high quality will create and maintain a very large sale.

IT IS ADVISABLE TO ORDER EARLY

ANCHOR BRAND BAKING POWDER

AN ABSOLUTELY PURE POWDER

Warranted to give perfect satisfaction. Sold to the consumer at popular prices and pays you a handsome profit.

4 oz.	Cases	4 doz.	60c. doz.
6 oz.	"	4 "	70c. "
8 oz.	"	3 "	85c. "
12 oz.	"	2 "	1.35 "
16 oz.	"	2 "	1.60 "
5 lbs.	"	1 "	7.20 "

It will pay you to stock "Anchor" brand

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For Your High-Class Trade

You should stock

RAM LAL'S PURE TEA

guaranteed to bear the critical tests for Purity, Flavour and Strength.

It is a tea of superior quality, coming direct from the tea gardens.

Send to us for samples and particulars.

Ram Lal's Pure Tea Co., Limited

Montreal, Canada

Another Big Sale of Teas

During the month of July we will quote special prices. Now is the time to place your order for present or future deliveries.

JAPAN TEAS

Early May pickings now in stock at interesting prices. Samples submitted upon application.

Ceylon Black and Green Teas	16½c. to 18½c. per lb.
Japan Teas, good style and cup quality . .	16½c. to 18½c. "
High-Grade Ceylon Green and Black Teas in half chests at	28c. to 30c. "
China Green and Black Teas . . .	12½c., 14c. 16½c. to 18½c. "
Special Ceylon Y-Hysons, 230 half chests, extra value at	20c. "

We have a large assortment of Teas in stock and in transit.

Orders taken for import from standard samples for direct shipment.

ROBERT SIMPSON & CO.

Cor. Gore and Hughson Sts.
HAMILTON, - ONTARIO
Telephone 3541

Importers of—TEAS, COFFEES, SPICES and other special lines.
(FORMERLY OF GUELPH)

Quality  Talks!

There's only one sure way to obtain and hold the better class trade—let your store talk 'quality.' And there's no line so reliable in quality and so delicious in flavour as

BRAND'S
POTTED MEATS AND FISH
IN GLASSES AND TINS

We also manufacture the celebrated A1 Sauce and Brand's Essence of Beef, together with a wide range of preserved provisions and invalid specialties. We carry a full line of the different kinds in stock in Toronto and Montreal for your convenience, and can assort to meet your requirements.

Prices of Potted Meats, etc.	
Meats and Bloater Paste	$1.55
Fish Pastes	1.75
Game and Chicken	1.85

F.O.B. Toronto

Price list and full particulars on application to our agents
THOS. O BAXTER, 27 Front Street East, Toronto
or H. Hubbard, 27 Common St., Montreal

Brand & Co., Ltd. Purveyors to H.M. the King London, Eng.

WHEN you buy your Canned Goods, see that you get those packed by Dominion Canners, Limited. Quality is guaranteed. You take no risks.

Leading Brands :

"Aylmer"
"Little Chief"
"Log Cabin"
"Simcoe"
"Delhi"

ETC.

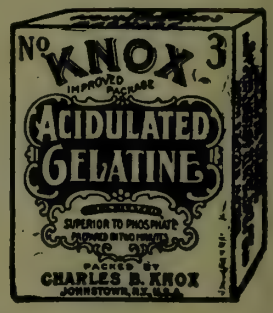
DOMINION CANNERS
LIMITED
HAMILTON.

Canada Will Have a Knox Gelatine Factory

Grocers of the Dominion want so much **KNOX GELATINE**—because their customers want it—that we are going to make it in Canada. **YOU MAKE MORE PROFIT,** because by manufacturing in Canada we eliminate the high duty and give you the benefit. The new price you make to the consumer means heavier and increased sales. **KNOX GELATINE** commands a good profit to you and its quality and economy please your customers.



Charles B. Knox Co.
Johnstown, N.Y.



Put up in Glass and Tin



OX TONGUES
POTTED MEATS
GALANTINES
ETC., ETC.



POULTON & NOEL, Ltd.

English Preserved Provision Manufacturers

LONDON, ENGLAND

PRICE LIST MAY BE HAD ON APPLICATION TO US OR

ROSE & LAFLAMME, Limited, CANADIAN SELLING AGENTS

MONTREAL TORONTO

KOPS' ALE and KOPS' STOUT

(Non-Alcoholic)

Ideal Summer Beverages

Scientifically brewed from the finest Kentish Hops, retaining the healthful bitter principle derived from Hops only. They are, nevertheless, non-alcoholic and non-intoxicating.

There are no more wholesome, salutary, palatable beverages than these.

Possess distinct tonic and stimulating properties.

If you did not try them last Summer, we should like to make arrangements to supply a sample lot.



The Best For Your Trade.

KOPS' BREWERIES, London, S.W., England

CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C. W. L. MacKenzie & Co., Ross Ave., Winnipeg. Kenneth H. Munro, Coristine Bldg., Montreal. Royal Stores, St. John's, Nfld. The Turner Co., Ltd., 106 Front St. E., Toronto.



You MUST push the Best Goods if you would hold your trade permanently.



The "Best Goods" in a grocery stock always includes

Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co, Vancouver, Victoria, Nelson and Calgary.

Beans, to be enjoyed, must be of the best quality and taste. To get this happy combination the beans must not only be prepared scientifically, but put up by the most experienced packing men.

These essentials are to be found in the

Balaklava Brand

BAKED BEANS

Dealers who handle our goods never hear of a dissatisfied customer, and once eaten they are always wanted.



The Eastern Canning Co.

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CANADIAN AGENTS—C. A. Chouillou & Cie., Montreal; Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

Where are you going to get PERFECT vinegar if you don't get it from us?

The name of

Purnell & Panter

BRISTOL, ENG., Limited

on any bottle is a guarantee of highest quality, whether it's



Vinegar, Pickles or Sauce



ESTABLISHED 1750

Cars always at your disposal

Canadian Agents:

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A QUICK SELLER AT A GOOD PROFIT

Women prefer using ***MINUTE TAPIOCA*** because of its obvious advantages as a summer dessert.

It requires no soaking—fifteen minutes' cooking produces a delicious tapioca pudding.

It is extra good value for the money—one package makes six full quarts of a pudding that is nourishing and delicious, and that presents an unusually smooth and dainty appearance on the table.



And ***MINUTE TAPIOCA*** is absolutely pure—put up in the world's largest and most sanitary tapioca factory.

Ask your jobber for MINUTE TAPIOCA

Minute Tapioca Co.

Orange, - Mass.

THE FAMOUS DAYTON SCALE

More DAYTON SCALES sold than all other makes of COMPUTING SCALES combined

Acknowledged by all to be the BEST SCALE in the world, AND, being the BEST, it has been imitated.

We ask merchants to protect themselves by insisting on having the DAYTON SCALE, for the imitation is never as good.

NOTE THE LOW PLATFORM

This scale is ABSOLUTELY AUTOMATIC, is a TOTAL ADDER and all weighings are given on the Chart in CENT GRADUATIONS.

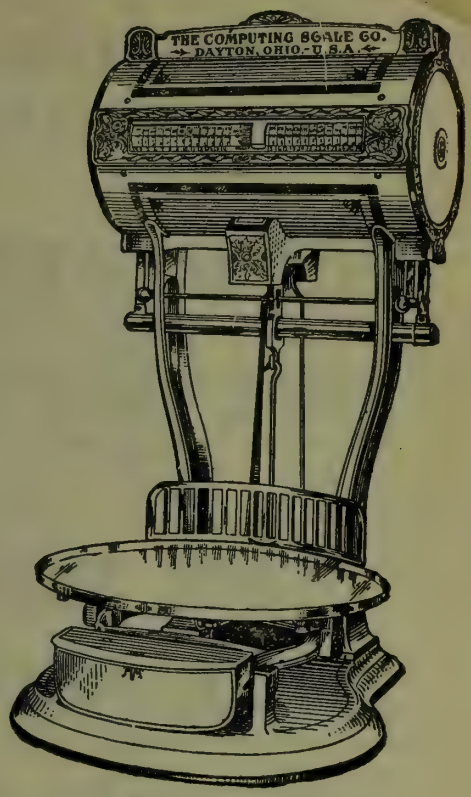
MADE IN CANADA

Sold on EASY PAYMENTS, no interest charged.

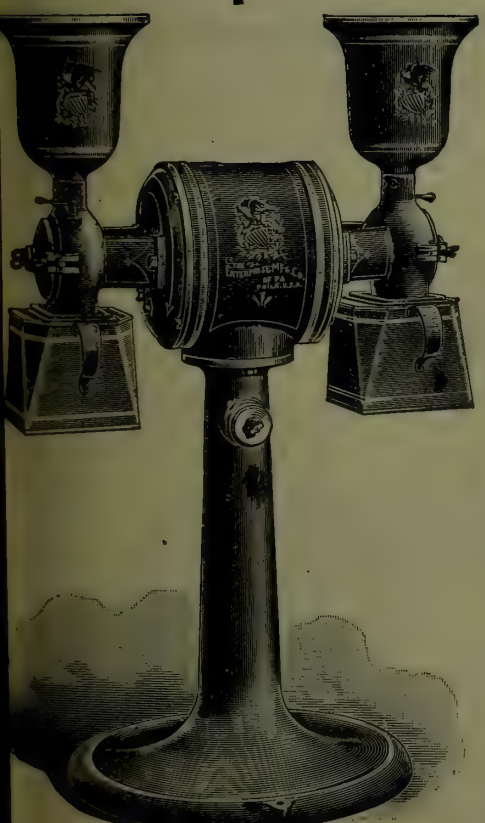
Send name and address and we will have one of these FAMOUS SCALES demonstrated to you.

The Computing Scale Co. of Canada, Limited

164 West King Street, TORONTO, ONT.



Dayton Moneyweight Scale
Note the low platform



The LATEST "Enterprise" Electric Mill

New ideas applied to rapid grinding of coffee by electric power make these new "Enterprise" Pedestal Mills *by far the best on the market to-day.* They are **Direct Connected.** They lose no power in transmission. The grinders are on the motor shaft. The double Mill shown here, No. 0852, is for alternating current; can also be furnished for direct current. One Mill is fitted with tooth grinders which *cut* the coffee, the other mill fitted with ribbed grinders for pulverizing. Each hopper holds six pounds. The Mill will granulate 3 pounds of coffee per minute, and pulverize ½ pound per minute. The cans or receivers are enclosed as a protection against dust. The Mill is self-cleaning. This compact, graceful 1 H.P. Mill is already in great demand. We invite correspondence and will send facts, illustrations and prices of our 45 sizes and styles of Rapid Grinding and Pulverizing Mills on request.

We supply grocers also with Meat and Food Choppers, Self-Measuring Pumps and Faucets, Smoked Beef Shavers and other "Enterprise" Specialties. You should have our latest catalogue. If you haven't it, write.

The Enterprise Mfg. Co. of Pa. Philadelphia, U.S.A.

21 Murray Street, New York — 544 Van Ness Ave., San Francisco

THREE STRONG BUSINESS GETTERS

WHITE SWAN COFFEE

WHITE SWAN LYE

AND

WHITE SWAN BAKING POWDER

ALL WELL TRIED AND FOUND HIGHLY SATISFACTORY

Banish Trouble!

How? Handle "Quality" Goods! Sell

Crest Brand Olives

They are "Quality" through and through. No culls or blighted fruit under our label. Particular people will thank you for recommending this line, and the satisfaction it invariably gives will add to your reputation for handling none but "Quality" goods.

Your jobber can supply you; if not, write us direct.

Canada Spice & Grocery Co., Limited

LONDON, ONT.





Exclusive SPECIAL Adjuster

Elgin National Coffee Mills

can be regulated to grind coarse or fine when running, and the special adjusting device is used on our mills only. All our mills are built on merit, are the highest standard of excellence, are strong, fitted with steel burrs and run easily, smoothly and satisfactorily.

Ask any of the following Jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co. Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; MacPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell Bros. & Wilson
MONTREAL—The Canadian Fairbanks Co.

MANUFACTURED BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

Your Business Barometer

will stand at "SET FAIR" if you are handling goods which bear the stamp of quality!

In no department is this of such vital importance as in your sardines.

You will have no anxiety on this score if you handle—

King Oscar BRAND SARDINES

the purest, sweetest and best packed fish on the market.



Canadian Agents

J. W. BICKLE & GREENING

(J. A. Henderson)

Hamilton - Ontario

By Special Royal Permission

Handle Satisfaction-Givers!

SELL



Here's the full line of Richards Profitable Soaps

Quick Naptha Soap—Snowflake Soap Chips—
Ammonia Powder—100% Pure Lye—Toilet Soaps

Agent for Hamilton and Toronto:
MR. HUTCHINSON, Omand Mfg. Co.
76 Colborne Street,
TORONTO

"Nugget" Furniture Polish

shows you a margin of 50 per cent.

In Paste Form Sells at 10c



In Paste Form Sells at 10c

Retails at a popular price, shows a big margin of profit, no loss from breakage. Guaranteed absolutely free from acids and all injurious ingredients. SIMPLE — CLEAN — QUICK — "A CHILD CAN USE IT."

Write for Samples and Prices.

The Nugget Polish Co., Limited

22 Bedford Row, Halifax — 67 Adelaide St. East, Toronto

Do You Know That Dutch Bakers are the Best Bakers in Christendom?

Not only does cleanliness—characteristic of the Dutch—reign supreme in the bakeries of the Biscuit Fabrick DeLindeboom at Mydrecht, Holland, the home of Frou-Frou, but the quality of the ingredients used has been, and ever will be, a most important factor in this world famous bakery.

The process of making Frou-Frou, handed down from generation to generation, is one of the most valuable trade secrets of the present age, and the grocer who recommends this matchless wafer to his customers, is recommending something that will go a long way towards binding still closer his store to the householder who appreciates good things to eat.

Will you, Mr. Grocer, let us prove our claim by sending you, free of charge, a sample tin of Frou-Frou? We will do so on receipt of your name and address.

WED BvD M

TASTE THE TASTE OF FROU-FROU

Taste the taste of

FROU-FROU

The Dutch Wafer of indescribable charm.

MACGREEGOR SPECIALTY CO.

Canadian Distributors TORONTO, ONT.

PERRIN'S

RED LABEL PACKAGE



20 CENT TINS

GRAHAM WAFERS

DELICIOUS GOODS, HANDSOME PACKAGES

If it's CUSTOMERS you want, Sir—

You certainly want H. P. SAUCE to bring them in

In many ways H. P. is unique, its flavor is unique, its deliciousness is unique, its value is unique—it makes customers—it makes business—it makes profits—

Why Not Sell It ?

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Limited, Calgary, Alb'ta
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

Redpath

Extra Granulated and other grades of Refined Sugar represent perfection in Sugar refining and are the result of experience and modern machinery.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

EMPRESS BRAND JAMS

20-oz. Glass Jars—1909 Fruit

The attractive appearance sells them. Their delicious taste brings the customers back for more.
TRY THEM. That's all we want.
We are sure of your future orders once you have had the

EMPRESS BRAND

WRITE US FOR PRICES

Empress Manufacturing Co.
Limited

VANCOUVER, B.C.

JAPAN TEAS

New Season's are now arriving by every steamer. Samples will interest Jobbers, please write.

S. T. NISHIMURA & COMPANY

MONTREAL & JAPAN



To Northern Ontario Merchants

WE are well situated to supply your requirements from our warehouses at North Bay and Sudbury, and can **SAVE** you the freight you would have to pay when buying in the older parts of the province. We can also promise **YOU** the promptest delivery. Get in touch with us immediately. Time is **MONEY.**

A. J. YOUNG, Limited

Wholesale Grocers and Provision Merchants

NORTH BAY and SUDBURY

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA





THE MOST PROFITABLE

line of woodenware you can handle is the line with a firmly established reputation for quality. That is—

Cane's Woodenware

We make:—

TUBS, PAILS, WASHBOARDS, CLOTHES PEGS, WOODEN SHIPPING PACKAGES for CANDY, LARD, BUTTER, PICKLES, VINEGAR, SYRUP, Etc., Etc.

Ask your Jobber for Cane's.

THE WM. CANE & SONS CO.
Limited
NEWMARKET, - ONTARIO





SHIRRIFF'S JELLY POWDERS

Produce delicious jelly.
Retain the natural fruit flavor.
Are easy to handle.
Pure and palatable.
Refreshing and Reliable.

Are You Stocking Them?

They are sure and profitable sellers. Order from your Jobber or write us direct.

Imperial Extract Co., 8, 10, 12 Matilda St., **Toronto**

ESTABLISHED OVER 200 YEARS

CHAMPION'S MALT VINEGAR



LONDON, ENGLAND

Commands a Preference over all others.

IS THE BEST

Made from the finest malted barley.

AGENTS

W. S. Clawson & Co., South Wharf, St. John, N.B.
W. H. Escott, 141 Ballantyne Ave. East, Winnipeg
Green & Co., 136 John Street, Toronto. R. Robertson & Co., 912-913 Dominion Trust Bldg., Vancouver, B.C.
J. W. Snowdon, 413 St. Paul St., Montreal

We are open to do business on easy consignment terms

Write our Agents for Particulars

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By

GORMAN ECKERT & CO., Limited

London&Winnipeg

ECONOMICAL (IN USE)

EFFECTIVE and RAPID

"The Enemy of Dirt."

ASEPTO

Soap Powder

House cleaning loses half its terrors when "Asepto" lightens labour Recommend this splendid soap to your customers. It's the kind that compels the repeat orders.

See to your stocks.

Asepto Mfg. Co.

ST. JOHN, N.B.

Agents—ROSE & LAFLAMME, Ltd., Montreal



Repeat Orders is the story of all Grocers who handle

Canada First Evaporated Cream

There is nothing to equal it as a pure, healthful substitute for fresh cow's milk. Every can guaranteed absolutely pure and thoroughly sterilized. Order from your wholesaler.

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

NO GROCER WHO WANTS QUALITY SHOULD NEGLECT TO ORDER

Tartan BRAND

Fruit Jar Rubbers, the finest and different from any other line.

Spices are the purest and best.

IMPERIAL VINEGAR

One trial will prove its superiority.

WAGSTAFFE'S New Season Strawberry Jam

Absolutely pure, sells itself. Save labor by stocking it.

Phone 596 Long Distance at our expense.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

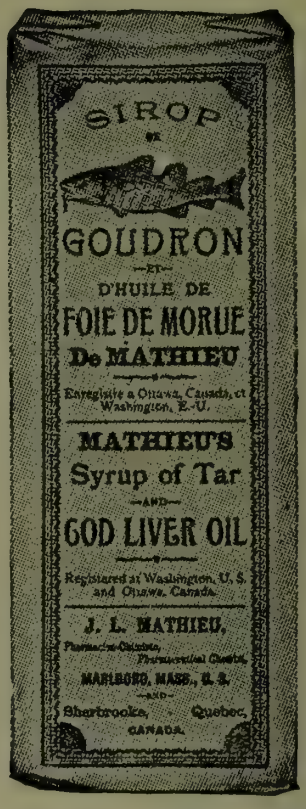
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



A COLD CURE EVERY Dealer Can Recommend

To be able to recommend an article because of its success in the past makes selling easy.

MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has been a wonderful success.
The testimonials received by the proprietors tell of marvellous cures.
Thousands of households are never without it.
Its sales have multiplied in every community where it is sold.
Dealers never find it a slow seller.
During the Fall and Winter seasons large sales are assured.
Keep a good supply on hand and when ordering order also

MATHIEU'S NERVINE POWDERS

which are necessary to reduce fever and remove pains in connection with colds.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN *TOWNSVILLE, NORTH QUEENSLAND*

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY :

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply : C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

Royal Salad Dressing

Grocers say "People no longer consider ROYAL SALAD DRESSING a luxury, it's a necessity."

No table relish is so sure to please.

It attracts the kind of trade that buy the best.

Made in Canada by

The Horton-Cato Mfg. Co.

Windsor, :: :: Ontario

The Commercial Account Register

The Up-to-Date Merchant Wants:

FIRST—The Best.
SECOND—Time Saver, Quickness in operation.
THIRD—Fire Protection. It must fit his safe.
FOURTH—Durability.



THE COMMERCIAL

has all the above features. Besides, it is equipped with the PATENT AUTOMATIC and indestructible sheet holder, PATENTED "locked" slip holder, and will LAST A BUSINESS LIFETIME.

It is the only perfect one-writing system. Does away with posting and statements. The BEST COLLECTOR known. Thousands in use in Canada and the United States. Send postal for catalogue.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.



Isn't it a rather significant fact that over 95% of the salt sold in Canada for table and butter and cheese making is

WINDSOR SALT?

Are the other slow-selling brands worth the room they take up in your store?

The Canadian Salt Co., Limited

WINDSOR, ONTARIO

THEY STAND ALONE



Goodwillie's Pure Fruits

In Glass are highest quality packed

Agents:

Rose & Laflamme
Limited
Montreal
and
Toronto

75,000 Gallon Pickles in Brine

This is at least one of the largest stocks held in Canada.

Kegs—1, 5 and 10 Gallon.
Bottles—Malt lever tops,and 40 oz. square.

Write for prices before placing orders elsewhere.

Thos. McCready & Son, Ltd., St. John, N.B.

Bonded Vinegar, Pickle and Spice Manufacturers.

BE WISE

to your own interests; feature those lines that have hit the public taste.

Queen Quality Pickles



have made good because they are ***made good.***

Our

Sweet Mixed Chow

is especially recommended and will be found a rapid seller at this season.

Packed in 10 and 20 oz. bottles and leave an excellent profit to the retailer. May we quote you? Our prices are very attractive.

TAYLOR & PRINGLE Co., Limited
OWEN SOUND, ONTARIO

Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc.
Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Blackberries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

"The Can Without The Cap Hole"
"Bottom Like The Top"

Write for Samples

Sanitary Can Company, Ltd.

Niagara Falls, - - Ontario

DOMELINE

Is the original "James Dome Black Lead" in Paste form, and has been marketed particularly for the trade preferring paste form of Stove Polish rather than Black Lead. It contains the same high quality as the "Original Dome" and is put up in a big attractive ***5-cent tin.***

W. G. A. LAMBE & CO.

Canadian Agents

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London.
A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents
ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND VEGETABLES and PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.
GLASGOW, SCOTLAND

Agents:—Geo. Stanway & Co., Toronto: W. L. McKenzie & Co., Winnipeg: R. Robertson & Co., Vancouver and Victoria.

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA

Facts are Stubborn Things
and the fact that

AURORA COFFEE

is so much Superior to all the others is a valid reason why you should handle it! The aroma and flavor of "Aurora" Coffee are unsurpassed, and its retail price, 40c., leaves you a very good margin of profit. Stock up without delay.

W. H. GILLARD & CO., Hamilton, Ont.



BRANCH—SAULT STE. MARIE



THIS IS THE TIME

to look into your stock book and fill in what is needed. Spring importations are now arriving.

Order Early.

PROPRIETORS

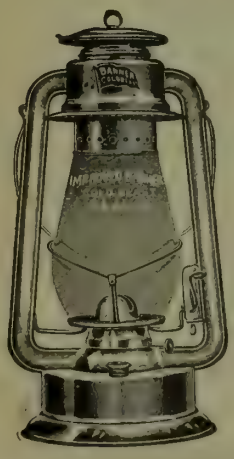
ROWAT & CO.

GLASGOW, SCOTLAND

Canadian Distributors:— Snowdon & Ebbitt, 325 Coristine Bldg. Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



"BANNER" 1910



Cold Blast Lantern

Comparisons may be odious
BUT

Compare OUR Lanterns with any in the market.

Superior work will tell

Handled by all Jobbers

Ontario Lantern & Lamp Co.
LIMITED
HAMILTON, - ONTARIO



Here's a Winner For You

Housework of every kind entails soiled hands, and for chasing dirt, grease, tar or paint from the hands

SNAP

THE MAGIC HAND CLEANER
is without an equal

It is antiseptic and beneficial to the skin and proves a phenomenally rapid seller. Sells at sight.

Order from your jobber.

SNAP CO., LIMITED
MONTREAL - - CANADA

DAIRY BUTTER WANTED

Either in carload or less than carload lots.

If you have any to offer, quote us your prices.

F. R. Stewart & Co.
VANCOUVER, B.C.



YOUR PROFITS
in the handling of your perishables, such as butter, eggs, etc., are secured if you are using an

ARCTIC Refrigerator

The 'Arctic' is the 'last word' in scientific refrigerator construction, and is moreover a handsome ornament to any store.

Arctic Refrigerators for All Purposes.

JOHN HILLOCK & CO.
Queen and George Sts., TORONTO
Agents for Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg

BLACK JACK
QUICK, CLEAN, HANDY

TRY IT.



SOLD BY ALL JOBBERS

¼-lb. tins—3 doz. in case.

McLean's Cocoanut



HAVE THE BEST

The Canadian Cocoanut Co.,
MONTREAL

McLean's

We make a specialty of

Maple Flavor

For Manufacturers of Extracts Syrups, Biscuits and Confectionery

STUART BROTHERS
Distillers Essential Oils, Etc.
NIAGARA FALLS - - - - CANADA



"BLUENOSE"

You can buy no better butter in tins. None so good for the money. Invaluable to hunting and fishing parties.

Smith & Proctor, Sole Packers Halifax, N.S.

Get Wise to the Profit Problem

KITCHENER BRAND
PORK AND BEANS

are equal in quality and selling at 25 per cent. less than the best packs on the market.
Why not, Mr. Grocer, make this profit?
Our beans are all hand picked and put up in the new sanitary can, in 1, 2 and 3 lb. sizes, plain or tomato sauce. We also have a full line of fruits and vegetables. If your wholesaler cannot supply you, write us direct for prices.

THE OSHAWA CANNING CO., Limited
OSHAWA, ONT.

If you wait for to-morrow it may be too late.

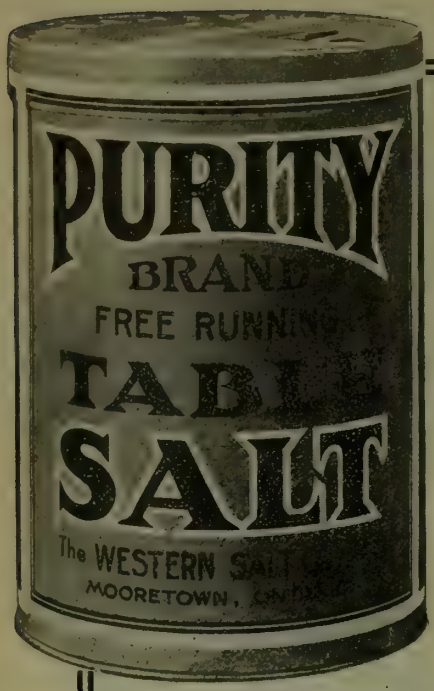
ROYAL METAL POLISHES

ORDER NOW

Write us for prices

ROYAL POLISHES COMPANY
MONTREAL





An Attractive Line to Handle

and one which is a genuine satisfaction-giver is

PURITY
BRAND
Free Running
TABLE SALT

It is put up in Air-proof and Moisture-proof cans, provided with a patent opening through which the salt is poured as easily as water. It is unaffected by climatic changes, and is a perfect salt in a perfect package.

Just the line for your best trade!

The Western Salt Co., Limited
MOORETOWN, ONT.

Agents:—LIND BROKERAGE CO., 73 Front Street East, - TORONTO.
ALFRED POWIS, - HAMILTON.

Perfection Cheese Cutter Made in Canada



Every Slice is a Fresh, Even Cut.
Accurate in Weight. Pleasing to the Eye.

It pays to buy a Perfection Cutter.
It is built to last; made substantial and strong.
It prevents overcuts, scraps and waste.
It saves its cost in time, labor and money in less than twelve months.

Patented and Manufactured by

The American Computing Co. of Canada
Hamilton, - Ontario
SOLD BY THE WHOLESALE GROCERS.

OPPORTUNITY IS KNOCKING

at your door—the chance, in these days of keen competition, to do a profitable trade in

STERLING BRAND **BULK PICKLES**



Sweet Mixed or Sour ***In 1, 3 and 5-gallon Pails***

No line you handle will prove such a profitable and ready seller. They are made from the finest and freshest vegetables, preserved in pure vinegar. Be wise in time and feature "Sterling" Pickles.

Write for prices to-day.

The T. A. Lytle Co., Limited
Sterling Road : : TORONTO

O·K

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

1000 GUINEAS

Sells at 15 cents and 25 cents
BE WARY OF IMITATIONS

SAUCE

George Mason & Co., Limited
Sole Manufacturers - - - LONDON, ENG

Sole Canadian Agents
S. T. NISHIMURA & CO.
MONTREAL

SUB-AGENTS:—
Toronto, Ont.—Geo. Stanway & Co
Hamilton, Ont.—James Somerville
Ottawa, Ont.—H. D. Marshall
London, Ont.—Wm. G. Coles & Co.
Quebec, Que.—A. Francois Turcotte
Kingston, Ont.—James Craig

DOWNEY'S

White  Dove

COCOANUT

THE BEST FOR THE MONEY

W. P. DOWNEY

MONTREAL

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

J. N. WARMINTON

207 St. James St., - MONTREAL

Cold Spring Lemonade Powder

For Picnic Parties, Travelers and Holiday Seekers.

You can readily make this the best selling Summer Line in your store.

Your customers will appreciate having their attention drawn to it.

Put up in artistic, attractive ½ lb. and ¼ lb. tins.

Prices and samples on application.

S. H. EWING & SONS

MONTREAL and TORONTO

GEO. KEMP, LTD.
LONDON, ENGLAND.

SUPPLIERS TO THE BRITISH GOVERNMENT



Dainty Novelties
Splendid Selling Lines

KEMP'S BISCUITS

YOU MUST STOCK THEM

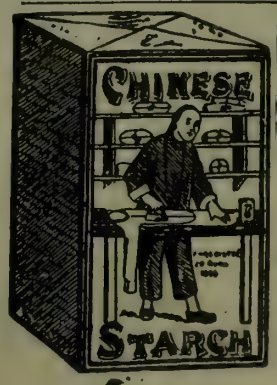
Send your name and address for samples and Export Price List.

SOLE EXPORT AGENTS

H. COLLINGS & CO.

16 Philpot Lane, E.C., London, Eng.

FOR QUALITY



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS

MONTREAL

IT WILL PAY YOU to watch our Condensed Ad. columns. There are many money-making positions there. You may find just what you want.

When writing advertisers kindly mention having seen the advertisement in this paper.

Gossages' Magical Soap



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Long Distance System

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Kerosene or Gasolene

meets the highest approval because it is

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The old method of handling oil by gravity or any kind of pressure was very dangerous, as a leak in a joint or elsewhere was most apt to result in an explosion.

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By adopting the one plan that will enable you to handle credit customers successfully and make them just as safe as the cash buyers.

Allison COUPON BOOKS

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



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For Sale by the Jobbing Trade Everywhere.

Manufactured by

ALLISON COUPON CO., Indianapolis, Ind.

THE LARGEST SAUCE FACTORY IN THE WORLD

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Worcestershire Sauce

Punch Sauce

Pure Malt Vinegar

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The McCaskey Account Register

FIRST AND STILL THE BEST.

¶ NEITHER you nor your clerks can be absolutely sure that every article that goes out of your store is charged to the proper person if you do not have THE McCASKEY SYSTEM.

¶ With the McCASKEY SYSTEM it is impossible for you to forget to charge.

¶ Little leaks will sink a ship—little leaks like forgotten charges will ruin your business.

¶ There are a hundred other reasons why you need the McCASKEY SYSTEM. We'll be glad to tell you what they are if you will tell us that you are interested.

A POSTAL CARD WILL DO.

DOMINION REGISTER CO., Limited

Successor to the McCaskey Register Co. in Canada

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Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

A Genuine Trade-Builder

Quality goods are those that attract and hold trade and

Wonderful Soap

will prove a profitable proposition to every grocer because it is unrivalled in quality and purity.

It is moreover attractively packed and made up, and proves a rapid and profitable seller.

We have a dealer helper-selling plan that cannot fail to interest you. Send for details of it to-day.

The Guelph Soap Co.

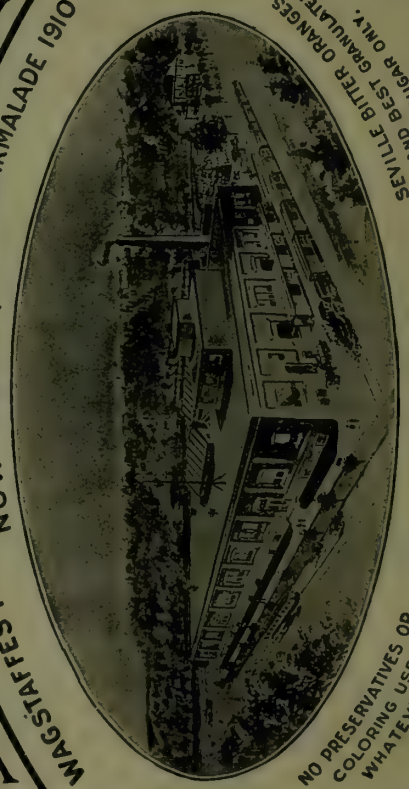
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NO PRESERVATIVES OR COLORING USED WHATEVER

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In 1892 we sold just 63,290 packages of "SALADA." Now our sales in a single day are more than the whole of that first year's business. From a small beginning we have witnessed a great growth.

The best guarantee we can offer for the future is the accumulated force of nineteen years' reliable service. The finest tea we can buy and the best that we know is always at your disposal.



Yearly sales over 20,000,000 packages

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Advice to the Retailer from Wholesale Grocers

Merchant Who Serves Apprenticeship Has the Better Chance to Succeed Thinks One—Pains to be Taken in Buying—Guarding Against Financial Leaks —Advantages in Advertising if Done Properly—An Opinion on Association Work.

Some grocers, no doubt, would consider that they were in a better position to know the retail end of the question far better than the jobber, but it must be remembered that among the latter the majority rose from the ranks of the retailer and are really post-graduate grocers. They also have extensive relations with all classes of grocers and experience teaches them where to look for the various pitfalls that prove disastrous to the retailer and to a certain extent, affect the wholesaler.

"There are so many things that require the attention of the grocer," said a Canadian jobber, "that it is really not to be wondered that the idea obtains that 75 out of every 100 retailers fail. As for myself I believe that the number must be that large in some places. I do not want to deal with the essential necessities that are required. To make a successful grocer one must in the majority of cases serve an apprenticeship in a progressive store and before he branches out for himself he should be perfectly acquainted with the cost of goods, the cost of doing business, how to meet payments and all the other details that are connected with simply the buying and selling end of the grocery business.

"You have often heard the saying 'Buy Right.' That is of great importance but how is a man to buy right if he knows nothing at all about it? The clerk who has had no experience in this respect is not much better off than the hod-carrier or mechanic who has saved up a few hundred dollars and opens a grocery store because he thinks it is an easy way of doing business.

Check Over the Goods.

"But supposing a man is acquainted with this part of the business; there is one thing that is often overlooked. When a grocer receives a shipment of goods he should go over it in its entirety. He should know first, what he ordered and taking the invoice he should make it a point to see that he has received everything he paid for.

"In the same way he should check things going out. Give honest weight, but neither above or below that which is paid for."

Store Must be Clean.

"Cleanliness is a point that should be carefully remembered," said one wholesaler. "The scrupulous housewife cannot forgive or excuse untidiness in a store and if there are signs of uncleanliness her imagination makes it worse than it may be. This of course augurs no good to the grocer. Besides, the grocer of today should realize that the public demand pure food and if he wants to create the impression that he is trying to cater to public taste in that respect, he must have his premises clean.

"A diamond in a brass setting will not attract in the same manner as it would if it were embedded in gold. A grocer aims at building up a business. He wants a customer to remain with him for years—providing he pays promptly—and tidiness and cleanliness will go a long way toward satisfying a customer and holding her. To build up trade the store must be a little better or more appealing than a competitor's. Of course 'store' in this case includes a great deal but cleanliness and neatness are decided assets."

Should be no Money Leaks.

"The successful grocer is careful to safeguard against money leaks," was still another opinion. "There are so many crevices through which money can find its way almost imperceptibly that extreme vigilance is needed at all times. There is one point to which I would call particular attention. I believe that it is a good idea to pay by cheques. Banks are numerous in cities, towns and villages and the managers are only too pleased to receive the new business. When a grocer pays by cheque he has a receipt then and there. I would recommend this idea to grocers. Some always pay travelers for goods received. In such cases they should be sure that it is by cheque. I do not cast any reflection on the traveler but I do want to impress the idea of carefulness upon the grocer.

"Price cutting is not the sign of a good business man. The old established grocery houses that we have done business with for years did not secure their strength by methods of that kind. Price cutting is only a flash in the pan. It may bring a little extra trade for the time but the public seem to get the idea that grocers of this kind should always cut prices. The people look for a continuation of the policy and if a merchant is foolish enough to keep on cutting it will not be long until he is hopelessly lost."

"Know how you stand," was the pith of one opinion. "That is always good advice. A grocer should keep his books up with his business and in such a manner that he may know at any time his exact financial condition."

Thinks Retailers Should Advertise.

The advice of another wholesaler was to advertise.

"I have watched closely," he said, "those retailers who have advertised in their daily papers—I mean those who have taken pains and presented good readable informative ads—and I have found that the majority of them have been successful merchants.

"To give an example of this I might point to the mail order houses—see the successes they have made and they have been made because they advertised their goods so that the people read their advertisements.

Grocers' Associations.

"I have no doubt in my mind," he continued, "that grocers as a body would vastly improve the general conditions of the trade if they would organize properly. Throughout the Dominion association work is only in the pioneer state. In England it has reached such a stage that regular examinations are conducted for clerks at which questions on all departments are given and the successful clerks are given certificates. A great deal of good has been done in this one respect. Grocers will some day wake up to this fact when a spirit of friendliness pervades the trade more than at present and the grocers will then become sciened in their business and the 75 per cent. or more of failures should be greatly reduced."

CANNED GOODS AGREEMENT.

Dominion Canners Reach Agreement With the Wholesale Grocers' Guild.

As the outcome of recent conferences between the Dominion Canners, Ltd., Hamilton, and the Dominion Wholesale Grocers' Guild, an agreement has been reached whereby those wholesalers who bind themselves to handle only the goods of this company receive a certain stipulated profit of 10 per cent. on vegetables and 12½ per cent. on fruits. Wholesalers who agree to this will also agree to sell to the retail trade at the canners' list prices only.

PRICE CUTTING IN B. C.

The Vancouver representative of The Grocer tells of what might be termed wholesale price cutting in his district.

He says that a representative of a Toronto manufacturing firm is in Vancouver and has been making calls on the grocers with a view to pushing his firm's product. The trouble has been that there has been price cutting, with the result that the ordinary retailer does not feel like handling it. He has either to sell at two for 45c, cost price, or tell his customer, when it is remarked that down town it is cheaper than 30c, that he cannot handle it at that figure.

"Price cutting," he continues "has also played havoc with some breakfast foods, for grocers will not stock with goods on which they are not protected from larger dealers who offer these at a low price as an attraction. One firm has held its own, and this week the traveler for this is around doing good business."

THE CHOCOLATE TARIFF.

The Department of Customs, Ottawa, have sent to the various customs collectors a special notice in regard to duty on chocolate and preparations of chocolate shipped to Canada on consignment without sale prior to shipment. There will be collected on this the same special duty as if the chocolate had been sold to an importer in Canada prior to its shipment to Canada and a deposit of 15 p.c. ad valorem will be required to be made at the time of entry to the collector, to secure payment of the special duty.

The special duty paid in excess, if any, in such case will be refunded on application through the collector in the usual form, upon proof to the satisfaction of the Minister of Customs as to the actual price realized from the sale of the goods, exclusive of all charges thereon after shipment from the place whence exported directly into Canada.

Retailers Talk Plainly of Wholesalers' Methods

Some Think More Attention Should be Given to the Retailer Than He Now Receives—Wholesalers at Times Too Anxious to Start Going New Retail Concerns Without Experience—An Opinion on Advertising Through the Trade Press—Travelers' Calls Dealt With.

The wholesaler's relation to the retailer!

Some jobbers are credited with having stated that they are not dependent upon the condition of the retail trade but they must have been misquoted. At least that is the opinion of a Canadian retail grocer who offered an authority for the statement. Continuing he said:

"The wholesaler is certainly dependent upon the retail grocer and I think there are many things the wholesale trade could do that would not only benefit us but would act as a boomerang to the benefit of the wholesaler. To begin with the retailer is the main spring in the works by which articles are distributed.

Where the Retailer Comes in.

"Of course the manufacturer turns them out and the jobbers send out their army of travelers to get these goods on the grocers' shelves; but that last step should receive the interest of all three parties to the transaction. The grocer must sell the goods before he will make another demand on the jobber, and unless they prove profitable the retailer is not going to put forth any extra efforts. The manufacturer or jobber should get away from the idea of thinking only of the present sales. Let him give us a decent profit and there will be some incentive to dress windows with the goods and boom the article. If I were a jobber or manufacturer I would show the retail trade that I was interested in their handling my goods. I would satisfy the retail end first and if they should throw their profits away by price cutting that is their own funeral.

"I am also of the opinion that price protection is a good policy. Everyone may not agree with me but I have found that articles of good quality with their prices protected are ready sellers and make a sure profit.

Retailers' Financial Standing.

"I also think that the wholesaler should take more interest in the financial condition of his customers among the trade. In that event he will be familiar with individual conditions and will know when a retailer is getting beyond his means. This should be a matter of some concern to the wholesaler just as the consumer is to us. It is encouraging to receive large orders but speculating and over confidence in buying are responsible to a large extent for many of the failures recorded in the retail trade.

"Wholesalers—and I do not include all in this respect—are eager to get new customers," was another opinion "and many are just beginners. They have saved up five or six hundred dollars and decide to go into the grocery business. A jobber stocks them with goods and as is often the case Bradstreet's or Dun's reports a failure. The stock is then sold at bottom prices and the competitive retailer of course suffers. The steady-going grocer who knows how to conduct a business sustains the loss in these cases. I know for I have been up against them. These are the fellows who do not even know what goods cost them. They disrupt a whole business community."

Calls From Travelers.

"The wholesale trade could improve the method of sending travelers around," said one retailer. "I always try to give the travelers a hearing and to treat them as business men but on some days they seem to come in an unbroken stream. I consider the traveler indispensable but some times I think this part of the business could be arranged more systematically."

Talking to Retail Trade.

The elimination of the practice of selling to the consumer was what still another retailer considered the wholesaler should do.

"We buy everything we get through the wholesaler with, of course, the exception of those goods of manufacturers which he doesn't handle and which we want. Therefore I think he should not go over our heads and sell to our customers.

"Some, I know do not do this; they are considerate in their dealing with us and lend us aid whenever called upon.

"It helps us considerably to read talks of wholesalers through the trade papers. If they have some special articles to offer, something which has not been introduced to us before, or if they have a special price to give us we are always glad to know about it before their travelers come around. It saves both the traveler's time and our time and often I know ours is valuable whether the traveler's is or not.

Inexperienced Retailers.

"I think too, that wholesalers should discountenance the practice of uninformed men starting in the grocery business. The former are often too anxious to sell such men their first orders—which are usually paid for—but keep shy of them afterwards. This only makes it more difficult for those of us who are established, because new men in the trade who know little or nothing about it, cut and slash prices until eventually they fail. Their stocks are then sold for 20 or 30 cents on the dollar and we have to suffer again."

Question of Advertising Where Two Towns Join

"Enquirer" Wants to Know if it Can be Made Profitable for the Merchant in the Smaller to Use the Local Paper—The Opinion of Forsyth, Jr., on This Question—What do Others Similarly Situated Think About it?

Where two towns adjoin each other, is it advisable—profitable—for a merchant with a small business to advertise in a local paper?

"ENQUIRER."

The above question was submitted recently by a subscriber, and to secure an answer for it The Grocer asked Forsyth Jr., grocer, Dartmouth, N.S., a successful retail advertiser, for his opinion. Dartmouth is but a short distance from Halifax, N.S. Here is what he says.—

"Replying to your recent letter: It would be difficult to answer your subscriber's enquiry from the meagreness of the data supplied.

"For example, it would make a difference if the towns were very different as to population and importance, as trade is naturally drawn toward large centres. It would also make a difference whether he was in the larger or the smaller town, and whether the paper he proposed using circulated in one or both towns.

"Assuming that one town was large and the other small, and that the merchant did business in the latter, about the most he could hope to do, unless he had advantages not mentioned, would be to prevent his trade from going to the larger town. He could scarcely hope to draw business from the larger town.

"Assuming further that one paper covered the two towns, he would be compelled to pay for a circulation in the larger town which would be of no value to him, in which case I can hardly see how it would be profitable.

"But assuming that he was in the larger town, and that it was drawing business from its smaller neighbor, advertising would have the effect of helping to hold his own trade and increase his chance of getting his share of the business from the other town and new business from his own town as well.

"One fact about advertising that must never be lost sight of is that its effect is cumulative, and in the grocery business where the profits are small, profits should not be looked for all at once; and that even when the greatest care is taken it is often not possible to trace the business to the advertisement."

The Grocer would be glad to receive the opinions of others on this question. Evidently the inquirer refers to a merchant doing business in the smaller town, where there is a local paper circulating as well as papers from the larger town.

Present-Day Methods in Using the Journal

A Dumping Ground for Lines That Cannot be Put Through Some Other Book—Object of any System is to Cut Out Unnecessary and Cumbersome Detail — Some Suggestions for the Bookkeeper, by Howard R. Wellington.

The modern journal is a dumping ground for entries which cannot properly be put through some other book of original entry, such as the Cash Book, Sales Medium, or Bill Book. Some of the items which appear in our journal are:—

1. Writing off small ledger balances.
2. Transfer entries, when an amount must be transferred from some account to another.
3. Apportionment of general charges, usually when closing the books, or month by month.
4. Correcting entries which have been charged in error.

The Journal as a Day Book is seldom used to-day, as there are so many short duplicating and triplicating ideas that we only require the book of original entry.

Some bookkeepers use the cash book for a journal as well calling it the "Journal Cash Book" and this may be done to advantage when there is only an occasional journal entry.

Long System for Recording Transactions.

The object of a system in any business is to reduce the amount of detail work, providing, of course, the desired records and statistics can be obtained by the shorter method. Some of the systems installed by so-called systematizers are so cumbersome that it necessitates a great amount of extra work instead of reducing it and we should invariably keep in mind that the shorter method is always the preferable method if satisfactory results may be obtained.

In a large warehouse in one of our largest Canadian cities a system of recording sales is in force, and we will give the different processes necessary to complete the transaction, and also endeavor to show where, at least, one step might be omitted entirely.

Necessary Steps to Complete the Sale.

1. The order is taken on an order card, which goes first to the office, presumably to be O K'd by the credit man.
2. The shipper then carefully enters item by item in a Day Book or Journal, in which he also enters the name of the customer, the date of the transaction, the quantity and price of goods sold, in fact everything necessary to make out the invoice form.
3. The third step is to write his invoice for customer from the Day Book just referred to—invoice being sent with the goods, which is the best method.
4. The name and number of parcels are now entered in a delivery book and customer signs for receiving the goods.
5. The Day Book is periodically taken to the office, probably every morning, and the transactions therein journalized for posting purposes, as follows:—

Jones, Smith & Co., Dr.
To Sales (re Mdse) ac.
(for goods detailed on page 50 Day Book.)

Some merchants might detail these goods again, but it will be seen what amount of needless work it really is.

6. The last step in the transaction is to post the ledger, and from this point forward the steps in any business are similar.

This may seem a very cumbersome system of recording sales transactions, but there is no doubt that in most wholesale and retail business, where the matter has not been thoroughly worked out, there is sure to be some step or possibly more than one step which can be done away with entirely and yet the results and the desired information are entirely satisfactory.

The Shorter Plan.

Just to give some idea of the way in which the above system may be condensed and simplified we would suggest the following:—

1. The order is taken on an order sheet which answers the purpose of a book of original entry, and if goods are delivered, the signature may appear on this order. This sheet is filed away and full particulars as to quantities, prices, date of delivery, etc., may be obtained at any time.
2. While even the posting to the ledger might be done from this order sheet, no saving can be effected, as it is necessary to have an invoice for the customer, and it is safer always to have a carbon copy of every invoice sent out, for posting purposes.

No matter how careful the copyist, mistakes will occur, and besides this an order may not be filled complete, and would not make a very clear copy for posting purposes.

4. Recording sales in retail stores may be recorded in precisely the same way described above by the use of the duplicate and triplicate Cash and Charge Books, and the Journal so far as a posting medium is concerned is not in use at all for the purpose.

The old-fashioned journal entries such as:—

"June 1st, Jim Jones, Dr., to cash Cr.
Amount of account paid to-day in full," or June 2, James Smith Dr., to mdse Cr.
Amount of goods sold to-day
10 bush. oats @ 50c $5.00

are not used in our modern bookkeeping.

This is without doubt the simplest form of journal in use to-day. Every page is ruled up exactly as per copy, and the entries may be made as briefly as possible.

In the first entry, J. Smith owes a small amount which is no good, and this entry is made to balance the account on the books, expense account being debited and J. Smith credited. An explanation should be given after each transaction, as no further record is kept of a journal entry of this nature.

TRADE NOTES.

Vanwart Bros., St. John, N.B., have installed two computing scales in place of the ones formerly used and they are an attractive addition to the store.

Maylor's, Ltd., Forrest, Ont., general merchants, are branching out as fruit growers. They have purchased a farm near the lake and have planted more than 500 peach trees, and 1,500 strawberry plants.

Only two provinces of Canada took part in the production of beet sugar last year—Ontario and Alberta. There were three factories in operation, the one in Alberta being at Raymond, and those in Ontario, at Wallaceburg and Berlin, respectively. The total production, as the figures show, was almost 20,000,000 pounds, of which Ontario furnished 16,200,000 pounds. The total acreage devoted to the culture of the beet for sugar, was 11,100 acres, of which 2,300 was in Alberta.

Simple Form for Modern Journal

Date	Dr.	Fo.	$	¢	Date	Cr.	Fo.	$	¢
June 1	Expense ac't		1	50	June 1	J. Smith (Uncollectable Balance)		1	50
30	Dept A		175	00					
	" B		250	00	30	Rent & Taxes (Proportion to Each Dept.)		500	00
	" C.		375	00					
30	Advertising ac't		50	00	30	Expense Act (Chgd in error) (See Purchase Journal Page 601)		50	00

Business of Village Hurt by Mail Order Houses

Recent Fire in Norwood, Ont., Destroyed Several Stores and Many of These Will Not be Rebuilt — Not Profitable Say the Merchants—Catalogue Houses Blamed for This—Need of More Aggressive Measures on Part of Merchants.

A few weeks ago a midnight fire laid waste the business centre of Norwood, Ont., a village on the C.P.R. east of Toronto, about 95 miles. A few years previous the skating rink fell through, but no one offered to rebuild it. Going back a little further on one occasion a row of stores were burned and the gaping cellars still yawn at those who pass along the main street.

But following this latest devastation there have been rumors that the places destroyed will not be rebuilt. Of those property owners who were asked as to their intentions in this respect only one said he was going to rebuild. Only those acquainted with the place know the extent of the loss as the result of this last fire, and if the statements mentioned are adhered to it means that this village is on the wane.

If any of the men who used to be merchants there were asked for the cause of the apathy which settled over the business of the place and slowly but surely worked its way, it is almost a certainty they would point to the mail order houses. It is no exaggeration to state that some years ago this same place was busy and prosperous. It is the centre of a good farming district and the proprietors of the majority of the business houses were widely known as successful men. Their residences bespoke the money accredited to them.

Work of Mail Order Houses.

The story of the decline of the town is interesting, but it is too lengthy for this reference. The farmers who prided themselves on the village in their midst and its annual fall fair proved excellent material for the catalogue houses to work upon and without realizing the harm they were indirectly doing themselves they forsook their home merchants. The change of course was gradual. The merchants were submitted to a slow torture. Some of them went west, others to various towns in Ontario. Some of the villagers have stated that the property on the main street is not worth one third of what it was seven or eight years ago.

The merchants of the village did not make many strenuous efforts to offset the inroads of these outside houses. The last scene up to the present was a fire in the night, apparently of incendiary origin, followed by the claims for insurance.

Norwood is just one of many towns that are struggling along like Sinbad, the sailor.

Hard Work Necessary.

The merchants know, too well, what is affecting their business and it is not only a matter of great concern to them personally, but to all the residents of the neighborhood that home trade should be protected and maintained before it is too late and the small retailers have thrown up the sponge.

The only thing to redeem this village now is hard aggressive work on the part of the merchants. They have got to show the farmers and townspeople through newspaper advertising, personal conversation and live, up-to-date business methods if they are to succeed.

There are, of course, some exceptions; a few of Norwood's merchants are making money, but the whole general tone of the business arena there has greatly deteriorated and the only cause in sight is that the money was sent out of the village instead of being spent at home.

BETTER TO MAKE SURE.

The grocer sells as he buys, says the Charlottetown, P.E.I., "Advertiser," and the first fault is with the producer or packer of fruit or butter if the package is under size or under weight. But some legal responsibility extends to every one who sells short-weight or measure, even if it be done unwittingly, as is often the case. It is, therefore, the duty of the honest trader to make sure that there is full weight or measure in what he buys from first hands.

In Oklahoma State, organization among grocers is complete. Almost every little town and hamlet, in addition to the larger communities and cities, has its local organization and in places where there are only five or six members they have their association and are in touch with all the other associations in the state and with the questions that are receiving attention.

TRADE NOTES.

Mrs. E. C. C. Schoenberger has opened a new grocery store at 10 Cotcau St., South Hill, Moose Jaw, Sask.

R. McLeod has purchased the retail grocery business of J. H. Dunn, 78 St. Viateur St., Montreal.

Jas. A. Patten, the great Chicago wheat man, has retired from active business. It is estimated that he amassed a fortune of $10,000,000.

J. J. Beaumont, general merchant, Bracebridge, Ont., owner of the supply boat Nymoka, has recommenced his regular trips on the Muskoka Lakes.

The members of the Drummers' Snack Club are sanguine over the outcome of their annual outing at Oakville, Ont., on July 29-30. Sol Walters, for instance, is credited with the prediction that "there will be two million people there."

Fire visited the establishment of White & Co., wholesale fruiterers, Toronto, on Wednesday morning of this week and caused considerable damage. This is the second fire that has visited

This Firm This Year.

The oil industry in Trinidad is represented by the Canadian Trade Commissioner as being in process of rapid development and particularly since the announcement was made that oil was to be used for fuel in the navy.

A despatch from London, Ont., states that Alfred Tyler, tea merchant, was fined $200 by the police magistrate for posing as a detective without a license. In order to collect bills, Tyler sent out circulars purporting to come from a detective agency here and an arrest was made.

The retail grocers of Little Rock, Ark., formed a company and provided an ice plant which has been a big success. The total investment in this plant is about $170,000, yet the capital of the company is only $26,000.



A Corner in the Handsome Office of The Barnsdale Trading Co., Grocers, Stratford, Ont.

Practical Methods Used in Retail Grocery Stores

St. John Grocer Lights up His Night Window Display—Dominion Day Displays Made—Vancouver Grocers Have More Trouble Over Price-cutting—Uses Netting to Keep off Flies—Erin Grocer to Give Half Trade and Half Cash for Farmers Produce—Chatham Merchant Has Novel Advertising Scheme.

Window Lighting at Night.

St. John, N. B., July 6.—There is considerable difference of opinion among retail grocers as to the value of leaving the blinds in their show windows up at night, and keeping the lights burning. The majority of the stores here do not practice it, but one of the dealers has been doing it now for several weeks, and he claims it is an excellent advertisement. He has put—electric lamps of high power, in his six windows, and they burn until midnight, giving a brilliant light, and showing to fine advantage the well-trimmed windows.

A particularly appropriate display was made just previous to Dominion Day, when the windows were filled with goods suggesting lunches. One window had cans and jars of potted and sliced meats, pickled lambs' tongue, cooked hams, etc., neatly labelled and bearing price tags and suggesting that these were suitable for sandwiches, luncheons, etc.

Another window had bottled fruit syrups, lime juice, cordials, etc., and a third presented an attractive array of fruit. In the meat department various kinds of smoked meats and vegetables were shown, and at the rear of the store, fresh meats were to be seen through the glass front of the refrigerator. It was an enticing display, and it would seem that people passing could scarcely avoid being impressed with the good things they saw, and remembering the store when they wanted some of the things shown.

This merchant believes in the scheme as a business getter, and he says he is going to keep it up. It certainly is a marked contrast to the store across the street, where the blinds are tightly drawn, and the windows dark.

Price-cutting Not Relished.

Vancouver, B.C., July 6.—Retailers are discussing how to get even with wholesalers who supplied a local department store, with staple articles at reduced rates, which enables that firm to cut prices in its grocery department. Sugar is again being quoted at 90c for an 18-lb. sack, or $5 per 100 lbs., whereas the price to the trade is $5.90. Names of certain firms have been mentioned, but the defence advanced was that the price to the departmental store, was no more favorable than to any person who gave an order of that dimension. Retailers in Vancouver, especially those in business nearer the centre of the city feel the situation keenly. Some retailers here say that this action on the part of the wholesale trade may result in what has been suggested on other occasions, namely, the establishment of a wholesale exchange by the retailers. Whether this is really meant or not, time will tell.

Protects Fruit With Netting.

Calgary, Alta., July 7.—A local grocer who specializes on fruit at this time of the year believes that it is preferable to cover the fruit with a netting. "I used to leave it uncovered," he states, "but I found that flies were attracted to it, and their presence I knew was none too appealing to the prospective purchaser.

"I did not notice it in this light, having perhaps become accustomed to it, but one day a friend stopped in front of the store and enquired about this and the other class of fruit. Around the cherries in particular there were flies attracted by the sweet fluid that escaped from the broken fruit. He called my attention to it and I was enabled to see it from the customer's standpoint. After that I was careful to have the display looking as neat and tidy as possible, and as a means to this end I used the netting. After all the display is to attract, and we should be careful to guard against anything that will turn people away."

To Keep Trade at Home.

Emerson, Man., July 6.—E. J. Koen, general merchant, who bought out Whitman & Co., recently, is putting a new appearance on his store. He is working to keep buisness at home. To do this he proposes to give the best possible service and one that cannot be superseded by any mail order house.

Mr. Koen has served about 17 years in the retail business in Ontario, having been in Kingston and Peterboro for some years.

A Novel Advertising Idea.

Chatham, Ont., July 6.—The advertising possibilities of a peculiar firm name are being played up to the full by Parrott Bros., local shoe merchants. Cuts of the familiar bird are being used largely in the firm's newspaper advertising as well as on dodgers and cards.

In addition, two large signs have been placed outside the store, one on each side of the doorway, each with a big, green parrot painted on it. The bird is represented seated on its perch, with feed-cup handy, while beneath appear the respective names, "Pere" and "Vick" by which the brothers are popularly known. Issuing from each bird's mouth in cartoon style is the catchy expression, "Our shoes are crackers."

The idea is one capable of being worked out with many names, and seems to "take" with the buying public.

Half Trade and Half Cash.

Erin, Ont., July 7.—The business carried on here by Mrs. Hamilton, consisting of groceries and confectionery has been purchased by A. Gawthrope.

The latter in his newspaper advertisement states that he is having the store re-fitted and re-stocked and announces his intention to carry a first class stock of groceries and a fine assortment of confectionery.

He accepts butter and eggs for which he pays half trade and half cash. In the rear of the store he has opened an ice-cream parlor.

GROCERS WRITE ON EXAMS.

Judging from what is required of grocers in England they have to be familiar with every branch of the trade and in the various details before they may be said to know their business.

In September the International Grocery Exhibition will be held and a part of it is the competitions which are open to grocers and their assistants. The schedule for the competition included window dressing, card writing, tea blending, coffee blending and roasting, naming and placing of dried fruits, counter display, butter judging, bacon slicing, etc.

In regard to salesmanship competitors will be required to show their methods in serving a customer, introducing to him new goods, etc. Counter and stands for goods will be provided. In regard to soliciting orders the competitors will be presumed to be calling on a regular customer for orders. There is also cocoa valuing, chocolate powder valuing, tea valuing, parcel wrapping, invoice making, etc. Examination papers are set and in each particular competition valuable prizes are offered.

A CLERK'S APPRECIATION.

Frank Scott, for 12 years a salesman with Smith & Burton, large retail grocers, Brandon, Man., has gone to British Columbia. In a letter to the Winnipeg editors of The Grocer—of which he has been a reader for years—he says:

"As soon as I get located I will certainly subscribe, I wouldn't think of doing without it as long as I am in the trade; I think every grocer, grocer's manager and, most of all, grocers' clerks, should read your paper as it is a credit to the trade and getting better all the time."

Railway Wages and the Economic Tendency

Are the Demands of the Employes in Accord With the Signs of the Times?—Influence of Money Pressure on Prices Scale—Did the United States Railways Make an Economic Mistake?

The consuming classes in America have noted with satisfaction the various signs and indications that the cost of living may be lower in the near future. Householders of every class have been exercised and perplexed by the high prices that have prevailed for the articles they had to buy.

The matter of high prices has been a more pressing question in the United States than in Canada; and it is natural that relief should first be experienced there. A number of causes now appear to be operating to relieve the situation. Monetary pressure is always a potent factor in lowering commodity prices; and monetary pressure has been distinctly threatening on both sides of the boundary line.

Another factor working in the same direction is the political situation. That seems to promise a lowering of the United States tariff sooner or later. A lowering of the tariff by Washington, under present conditions, should result in lower prices for commodities on the other side of the border. But, if it be assumed that the Washington tariff be greatly lowered without any change being made in our own tariff, the fact might operate to increase the cost of living in Canada while lowering it in the United States.

That might come to pass as follows: It is our natural products that the United States want—wheat, butter, eggs, meat, lumber, etc. If buyers from the neighboring republic are strongly in evidence here, competing most vigorously with the buyers for home consumption and the European buyers, the chances are that those products would rise in price. The Canadian producers of them would benefit, but Canadian consumers would have to pay more for them. That would be a case wherein a happening outside of our control—viz., the lowering by the Washington authorities of their own tariff—would tend to make the cost of living in Canada higher and in the States lower than at present.

In several different directions the level of prices has been receding. Wheat and cotton have fallen, and the iron market has been sensibly weakening. This points distinctly to a lower cost of living.

But one recent happening in the United States had an important tendency in the other direction. It was the wage increases granted by the railroads. It is said that the railway companies have already, in the past year, granted wage increases to their employes amounting to $130,000,000 per year, and that increases amounting to a further sum of $70,000,000 are immediately in prospect. When they made those increases the railway companies probably underestimated the strength of the resistance that would be offered to the increase of freight rates by which they expected to reimburse themselves. Now it is just possible that the great difficulty experienced by the United States railways in adjusting their revenue schedules to the higher plane of overating costs is due to the prime fact that the recent move to increase wages was an economic mistake; in other words, it may be that that action was in a direction opposite to the general economic tendency of the times. It may turn out to be the case that the cost of living will continue to fall lower and lower; and it is upon the argument of a high cost of living that the demands of the railway employes for higher wages were based.

Until the tendency of the times is more clearly apparent it can be said that the railways in Canada are wise in resisting demands of their employes for large wage increases. Perhaps those parties who have been so loudly applauding the demands of the trainmen and condemning the attitude of the companies would not be so forward if they had a better understanding of the results almost certain to follow if their advice were taken and wages jumped up to a high level.

The large shippers throughout Canada have a lively enough sense of what is involved in a big wage increase by the railway companies. They know that the next thing to be expected would be an increase of freight rates, and a diminution of their own profits. If it were more generally known that an increase of large proportions in the rate of wages paid by the railway companies to their employes would have its effect in increasing the expenses not only of the shippers, large and small, but also of every man or woman who earns a salary or lives upon a small income, there would be less frothy talk about the rights of the railway workmen and the tyranny of the big railway companies. Of course, the railway workmen are entitled to proper consideration. According to their own report the C.P.R. and G.T.R. trainmen were, up to a short time ago, paid higher wages than the employes of the American roads in the same territory. They wanted no standardization of wages then. The U. S. roads, however, increased their pay so that the Canadian roads' employes were getting the less rate. Then the C.P.R. and G.T.R. men became advocates of standardization of wages.

RECENT TRADE DOINGS.

Ontario.

B. A. Belyea, grocer, Toronto, has sold to M. Foreman.

G. A. Newton, grocer, Toronto, is succeeded by R. Gardiner.

A meeting of the creditors of the estate of Joseph Stang, grocer, Hawkesbury, is called for the 8th inst.

A meeting of the creditors of the estate of Chas. E. Muffitt, general merchant, Coe Hill Mines, Ont., was called for this week.

Quebec.

Mrs. A. Monier & Fils, grocers, Montreal, have dissolved.

J. A. Cote, general merchant, Amqui, Que., has assigned.

Assets of Brault & Co., whoesale grocers, Montreal, are sold.

N. Turcotte, wholesale grocer, Quebec, is dead.

T. A. Chapin, general merchant, Montreal, has registered.

E. Reeves & Co., grocers, Montreal, are beginning business.

The American Tea Coffee & Spices Co., Montreal, has registered.

Mrs. E. Gates, general merchant, Waterloo, Que., has assigned.

Assets of D. Masson & Co., wholesale grocers, Montreal, are sold.

Barbeau & Godbout, wholesale grocers, Quebec, have registered.

Assets of D. Spinelli & Co., manufacturers of macaroni, etc., Montreal are to be sold.

Assets of Raymond & Frere, wholesale grocers, St. Hyacinthe, are to be sold on the 11th.

Maritime Provinces.

R. C. Campbell, of Campbell Bros., grocers, Sydney, N.S., deceased.

Johnson & Co., general merchants, Port Hastings, N.S., have assigned to G. O. Forsyth.

Western Canada.

Chicago Household Supply Co., Brandon, Man., dissolved.

Moses Cohen, grocer, Winnipeg, Man., succeeded by Glusman Elis.

Pritchard & Hickman, grocers, Calgary, Alta., sold to Jas. Hadden.

R. A. McEwen, general merchant, Aylesbury, Sask., sold to N. Wasserman.

P. C. Larkin, Salada Tea Co., with his wife and daughter, arrived home last week from a three months' pleasure trip to the Old Country. Mr. Larkin visited Holland, Belgium, France and England.

The Canadian Grocer

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LESS OPTIMISTIC OUTLOOK.

The crop outlook at present is not so promising as it was two weeks ago. The cause is the lack of moisture.

Reports continue to come from the west telling of the great damage being done by the heat. However, we believe that many of these are exaggerated. A special representative of The Canadian Grocer is at the present time in southern Manitoba and while he reports crops there badly burnt for lack of rain, the outlook in the northern part of that province is much better. Rains have fallen recently there as well as in Saskatchewan and northern Alberta which will assist materially.

It therefore looks as if those who have been predicting a complete failure of western crops have been astray. The crop under area in the west is some 1,500,000 acres in excess of last year which, under average conditions, means about 20,000,000 bushels. The damage would have to be great to even overcome this.

Eastern Canada is also badly in need of rain. The strawberry crop is being shortened in a hurry and peas, tomatoes, oats are also suffering.

Yesterday's rainfall, however, will do much to aid the growing crops. More will likely follow.

OLD POTATOES CHEAP.

The potato market just now presents a feature that all retailers handling them should be aware of.

So far as the Toronto market is concerned old potatoes are a drag. It is estimated that there are some 20 cars on that market awaiting buyers. They can be bought for as low as 30 cents a bag and some dealers are credited with the statement that they cannot give them away.

A number of cars have been placed in cold storage to prevent them from sprouting as when this occurs they begin to soften. This in the past has seldom, if ever, been resorted to.

GETTING NEWSPAPER AID.

In various places the local newspaper can be used with good results in educating the people on shopping early.

At the present time the "Dundas Banner," Dundas, Ont., is advocating this. It points out editorially that an auxiliary of one of the churches adopted a resolution against long hours and especially on Saturday evenings.

Not only that but its members actually aid in bringing about this condition of affairs, as the following indicates :

> "We pledge ourselves to so arrange our purchases, and to use our influence to induce others to do the same, so as to allow the merchants, their clerks and delivery boys to get away from their respective places of business at an earlier hour than they are now permitted to do."

The "Banner" says that this is a step in the right direction and thereby assists in educating the public on purchasing early.

Merchants in other towns and cities anxious to have early closing, and particularly in the summer season, can easily enlist the services of the local press to aid in educating the public. They can usually obtain this aid for the asking, as newspapers are always willing to help in such a humane cause.

BEATING OUT THE PEDDLER.

Grocers in the larger centres will just now experience considerable opposition in the peddler selling fresh fruits. These men go from door to door shouting out their prices which are usually lower than the grocer can afford to give.

This opposition must be offset by some means. Advertising is one. If a grocer advertises that the quality of his fruit can be absolutely depended upon he will obtain much of the trade taken from his territory by the transient trader.

He must be careful to back up his advertisement statements. If he says his fruit is sound and flavory, it should be so ; and if he wants to successfully compete with the peddler it should be sound.

The grocer can also do a great deal by diplomatically comparing the quality of the fruit he sells with that of the transient trader.

RETAILERS GIVING AWAY PROFITS.

"What's the use of giving it to the retailer—he'll only give it all away !"

One of the delegates at the Kingston convention of retail merchants told a story in which the above was the central point.

He was listening some time ago to a conversation among manufacturers when the question arose of allowing the retailer a certain fairly large profit on manufactured articles.

The discussion progressed for some time until one of the number asked : "What's the use of giving it to the retailer—he'll only give it all away ?"

Retailers must admit that there are many among them to whom this applies. Once they secure a fair profit on an article they cut down the price to the consumer in order to beat out their competitors on the other side of the street.

This shows the need of a better understanding among retailers and a better knowledge of the business. It means that retailers have to be educated and this can be done to a large extent through association work in each town and city.

There is certainly no use in a manufacturer allowing the retailer a better profit than he has been getting if he is going to give it away—the manufacturer in such a case thinks he might just as well keep it himself.

Retailers must maintain prices and they can usually do it by giving quality and service, and by newspaper and window dressing advertising.

GOOD STORE FIXTURES NEEDED.

While it is recognized as good policy on the part of grocers to handle only goods that bear a reputation, quality is not everything. Almost every store of any respectability nowadays sells pretty fair goods and gives pretty fair values. It is no longer a singularity to do this; no longer a sure passport to public favor.

Of course, no store can be permanently successful unless it sells good goods, but retail grocers must guard themselves against believing that good merchandise is the only requisite.

Attractiveness of store appearance, inside and out, has become nowadays a potent trade-winning factor.

Probably no one thing has so much to do with the impression a store produces on its visitors—not even attentiveness and courtesy of the sales people.

Surface indications determine the judgment of the masses of buyers. They are not, in the main, discriminating judges of the merchandise, however

much they may fondly cherish the delusion that they are.

But everyone, however little fitted he or she may be to accurately analyze the general character of a store's merchandise, is certainly always capable of judging a store's general appearance.

Quality of merchandise and prices being fairly equal, the store that is attractive in fittings and arrangements will outdraw two to one the store that is rather old-fashioned and commonplace in these respects.

The store, with an old-fashioned, dingy-looking front, with old counters and fixtures, and a jumbled up, unkempt-looking stock, is laboring under heavy handicap which it will take more than good advertising to overcome.

Good advertising will not offset the effects of bad stockkeeping.

Keeping stock in good order, having everything neat and orderly and scrupulously clean, is an absolute essential to restful advertising.

Advertising can bring people into the store, but it cannot make them buy or induce them to visit the store a second time if the first visit is unsatisfactory.

REDUCING COST OF DOING BUSINESS.

In another column of this issue there is an item referring to the organization of Barrie, Ont., retail grocers.

At the same time as they formed their association they agreed to deliver goods to the public at stated periods only. They decided to do this in order that their delivery expenses should be cut down.

This is a wise move on the part of these men. If the public can be educated to order their groceries in time to catch certain deliveries—and the experiences of many show that they can—retailers stand to save money in delivery expenses. Money saved is money earned and the sooner the merchant brings his cost of doing business down to the minimum, the sooner will he be in a position to get the most out of his business in dollars and cents.

If at future meetings of the Barrie Retail Grocers' Association, the members can be shown other systems and means whereby they can reduce their expenses, the association will continue to hold its present membership and gather in those now outside its fold—if there are any.

PRACTICAL SALESMANSHIP.

Stretching a six item order into one that fills the order pad and at the same time retaining the confidence of the customer is a sign that the grocer is well up in the art of his business.

The writer had the pleasure of talking to a grocer in his office this week and witnessed several examples of ability which he demands from his clerks and at the same time possesses himself.

The telephone rang and in answering it he received a fairly good order. He promised a prompt delivery as requested and then suggested new peas, and got that order. He enquired about strawberries for preserving, explaining that the prospects were not toward higher prices and concluded with a sale of a dollar's worth—13 boxes. He tacked on several other items before he had finished.

The bell rang withing a few minutes for an order from another customer and to a certain extent he repeated the same performance. It seemed so easy to him. He conveyed the idea that he was solicitous that his customer did not forget anything and also that she should share in the seasonable goods which he had received that morning.

Salesmanship is a great asset in the grocery store, but everyone is not a salesman of the type that metaphorically stretches a "three bagger into a home run."

MAY RAISE CARLOAD MINIMUM.

Active preparations are being made by the Montreal Board of Trade to gather data for presentation to the Board of Railway Commissioners in connection with the proposed increase in the carload minimum weights on practically all the Canadian railways. The matter is one of considerable importance to shippers as the increase in the carload minimums is very considerable, the present minimum of 20,000 pounds being increased to 24,000; the 24,000 to 30,000, and the 30,000 to 36,000.

The proposed change will increase the difficulty of small retailers and jobbers in assembling a carload of goods so as to secure the better carload rates. If the change is made there should be a re-arrangement of the classification of mixed shipments in order to enable shippers to include a wider range of goods in mixed shipments in making up a carload.

TAKE A HOLIDAY.

During July and August most men engaged in mercantile pursuits will take a week, fortnight or month's holiday—that is, if they are wise and can get away. A respite from business cares and a rest in some quiet place near the water is helpful in enabling one to put additional vigor into his work when the fall rush comes on.

Some months ago The Canadian Grocer suggested that retail merchants give their clerks a holiday and, where one is willing to do so, to pay the railroad fare to some grocery manufacturing centre where the clerk can, on presentation of a letter of introduction, be shown over some of the manufacturing plants where a foodstuff is manufactured. In this way the clerk with a desire to learn more about the business he is engaged in can increase his knowledge and selling powers while taking his holiday and his employer will benefit by the encouragement given.

It is poor economy to neglect to take a holiday or refuse employes a holiday during the summer. The practice has become an established feature in commercial life and it will pay merchants to live in the present and enjoy life now as well as in the future.

All machinery requires a rest and the human machine is no exception to the rule. A rest frequently puts a sharper edge on a razor, and a holiday will sharpen up the merchant or clerk who takes one during the warm summer months.

CHEAP SCALES ON MARKET.

A typical case of departmental store methods has just come to light and retailers who have to meet the competition of the store in question should take note of the incident. Manufacturers, too, who sell to the big mail order houses, can learn a useful lesson.

A manufacturer began making scales and accepted an order from the departmental concern for 1,000 family scales at a certain price. Then he called on the hardware jobbers and tried to sell them at the same figure, but very naturally got a turn down as it would be impossible for the jobbers to protect their retail customers and allow them to meet the mail order price.

The scales were given the government stamp and delivered to the departmental, which used them as a leader, the price quoted being very close to cost. The goods went out and in a few days complaints began to come in. The scales soon went out of order, the castings being rough and poorly made. The Winnipeg branch of the departmental, it is understood, refused to distribute any of the scales and the stock in hand is left for sale to mail order buyers in Ontario and the East.

The government stamp is not likely to be put on any more of the scales and the manufacturer who made the mistake of catering to the mail order demand for cheap goods will have difficulty in living down the results of his mistake.

Retail merchants who aim to build up an enduring business will pay little heed to the cheap goods sold by the mail-order houses. By selling "quality" goods and always emphasizing to customers that "quality" rather than "cheapness" is the store motto, the confidence of customers will be won sooner or later. The retailer should, of course, be prepared to meet the demand for certain lines of cheap goods but should hesitate to follow the departmentals to the extreme they have set in aiming at "cheapness" at the expense of "quality."

The Markets—New Pack Strawberries to be Short

Reports Indicate That This Will be the Case—Hot, Dry Weather Ripened the Fruit Early—Last Year's Pack Almost all Sold—Heavy Consumption of Sugar Due to Preserving Season—All Dried Fruits Firmly Held in Primary Markets

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on pages following.

QUEBEC MARKETS

POINTERS—

Sugar—Still high with excellent demand.

Canned Canadian Peas.—None in the market.

Evaporated Apples.—Bare market. None good to be had.

Montreal, July 7, 1910.

Midsummer dullness has not exactly taken hold of the grocery trade, but it is present. The big demand is for sugar for the preserving season. This will most likely keep up for many weeks to come. Strawberries are now retailing as low as one dollar a dozen boxes and this will be the limit of the market. The season will be covered by other berries right away and soon raspberries and thimbleberries as well as currants and gooseberries will rule.

Canned goods of all kinds find ready sale, owing possibly to the camping parties, the picnics and the general tendency to avoid labor and especially cooking labor. Women and men agree now that the canned goods are O. K. and so with purity and safety assured everyone uses canned goods.

A strange anomaly in canned goods has occurred in that the canned peas as far as Canadian goods are concerned have been exhausted. Not a can is to be had. One big jobber held a large stock of these peas and held them at a good stiff price, in fact at 72c, and then advanced them owing to scarcity to $1 and still the demand kept up and has kept up until not one can is available.

One firm here have reduced their package flour ten cents a case. This seems strange in the face of an advance in the loose flour.

In evaporated apples a bare market exists and there is a likelihood of a shortage before the new crop comes in.

Sugar.—A splendid demand has set in for sugar. Although no change in prices has taken place the call for all grades has been heavy all over the country. The preserving season has occasioned this as well as the consumption in cooling drinks, etc. Everywhere the anticipation is that sugar will go up.

Granulated, bags	5 15
" 20-lb. bags	5 25
" Imperial	4 90
" Beaver	4 90
Paris lump, boxes, 100 lbs.	5 95
" " " 50 lbs.	6 05
" " " 25 lbs.	6 25
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 85
" " 100 lb. boxes	5 95
" " 50 lb. "	6 05
" " 25 lb. "	6 25
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 60
" " 50-lb. boxes	5 80
" " 25-lb. boxes	6 00
Powdered, bbls.	5 40
" 50-lb. boxes	5 60
Phoenix	5 60
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 " bags	4 75

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—This is the dull season for these lines and little new has transpired. No change in prices.

Fancy Barbadoes molasses, puncheons	0 36 0 38
" " " barrels	0 38 0 39
" " " half-barrels	0 40 0 41
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 27 0 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls.	0 03½
" ¼-bbls.	0 03¾
" 38½-lb. pails	1 80
" 25-lb. pails	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50
" 5-lb. " 1 doz. "	2 85
" 10-lb. " ½ doz. "	2 75
" 20-lb. " ¼ doz. "	2 70

Tea.—The Japan tea market is about stationary. Little change has been shown in price, but the new stock has been felt everywhere. The enquiry has been good and demand strong.

Choicest	0 40 0 50
Choice	0 35 0 37
Japans—Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 23
Common	0 19 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 02
Ceylon greens—Young Hysons	0 20 0 25
Hyson	0 20 0 22
Gunpowders	0 19 0 22
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee.—There is a brisk demand for good coffee, but no change in prices has occurred. The coffee is steadily increasing in sale and this is evidenced by prosperity everywhere.

Mocha	0 18½ 0 25	Santos	0 14 0 17
Rio, No. 7	0 10 0 12	Maracaibo	0 15 0 18

Spices.—Ginger and peppers are selling well and most likely will continue up to the pickling season. Spices generally are selling very well. A good demand for high grade spices has always shown a sign of good living. Spiced foods generally go with prosperity. Prices remain the same.

	Per lb.		Per lb.
Allspice	0 13 0 18	Ginger, whole	0 15 0 20
Cinnamon, whole	0 16 0 18	" Cochin	0 17 0 20
" ground	0 15 0 19	Mace	0 75
Cloves, whole	0 18 0 30	Nutmegs	0 30 0 60
Cloves, ground	0 20 0 25	Peppers, black	0 16 0 18
Cream of tartar	0 23 0 32	" white	0 20 0 25

Dried Fruits.—The prophecy that bad weather had occurred in the countries of production has caused some alarm, but no definite report as to upward trend in prices has been announced. This is the quiet season for dried fruits although every grocer in the country is vitally interested in the crop.

Currants, fine filiatras, per lb., not cleaned	0 05½
" " " cleaned	0 06½
" Patras, per lb.	0 07½ 0 08
" Vostizzas, per lb.	0 08 0 09
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 06
90-100	0 05½
Raisins—	
Australian, per lb., (to arrive)	0 08½ 0 09
Old seeded raisins	0 90
" fancy seeded, 1-lb. pkgs.	0 09
" loose muscatels, 3-crown, per lb.	0 07½ 0 08
" 4-crown, per lb.	0 08½ 0 09
" sultana, per lb.	0 07½ 0 10
Malaga table raisins, Rideau clusters, per box.	2 25
Valencia, fine off stalk, per lb.	0 05
" select, per lb.	0 06
" 4-crown layers, per lb.	0 06

Nuts.—Peanuts are the ruling feature in the nut lines. The ball games, parks, picnics, etc., all tend to enlarge the sale of peanuts. The call has been greater than ever. Country merchants will find now that the fourth of July is over that U. S. tourists will leave their homes and most likely will find their way as hundreds do to Canada. The peanut sale to the Yankees is always large, in fact they do not feel at home without them.

In shell—	
Brazils	0 14½ 0 15½
Filberts, Sicily, per lb.	0 11 0 13½
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 13½ 0 14½
Walnuts, Grenobles, per lb.	0 13 0 14½
" Marbots, per lb.	0 12½
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 32½ 0 35
" 3-crown " "	0 31½ 0 33
" 2-crown " "	0 30
" (in bags), standards per lb.	0 26 0 27
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb.	0 65
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 28 0 30
Brokens	0 23 0 27

Evaporated Apples.—Bareness rules in this market. In fact there is shortage in this line and no doubt there will be some high prices ruling for good stock before new goods come on the market.

Evaporated apples, prime	0 08

Beans and Peas.—A steady demand keeps up for beans and peas. They seem to be staples in Quebec province. Prices are unchanged.

Ontario prime pea beans, bushel	2 10
Peas, boiling, bag	2 60

Rice and Tapioca.—Steadiness rules in these popular branches of the grocery trade. They always remain in good demand owing to their wholesome good purpose as food makers. No man can gainsay the rice and tapioca dessert and all through the season they hold strongly.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	3 00
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL.—The notable fact of the week is the shortage of canned Canadian peas. This, as already recorded, is remarkable because one house which was heavily stocked ran the price of the remainder of their lot up from 72 to $1, and still the call kept up. It merely shows the value of precaution in such popular lines. Canned peas are

a staple call in all households and they are as popular as any potatoes ever were. The idea suggests great possibilities for a "corner" at other times. The canned goods trade generally is excellent. Fish and fruit and all vegetables are in steady demand. The supplies in most lines are ample and the prices are well maintained.

Lobsters and sardines are reported scarce, but this will soon be remedied with new products.

No change in prices.

Peas, standard, dozen	$1 05
Peas, early June, dozen	1 07½ 1 10
Peas, sweet wrinkled, dozen	1 10 1 12½
Peas, extra sifted, dozen	1 52½ 1 60
Peas, gallons	3 87½ 3 92½
Pumpkins—3 lb., $1.00; gallon, $3.00.	
Beans, dozen	0 87½
Corn, dozen	0 80 0 82½
Tomatoes, dozen (Ontario and Quebec)	0 85 0 90
Strawberries, dozen	1 50
Raspberries, 2's, dozen	1 80
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb talls, per dozen	1 87½
½-lb. flats, per dozen	1 30
1-lb. flats, per dozen	2 02½
Other salmon—	
Humpbacks, dozen	0 95 1 00
Cohoes, dozen	1 35 1 40
Red Spring, dozen	1 80 1 85
Red Sockeye, dozen	1 85 2 00
Lobster Futures—	
½-lb. flats, doz., $2.40; 1-lb. talls, doz., $4.25.	
1-lb. flats, doz., $4.50.	

Compressed corned beef, 1s	1 80	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 15	Corned beef hash, 1s	1 60
English brawn, 2s	3 00	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 00	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 30	Jellied hocks, 6s	10 00
Ready lunch veal loaf 1s	2 40	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	1 80	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 15	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 60
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 60

TORONTO.—Practically everything in the canned fruit and vegetable market is firm and wholesalers generally are quoting slightly higher prices.

There have been few strawberries or raspberries held over and from all reports the strawberry pack this year will be comparatively light. This has been due to the shortening up of the crop by the excessive heat. Canners, too, have had to pay a high price for their berries; as high as 8 cents has been ruling. No doubt there were considerable quantities picked up at lower prices apart from the contracts made with growers. Taken altogether it looks as if canned strawberries were going to be fairly high and firm. No prices have yet been quoted for present pack.

Weather conditions have not been conducive to a good pea crop and market is practically bare of canned peas now. The outcome is obvious unless the weather redeems itself in a hurry. Growth of tomato vines has been hindered also, but of course, little can be told of the tomato crop until August.

Raspberries have only begun to arrive and the future of the canned raspberry market is therefore uncertain. It must be remembered, however, that the raspberry fruit can stand a great deal more heat than the strawberry.

The trade should remember that there will be no advance opening prices this year. Canners intend waiting until the pack of each fruit or vegetable is well under way before prices are named.

Beans	0 85 0 90	Red pitted cherries, 2's	1 75
Corn	0 82½ 0 87½	Gallon apples	2 25 2 75
Peas	1 10 1 60	Bartlett pears—	
Pumpkins	0 80 0 90	Heavy syrups, 2's	1 65
Tomatoes, 3's	0 85 0 90		

Strawberries, 2's	1 42½ 1 55	" Light 2's	1 15
Raspberries, 2's	1 75 1 85	Heavy " 3's	2 40
Peaches, 2's	1 60 1 65	Light " 3's	1 70
" 3's	2 65	Lombard plums, 2's	0 80 0 85
Lawtonberries	1 65		

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 00	Red Spring, doz.	1 85
½-lb. flats, dozen	1 37½		
1-lb. flats, dozen	2 15		
Other salmon prices are:		Lobsters, halves, per dozen	2 00 2 25
Humpbacks, doz	0 95 1 00	Lobsters, quarters, per dozen	1 40
Cohoes, per doz.	1 45 1 50		

ONTARIO MARKETS

POINTERS—

Sugar—Heavy demand.

Starch—May be a drop.

Canned Strawberries—New pack short.

Dried Fruits—Firm.

Toronto, July 7, 1910.

Despite the hot weather wholesalers report business good. Some were even behind a day or more in shipping orders. The heavy demands being made on sugar have much to do with this and sugar orders always have a few other goods attached to them. The sugar market remains firm and there is no prospect of a decline in the near future from natural influences.

The new canned goods pack is being closely followed and as explained below new strawberries are likely to rule fairly high. All old pack goods are firm and many are in short compass.

Moisture is required soon if the pea crop is to be near normal; the same is true of tomatoes although its is rather early to predict anything about them.

There is a possibility of a decline in starch some time soon; the market at any rate is not at all firm, although the demand is good.

Sugar.—Sugar is the great moving spirit of the grocery market this week. Both refiners and wholesalers report splendid business in spite of the hot weather. Everybody is buying sugar of course for preserving operations since the fresh fruits are coming in abundantly. This trade is likely to last for some time and there is little chance of the market declining. Raws are dearer while in the U. S. some refiners have lowered prices simply to try to get the trade. In Canada refiners are holding firm and if any change should take place here it will likely be upward.

Paris lumps, in 100-lb. boxes	6 15
" in 50-lb. "	6 25
" in 25-lb. "	6 45
Red Seal	7 20
St. Lawrence "Crystal Diamonds," barrels	5 95
" " " ½ barrels	6 05
" " " 100 lb. boxes	6 15
" " " 50 lb. boxes	6 25
" " " 25 lb. boxes	6 45
" " " cases, 20-5 boxes	7 70
" " Dominos, cases, 20-5 boxes	7 70
Redpath extra granulated	5 30
Imperial granulated	5 00
St. Lawrence granulated, barrels	5 30
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 20
Wallaceburg	5 20
St. Lawrence golden, bbls.	4 90
Bright coffee	5 20
No. 3 yellow	5 10
No. 2 "	5 00
No. 1 "	4 85
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Syrups and Molasses.—While this is a slow season for these goods, wholesalers and manufacturers report a fair trade, particularly in syrups. This article seems to be gradually becoming a staple.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 50
5 lb. tins, 2 doz. in case	2 85
10 lb. tins, ½ doz. in case	2 75
20 lb. tins, ¼ doz. in case	2 70
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 38½ lbs. ea.	1 80
" 25 " "	1 30

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 28 0 30
New Orleans, bbls.	0 26 0 28
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 62
Muscovado	0 30

Dried Fruits.—This market is generally firm. California prunes are firm with a steadily rising market. The spring demand from retailers was heavy but of course now it is slackening. Sultana raisins in the primary market are up and Valencias are also strong. Currants still continue strong in Greece, where the crops have not been extra good, due to wet weather. Locally currants are moving freely. Figs and dates are out of date.

Prunes—	Per lb
30 to 40, in 25-lb. boxes	0 11 0 11½
40 to 50 " "	0 08½ 0 09
50 to 60 " "	0 06½ 0 07½
60 to 70 " "	0 06 0 07
70 to 80 " "	0 05½ 0 06½
80 to 90 " "	0 05 0 06
90 to 100 " "	0 05½
Same fruit in 50-lb. boxes ½ cent less.	

Apricots—			
Standard	0 14	0 15	
Choice, 25 lb boxes		0 15	
Fancy, " "	0 17	0 20	
Candied and Drained Peels—			
Lemon	0 09	0 11	Citron 0 14 0 17
Orange	0 11½	0 12½	
Figs—			
Elemes, per lb	0 08	0 10	
Tapnets, "	0 03½	0 04	
Bag figs	0 03½	0 04	
Dried peaches	0 08	0 08½	
Dried apples		0 08	
Currants—			
Fine Filiatras	0 06	0 07	Vostizzas 0 08½ 0 09
Patras	0 07½	0 08	
Uncleaned ½c le s			
Raisins—			
Sultana	0 05	0 07	
" fancy	0 06	0 07½	
" extra fancy	0 08½	0 09	
Valencias, selected	0 06	0 06½	
Seeded, 1 lb packets, fancy	0 08	0 08½	
" 16 oz. packets, choice		0 07½	
" 12 oz. " "		0 06	
Dates—			
Hallowees	0 05	0 05½	Fards choicest 0 10
Sairs	0 05		

Tea.—The tea market is as strong as ever and it is the opinion of those closely in touch with the trade that tea will not be as cheap as it was 3 or 4 years ago, for at least the next 10 years. The chances are that it will be dearer due, to some extent, to the planting of rubber trees in tea gardens. What effect this will eventually have is hard to tell. Some even hold that it will not influence the market. Planters are devoting attention to planting rubber on new grounds instead of tea and as the consumption of tea is increasing every year and the production not, the ultimate result can be easily judged. High prices are ruling on the London market.

Coffee.—The usual fair demand exists for coffee. The future primary markets are likely to be higher.

Rio, roasted	0 12	0 15	Mocha, roasted. 0 25 0 28
Santos, roasted	0 13	0 17	Java, roasted 0 27 0 33
Maricaibo, "	0 14	0 20	Rio green 0 10 0 11

Spices.—Demand for ginger, whole cloves, and cream of tartar has been good. Whole cloves are likely to be higher as the production is not heavy. Ginger too is advancing with the lower grades particularly scarce. The pickling season will be in by the end of the month and retailers should be prepared for it.

Peppers, black	0 15	0 18	Cloves, whole 0 25 0 35
" white	0 22	0 25	Cream of tartar 0 25 0 28
" whole, black	0 16		Allspice 0 14 0 16
			" whole 0 14 0 16
Peppers, whole, white	0 23		Mace, ground 0 75 0 80
Ginger	0 20	0 25	Mixed pickling spices, whole 0 15 0 16
Cinnamon	0 21	0 23	Cassia, whole 0 20 0 25
Nutmeg	0 20	0 30	Celery seed 0 24

Rice and Tapioca.—These staples are selling freely, particularly rice, which is such a splendid food. Primary markets are firm in both for reasons which have already been stated in this column.

	Per lb.	
Rice, stand. B	0 02½	0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	....	2 80
Rangoon	0 03	0 03½
Patna	0 05½	0 06½
Japan	0 04½	0 05
Java	0 06	0 07
Carolina	0 10	0 11
Sago	0 05½	0 06
Seed tapioca	....	0 06
Tapioca, medium pearl	0 05½	0 06

Nuts.—Apart from peanuts the nut market is not cutting much of a figure. Peanuts, however, are in great demand at ball games and stands on corners sell large quantities.

Almonds, Formigetta	....	0 11
" Tarragona	0 11½	0 12
" shelled	0 32	0 35
Walnuts, Grenoble	....	0 13½
" Bordeaux	....	0 11
" Marbots	....	0 12
" shelled	0 29	0 30
Filberts	0 12	0 12½
Pecans	0 16	0 18
Brazils	0 15	0 15½
Peanuts, roasted	0 08	0 12½

Evaporated Apples.—These goods are pretty well cleaned up. There is little export trade, and it is hard to get good spot goods. The weather too is against shipments. Some wholesalers are selling off their stocks at whatever they can get. The standard price is 7½ cts.

Evaporated apples	0 07½

Beans.—This market is rather quiet but there are no changes in prices. It is interesting to note that just a year ago beans had reached their highest point in years. In comparison present prices are much lower.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—

Reduced—Prunes, peanuts, evaporated apples.

Stronger—Currants, sugar.

Winnipeg, July 7, 1910.

Whether it was the extreme hot weather of the past few days that has changed the condition of the general market, is difficult to design, but a remarkable change has taken place. It may be that it was too hot for wholesalers, travelers and retailers to work and the trade was amply taking care of itself. It is probable also that people over the entire west were eating little and drinking much. At any rate lemons have gone up about $3 per case and almost everything else except fresh fruits has gone down. It must be remembered, however, that retailers were stocking heavily for the past few months and it is likely that the quietness that prevails at present in the ordering will be a good thing for the retail trade, since the tendency to overstock is altogether too prevalent.

The proverbial hand to mouth condition describes the trade this week very aptly. Collections are slow and everyone is looking eagerly for reports on the crop condition so as to estimate the cash circulation next fall. The hot weather everywhere in the west has given the vast wheat crop a setback and at present cool, moist weather is very much needed.

Sugar—The trade in sugar is only fair at present, although the hot weather of the past two weeks has greatly increased the consumption. It is evident that retailers had stocked heavily when the tide of immigration was at its full. Reports are prevalent that the raw product both in beet and cane is stronger, but there is no change whatever in the market conditions this week.

Montreal and B.C. granulated, in bbls	5 75
" " in sacks	5 80
" yellow, in bbls	5 35
" " in sacks	5 30
Icing sugar, in bbls	6 35
" " in boxes	6 55
" " in small quantities	6 55
Powdered sugar, in bbls	6 15
" " in boxes	6 35
" " in small quantities	6 50
Lump, hard, in bbls	6 65
" " in ½-bbls	6 75
" " in 100-lb. cases	6 65

Foreign Dried Fruits.—The hot weather has stimulated the dried fruit trade this week, since in many centres fresh fruits and vegetables cannot be had. The raisin market is well maintained, while prunes have been slightly weakened in an effort to dispose of superfluous poor quality. This is only temporary and a much stronger market is confidently expected in prunes. Currants and dates are maintained at last week's reduced prices.

Smyrna Sultana raisins, uncleaned, per lb	0 06	0 11
" " " cleaned, per lb	0 09	0 13
Valencia raisins, Rawley's, f.o.s. per case, 28's	....	1 45
" " selects " 28's	....	1 55
" " layers " 28's	....	1 75
California raisins, choice seeded in ¼-lb. packages per package	....	0 06
" " fancy seeded, in ¼-lb. packages per package	....	0 06½
" choice seeded in 1-lb. packages per package	....	0 07½
" " fancy seeded in 1-lb. packages per package	....	0 08½
Raisins, 3 crown muscatels, per lb	....	0 06
" 4 " " "	....	0 06

Prunes, 90-100, lb	0 05	Prunes, 50-60 "	0 07½
" 80-90 "	0 05	Prunes, 40-50, lb	0 08½
" 70-80 "	0 06½	Silver prunes, ac. to quality	0 09½ 0 12½
" 60-70 "	0 06½		

Currants uncleaned, loose pack, per lb	0 06½
" dry, cleaned, Filiatras, per lb	0 06½
" wet, cleaned, per lb	0 06½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 07

Pears, per lb	0 09 0 15	Nectarines, lb	0 09½
Peaches, standard, per lb	0 08	Dates, per lb., Hallows, bulk	0 06½
Peaches, choice	0 09	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 15	Figs, per lb	0 04½ 0 05
Apricots, choice per lb	0 15½	Peel, lb., lemon	0 09½
Plums, pitted, lb	0 11 0 12½	" " orange	0 10
		" " citron	0 13½ 0 18

Syrup and Molasses.—A comparatively small quantity is going out just now. Wholesalers' stocks are quite heavy and orders are being taken for fall deliveries quite satisfactorily. The following prices rule today:

Syrups—	
24 2-lb. tins, per case	2 04
12 5-lb. tins, per case	2 30
6 10-lb. tins, per case	2 35
3 20-lb. tins, per case	2 45
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
Gingerbread molasses, ½ bbls., per gal	0 40
New Orleans molasses, ½ bbls., per gal	0 33 0 35

Nuts.—Almonds and peanuts are having a big sale. Walnuts are reported to be moving slowly in retail centres. Peanuts are abundant and the price is reduced about 1 cent.

Shelled Walnuts, in boxes, per lb	0 30
" small lots, per lb	0 31
" Almonds, in boxes, per lb	0 35
" " small lots, per lb	0 36
Peanuts, Virginia, per lb	0 11 0 13

Rolled Oats.—There is little moving just now as may be expected during hot weather. Wholesalers are active on the rolled oat market, however, in an endeavor to put it on a more substantial basis next season.

Rolled oats, 80 lb. sacks, per 80 lbs	1 65
" 40 " " 40	0 85
" 20 " " 20	0 45
" 80 " (8, 10s)	2 10

Tapioca and Sago.—These lines are popular everywhere, as wholesalers are buying up heavily in anticipation of a big advance. Plants are being destroyed in crop centres and the product is likely to be decreased.

Pearl tapioca, per lb	0 05½
Sago, per lb	0 05

Beans.—There is little to report on this product. There is not much moving and only small orders are being made up. The market next winter is expected to be good.

3-lb. picker, per bushel	2 25
Hand picked, per bushel	2 35

Evaporated Apples.—These have come down again and the price to-day is 8 cents. The effort to boost the price at this season of the year was futile. When the fresh fruits are off the market and new evaporated stock arrives the price will certainly become stronger.

BRITISH COLUMBIA MARKETS.

Vancouver, July 7, 1910.

The price of flour is quick to respond to any change in the prospects of the wheat crop. This week, as a result of advices from Winnipeg that the hot weather had affected the wheat, the price of flour was jumped from $6.50 to which point it had only been recently reduced, to $6.70.

Local eggs have advanced to 35 cents, with eastern at 28c and 29c.

Strawberries are drawing to a close for this season, with a drop in the price to $2 a crate. The general figure has been about $2 50.

Sugar, standard granulated	5 90	Butter, local creamery	0 30
Sugar, Imported	5 25	Eggs, California	0 28
Val. raisins, lb	0 05½	Eggs, local	0 35
Cal. " "	0 07½	Cheese, Ontario	0 14½ 0 15½
Prunes	0 05½ 0 07½	" Manitoba	0 14
Currants	0 06½ 0 08½	Bacon	0 28½ 0 29½
Dried apricots	0 11 0 13	Lard, pure	0 18½
Flour, Standard, bbl	6 70	Lard, compound	0 17½
Cornmeal, p. 100 lbs	2 60	Potatoes— Ashcrofts, ton	20 00
Beans, per lb	0 03½ 0 04½	Local, ton	5 00 10 00
Rice, per ton	68 00 76 00	Cal. Burbanks	32 00
Tapioca, per lb	0 03½	Canned Goods—	
Apples, box	2 75 3 00	Peas, Early June	1 35
Evaporated apples	0 08½	Tomatoes	1 27½
Butter, Eastern dairy in tubs	0 25	Corn	1 02½
Butter, Eastern dairy, choice	0 28	Apples	3 42½
		Strawberries	1 75
		Raspberries	2 02½
		Canned salmon	6 50

NOVA SCOTIA MARKETS.

Halifax, N. S., July 7, 1910.

The flour markets are now attracting the attention of the wholesale grocery trade. This week the dealers received advices of an increase of 25 cents per barrel in the price of flour, but so far it has not been put into effect here. The local dealers bought large stocks when prices were low, and as a result they are in a good position at the present time.

The receipts of butter continue and prices are low at present. The receipts of eggs are falling but the price has not varied much.

Dealers report that business is in good volume in all lines of fruit and vegetables. Bananas are still in good demand and receipts continue to be rapidly absorbed. Lemons have scored a sharp advance being quoted at $6 for 300 count. This, however, is partly to be expected at this season on account of some decay, and the large demand. Navel oranges are practically off the market for the season, and firm prices prevail for other varieties. Valencias range from $6.25 to $7.50, and Mediterranean sweets from $4.50 to $4.75. American wax beans are high and scarce at $4.80 per box.

Strawberries are now coming on the market in large quantities and the de-

mand is good. The price dropped during the latter part of the week to ten cents per box. Ontario berries are also coming on the market in competition with the local grown stock. There is a demand, however, for all the berries offering.

Butter—		
Creamery prints per lb.	....	0 26
Creamery solids per lb.	0 23	0 24
Dairy, tubs, lb.	0 22	0 23
Bananas	1 75	7 50
Beans, box, wax	....	4 80
Fresh eggs, doz.	....	0 19
Sugars—		
Extra Standard, granulated	....	5 30
Austrian, bags, granulated	....	5 20
Bright yellow	....	5 10
No. 1 yellow	....	4 80
Flour h. wheat per bbl.	6 30	6 40
Flour, Ontario blends, bbl.	4 95	5 20
Cornmeal, bag.	1 55	1 65
Fruits—		
Strawberries, bx	....	0 10
Lemons, Verdilli	....	6 00
Oranges—		
Valencias	6 25	7 50
Mediterranean	4 50	4 75
Pineapples	3 00	3 50
Pork, American per bbl.	....	30 00
Pork, clear bbl	....	31 00
Hams smoked	....	0 18½
Pork, fresh	0 10	0 11½
Codfish, quintal	....	5 50
Herring, pickled per bbl.	....	5 00
Potatoes—		
P.E. Island, bag	....	1 35
Nova Scotia	....	1 35
Onions, Spanish per lb.	....	0 02½
Onions, American, per lb.	....	0 02½
Onions, Bermuda, per box	....	1 50
Molasses, fancy Barbados, bbl.	....	0 36
Molasses, fancy Barbados, gal.	....	0 32
Rolled Oats, bbl	....	4 70

NEW BRUNSWICK MARKETS.

St. John, N. B., July 7, 1910.

Manitoba flour advanced 30 cents and Ontario Flour was marked up 10 cents last week. The quotation for the former is now $6.65 and for the latter, $5.60. The only reason assigned for the advance is the hot weather in the west, which has resulted in a feeling that there may be a loss in the wheat crop.

Native strawberries are now coming in plentifully and are selling retail at two boxes for a quarter. New vegetables are also making their appearance.

Sugar—		
Standard gran.	5 40	5 50
Austrian "	5 30	5 40
Yellows	4 90	5 30
Flour, Manitoba	....	6 65
" Ontario	....	5 60
Cornmeal, bags.	1 55	1 60
" bbls.	3 15	3 20
Rolled oats, bbls	5 00	5 10
Buckwheat, west. grey, bag	2 90	3 00
Val. raisins, lb.	0 05½	0 06½
Cal. raisins, seeded	0 07½	0 08½
Currants, lb	0 07	0 07½
Prunes, lb	0 05½	0 09
Molasses, fcy. Barbados, gl	0 32	0 33
Butter, dairy, lb.	0 18	0 20
Butter, creamery, lb.	0 23	0 24
Eggs, new laid	0 20	0 22
Eggs, case	....	0 19
Potatoes, bbl.	1 25	1 50
Canned goods—		
Peas, doz	1 15	1 55
Corn, doz	0 90	0 95
Tomatoes, dz	1 00	1 05
Raspberries, dozen	1 95	2 05
Rice, lb	0 03½	0 03½
Beans, hand picked, bus	2 20	2 25
Beans, yellow eye, bus	3 50	3 65
Cheese, new, lb	0 14	0 14½
Lard, compound lb.	0 14	0 14½
Lard, pure, lb.	0 17	0 17½
Bacon	0 18	0 20
Pork, domestic mess	28 00	28 00
Pork, American clear	29 50	32 00
Strawberries, dozen	1 70	1 80
Salmon, case—		
Red spring	6 50	6 75
Cohoes	6 00	6 25
Peaches, 2's, dozen	1 75	1 85
Peaches, 3's, dozen	2 85	2 95
Baked beans, dozen	1 20	1 30
Fish—		
Cod, dry	3 00	4 25
Herring, salt, bbls	4 75	5 00
Bloaters, box	0 85	0 90
Harbour salmon, lb.	....	0 16
Fresh Gaspereaux, cwt.	....	1 00

AGAINST PEANUT VENDOR.

A delegation of retail grocers and fruit dealers of Fredericton, N.B., recently waited on the mayor to have a license withdrawn from a Grecian peanut vendor on street corners. Their petition urged that the stands themselves were a nuisance and were also dangerous on account of the gasoline used to roast peanuts. It was also stated that the vendor had no settled place of business, was not a ratepayer and was in direct competition with ratepayers.

The Grecian has a license and there is doubt as to whether he can be compelled to stop business. It was decided to have the police take the matter up.

COLOR IN WINDOW LIGHTING.

By Emile Reugg.

The photographer's ambition is always to produce a picture which will flatter the real object. The same is apt to be true of the window trimmer's ambition. He wants to give his objects an effect which will make them appear to the onlooker as if they are worth, at least, twice as much as they really are. This is what we call the art of creating a desire.

How may we arrive at the best results? There is at present much lack of originality in electric window lighting, owing to the fact that the art is comparatively new. I am now alluding to the arrangements of the electric bulbs, which, in many cases, are simply fixed all in a row, like a crown all around the frame of the window.

It is quite evident that the glaring lights are almost blinding the eyes of the passers-by. The storekeeper notices also that the objects are not properly illuminated and he goes to work and exchanges the 16 candle lamps for 32 candle ones. The result is, as may well be thought, far worse than if he had reduced his lamps to half.

WATCHING THE PROFITS.

There was to have been a meeting in Toronto during the week between the bakers and the grocers section of the R. M. A., Toronto branch, but at the request of the former, it was postponed. The meeting is for the purpose of finding out where each other is at in the matter or prices and profits since the new Ontario Bread Act came into force. The grocers are anxious that, if there is any change in prices, their profits shall not be cut down. One of them remarked to a Grocer representative: "two cents profit on a 10 cent loaf is not the same as 2 cents on 12 cents."

This goes to show what grocers are doing in order to maintain prices.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

W. E. Skinner, the Winnipeg agent of the Ontario Lantern & Lamp Co., was in Hamilton last week for the first time in ten years. He was surprised at the enormous strides Hamilton had made since his last visit, as, like all westerners, he thought the "Woolly West" monopolized all Canadian rapid growth. He was present at the laying of the corner stone of the large new wing the Ontario Lantern & Lamp Co. are erecting on their new property on Cannon Street, just east of their present building. This wing when completed will add nearly 50 per cent. to their present floor space, and whilst they under-estimated their requirements last November, they anticipate the new building will be sufficient, at any rate for the next few years.

Dominion Canners, Ltd., Hamilton, Ont., have appointed W. H. Millman & Sons and C. L. Marshall & Co., their brokers for Toronto.

W. H. Millman & Sons, grocery brokers, Toronto, have just received another car of white beans.

At the second annual meeting of H. W. Cole, Limited, wholesale grocers, St. John, N. B., held on June 25th, a dividend of 7 per cent. was declared for the year ending April 30th.

A case of interest to grocers has been decided in the provincial court of appeal of British Columbia. Kelly, Douglas & Co., Vancouver, brought action against F. Shelly & Company, bakers, for the price of certain sugar. It was admitted that the wrong sugar was delivered to Shelly & Co., and subsequently Shelly & Co. undertook to return the same to Kelly, Douglas & Company, by handling the sugar over to a teamster delivering other goods from Kelly, Douglas & Company. The goods, however, never reached the wholesale firm, and action was taken against Shelly & Co. for the price, judgment being obtained. Shelly & Co. appealed, and the court of appeal set aside the judgment with costs.



An Interior View of Geo. Williams' Grocery and Confectionery Store, Guelph, Ont.

THROW A SPRAT TO CATCH A MACKEREL

You can't fish without good bait.

It's not the cost of the bait, but the knowledge of just what bait to use to catch the kind of fish you are after.

A want ad. in THE CANADIAN GROCER is the right kind of bait to use when you have any proposition of interest to grocery dealers, clerks or travellers.

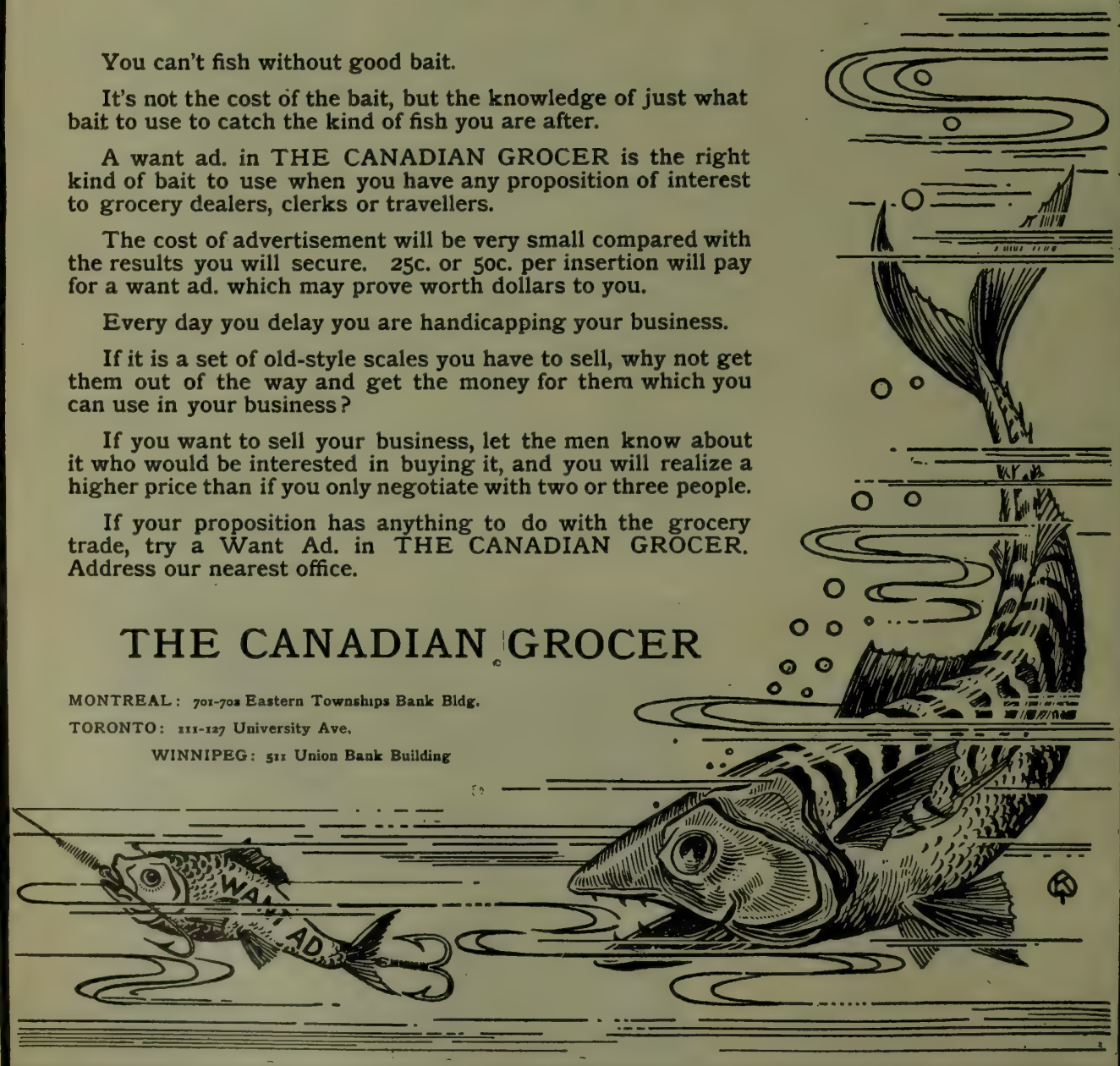
The cost of advertisement will be very small compared with the results you will secure. 25c. or 50c. per insertion will pay for a want ad. which may prove worth dollars to you.

Every day you delay you are handicapping your business.

If it is a set of old-style scales you have to sell, why not get them out of the way and get the money for them which you can use in your business?

If you want to sell your business, let the men know about it who would be interested in buying it, and you will realize a higher price than if you only negotiate with two or three people.

If your proposition has anything to do with the grocery trade, try a Want Ad. in THE CANADIAN GROCER. Address our nearest office.



THE CANADIAN GROCER

MONTREAL: 701-702 Eastern Townships Bank Bldg.

TORONTO: 111-127 University Ave.

WINNIPEG: 511 Union Bank Building

Background for a Summer Camp Goods Window

Drawing Shown Herewith Represents One Suggestion — What Goods Should be Given Prominent Display — Money in the Picnic Fruit-Basket.

Unless business is gone after with greater vigor, than during the winter months, the summer grocery trade is liable to lag behind.

It should be the aim of every grocer to increase his business every month over the corresponding month of the previous year. To do this the merchant must total every month his aggregate sales. These should be listed in a handy note-book so that comparisons can be easily made. Then if business in July a year ago was more than during July of 1910, something must be wrong—the merchant is not following the best methods.

This is where the window display comes in. The most should be made out of the window. Its value is comparative. Some meechants make much money and some little from their windows. The men who are alive to the best that can be secured from the window asset are careful in watching the seasons and seasonable goods.

July and August are the months of holidays. Nearly every village, town or city has some sort of a summer resort in its vicinity. People leave every week and particularly on Saturday evenings for cooler spots. This suggests a camp goods window and the more attractive and appropriate it is, the better will be the chances of making it a good seller.

An Appropriate Background.

The accompanying drawing is one suggestion. A miniature tent can easily be arranged by any ambitious clerk. This with a few evergreen bushes and a kettle for boiling water hung on a crossbar will make the scene realistic. To add to it, a small table cloth in the window with a few dishes spread thereon should produce a better effect.

When the background has been arranged the next thing to consider is the seasonable goods. These would of course include canned fruits and vegetables, preserved fruits in bottles, canned salmon, sardines, lobster, herring, etc., canned meats, pickles, catsups, sauces, cooked ham, fresh vegetables and fruits. All of these are appropriate and many other goods as well.

Grocers, who have not already done so, might find it profitable to try out the picnic fruit-basket scheme. Baskets ranging in price from 25 cents up to a dollar should sell well if they are artistically filled with mixed fruit. Show cards and price tickets are practically necessary as then the prospective buyer knows at a glance the prices of the various offerings and performs in his own mind the purchase before he enters the store.

One of these camp goods windows every week in July and August should prove to be a good investment. A little extra trouble is required in the summer months and financial results are bound to come.

ADVANCE OF ST. JOHN SHIPPING.

St. John, N.B., July 6.—Shipping in this port has received a wonderful impetus during the past year. The exports from St. John by Transatlantic steamers for the six months ending May 31 were $24,030,007 worth, including wheat and other grains, flour and meal, cheese, butter, meat products, apples, cattle, horses, lumber, furs, Cobalt silver, etc.

The exports from St. John port for the fiscal year ending March 31, 1910, were $24,988,519 worth; an increase of $4,320,002 over the preceeding year. In 1900 the figures were $9,733,534, making an increase during the last 10 years of $15,254,985.

For the winter season of 1909-1910 there were 114 sailings with 504,260 registered tons, as against 108 sailings and 474,620 registered tons of the previous year.

The St. John Board of Trade is making capital out of these and other facts by sending them broadcast in circular form.

Another case of adulterating pepper comes from Chatham, Ont., where a grocer was fined $5 and costs—$16.75 in all. In fining him the court remarked that morally he did not believe him guilty, as he did not know that the goods were adulterated, they having evidently been tampered with before they were shipped to him. Nevertheless this did not make him any the less responsible in the eyes of the law.



Suggestion For a Summer Camp Goods Window For a Grocery Store.

DIRECTORY OF

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

F. G. EVANS & CO.
39 Water St. VANCOUVER, B.C,
Wholesale Grocery Brokers and Manufacturers' Agents
Correspondence Solicited.

VICTORIA
FRUIT GROWERS' ASSOCIATION
The largest packers and shippers of first-class Fruits of all kinds in British Columbia.
OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

Wholesale Manufacturers' Agents
Correspondence Solicited.
F. R. McINTOSH & CO.
Vancouver, B.C.

R. ROBERTSON J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
VANCOUVER, B.C.

Wholesale Brokers
GROCERIES, PRODUCE, FRUITS, GRAINS
Importers and Exporters

Reference—Bank of Montreal.
Write us for information about B.C. trade.
Cable Address—"Robin," Vancouver.
Codes—A C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

WILLIAM W. DUNCAN
Broker and Manufacturers' Agent
DISTRIBUTING
Free and Bonded Warehouses
VANCOUVER - VICTORIA

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

McLEOD & CLARKSON
Manufacturers' Agents and Wholesale Commission Agents
144 WATER ST., VANCOUVER, B.C.
Can give strict attention to a few first-class Grocery Agencies. Highest References.

Do you want live representation? We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence Solicited — Highest References

MORE THAN SEVEN THOUSAND pairs of eyes—interested eyes—rest on this page fifty-two times a year. By the use of an inch space an advertiser is able to place himself prominently before nearly one hundred pairs of eyes for every cent the advertising costs him.

The West India Co., Ltd.

The Canadian house of

Sandbach, Parker & Co., Demerara, B.G. Sandbach, Tinne & Co., Liverpool, Eng.

and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building, - - - MONTREAL

Your Own Choice.

Take home to-day a package of Red Rose Tea, any grade, and when you draw it you will very quickly recognize the distinctive combination of strength and flavor. That combination is the reason for the remarkable increase in the sales.

You have wondered at the very rapid progress of Red Rose to a leading place among package teas. The reason for it is that in the selecting, blending and packing, quality is **always** the first consideration. It will please more of your customers than any other tea.

Try recommending

Red Rose Tea

7 Front Street East, Toronto, Ont.
315 William Ave., Winnipeg, Man.
} Branches

You Will Sell More Tea

T. H. ESTABROOKS
ST. JOHN, N.B.

HAVE A PLAN. The man who is satisfied with what comes to him unsolicited answers few knocks at the door. The stay-at-home misses daily opportunities that pass at the next corner. Get away from the desk—get out of the chair-tilting class. Opportunities are in perpetual motion. Get after them. Lay out a plan, a campaign for new business—then go after it. Exhaust every source, swing every prospect into line. Don't be satisfied with the business that you have—get more.—System.

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
111-127 University Ave., TORONTO

Western Merchants Anxious to Curtail Credits

A Universal Trouble on Which Action Should be Taken Immediately—Resolution Passed by United Boards of Trade of Western Canada—Some Want Small Debt Court.

By L. C. Harkness.

The introduction of a resolution at the convention of the boards of trade of Western Canada recently held at Brandon, aiming at the curtailment of the abused credit system, marks an epoch in the history of merchandizing methods.

The resolution, which was moved by W. J. Birnie, of Carman, Manitoba, reads as follows :

> RESOLVED that this Associated Boards of Trade of Western Canada are of the opinion that legislation should be enacted to make it clear that overdue accounts shall bear interest from due date, on the same terms and same rules as are now provided for overdue bills and notes.

It is not difficult for the merchant who has had any experience in making collections or dealing with delinquents to understand the circumstances which led up to action of the merchant at Carman as outlined by the resolution. There are few merchants that have no overdue accounts on their books, and there are few merchants who have not had difficulty some time in their career trying to get accounts straightened out. So it would seem natural that every merchant would readily become keenly interested in the above resolution.

It may not be that this particular action meets with the endorsation of every merchant. Indeed it is probable that it would meet with opposition. But every retailer should be glad to know that somewhere else someone is grappling with a momentous problem. Every merchant should take off his hat to the man who is struggling to get light on a vexatious commercial problem and so far as the vital point is concerned at least, should give such support as will help to clear the sky on the sore problem of credit.

Many Attempts Made.

In addition to this action there have been other more or less far-reaching attempts to solve the problem of the abused credit system. In Ontario a few towns and cities have established collection departments. In Western Canada the idea of forming a small debt court has been spoken of favorably for a number of years. Many merchants have entirely shut out the giving of credit and operate altogether on a cash basis.

A large percentage of retailers have private systems of their own to control their accounts; some are successful and some are not. All these methods and systems, including the one which recently emanated from Carman, go to show the tendency of the times toward a system which curtails or controls the giving of credit, or makes more secure the financial position of the retailer in his dealings with the consumer.

There are varied opinions concerning the resolution. It is only hoped that this introduction will create a more widespread interest in the great question. It must be admitted that there is altogether too much latitude allowed the consumer in the matter of settlement for goods. And it is evident that the resolution aims at limiting that latitude by the written law. It is believed that as all commercial and industrial life advances, it is followed up by what may be understood as commercial legalization. That is, the law controls to a greater or lesser degree the operations of any trade enterprise.

As the science of merchandising advances it is not surprising to hear the law spoken of as a means to regulate certain branches of the trade.

Trade Wants Action.

It may be that any one method would not be applicable under all conditions, but there is hope for a solution everywhere, so long as there is continued action on the question. Action is what the trade wants, and it is this that we all admire in the various methods that have been brought to our attention.

THE TRADE REBATE.

From Printers' Ink.

In line with the gradual establishment of stronger and better trade relations is the marked tendency of manufacturers to declare themselves as abolishing the trade rebate and allowance. The latest example is the N. K. Fairbank Company, which has recently notified the wholesale trade that its quarterly cash rebate is to be discontinued, and goods are now to be billed at net jobbers' prices, provided that in sales to dealers list prices are maintained.

The new rule is made with an interesting price maintenance penalty attached—a penalty in many respects similar to that of the Foster Rubber Company described in this issue, but significantly different in that the penalty is boldly made despite the fact that it has no legal patent monopoly like the rubber company to strengthen its arm. The penalty clause reads :

> It is further understood that you will not sell to other buyers whom we shall have designated to you as having cut list prices.
>
> In the event of the violation of these terms by any dealer it is understood that said dealer for the first failure to maintain prices as above stipulated shall forfeit to this company the sum of $50; for the second violation the sum of $100, both to be construed as liquidated damages, it being recognized that material damages would result to the N. K. Fairbank Company from such price cutting in violation of the conditions of sale, the amount of which it would be difficult or impracticable to ascertain.

There is only one explanation for the probable ease with which this penalty plan in combination with the abolition of rebates can be put through by the Fairbank Company. That explanation is its powerful hold upon consumers, through its very able and very thoroughly distributed advertising, penetrating to every class and every section. Without this hold dealers would defy this dictum.

Both manufacturers and retailers are now learning, after many bad snarls, that the straightforward unhampered manner of dealing is far better than any other.

BOOST THEM NOW

Some of the Articles the Summer Season Creates a Good Demand For—Suggestions to Progressive Grocers.

Starch.—This necessity for the laundry is now in great demand, but grocers should not be content to wait for trade. Try to augment it by attractive counter displays and windows with appropriate show cards here and there. Starch should not be difficult to move rapidly with white the predominating color of summer attire.

Lemons.—Apart from your fruit business, if you have one, the sultry days of summer create a heavy demand for lemons as relief from thirst. Follow the advice of making hay while the sun shines. If you do not get the lemon trade in your district your neighbors or peddlers will.

Confectionery.—If you have been conducting a confectionery department now is the time to realize the best returns from it. Do not be content with waiting for trade. Tell your customers about your goods. Most of them are doing but little baking during the summer months. Some one is supplying them with cakes, etc. Why not you?

Breakfast Foods.—You know that there is a big demand for breakfast foods just now but are you making an extra effort to increase the business that will come to you of itself? There are so many ways of interesting the consumer by window display, etc., that a grocer should never experience a difficulty as to what to do.



The destruction of the filthy and disease-spreading house fly is a public duty, and Grocers can assist in performing this duty and incidentally make large profits by pushing the sale of

WILSON'S
FLY PADS

Will you work with us in the Hustling, Booming West?

May we handle your goods for you on a reasonable commission basis? There's a large and urgent demand for all descriptions of manufactured articles, and the man that gets in on the "ground floor" is going to have the biggest "Say"! We have an intimate knowledge of the commercial conditions and requirements, and will render you thorough and conscientious service. Our large track warehouses at all the important business centres offer you facilities unequalled by any other firm.

Write us fully, advising what you have to sell. Our wide experience is at your service.

WRITE US TO-DAY.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY EDMONTON FORT WILLIAM

Storage for all classes of merchandise. **Cars distributed from Calgary, Winnipeg, Regina, Edmonton, Fort William**

YOU CAN REACH SUCCESS



The Secret of Success

lies in handling goods of known worth and proven merit—in selling satisfaction-givers

E D S

BRAND

Jams, Jellies, Grape Juice and Catsup

are renowned for the purity of their composition and the excellence of their flavour But don't accept our unsupported statement! Ask the Department of Inland Revenue for a copy of Bulletin 194, which certifies "E.D.S" products to be 10 0% pure. There's no more powerful lever to move all the better class family trade your way than a reputation for selling pure foodstuffs. Seize the opportunity! Feature "E.D.S" Brand. It leaves a well-worth-while profit for the retailer.



Made by

E. D. SMITH

at his own Fruit Farms

WINONA,

ONTARIO

AGENTS—N. A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S. J. GIBBS, Hamilton

WINNING ITS WAY!

EASIFIRST



SHORTENING

is the Popular Favorite and an Easy Winner in the Shortening League.

ORDER FROM

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

Hot Weather

is with us,
and with it the demand for

COOKED HAMS

There is nothing more enticing for your Cooked Meat Counter, and there is nothing that will please your customers so much as our delicious Cooked Hams.

Try Them—By Express

F.W. Fearman Co.

LIMITED

Hamilton

REINDEER Coffee

With Milk and Sugar

Ready  To Use

No trouble to prepare
Just add Boiling Water

The Truro Condensed Milk Co., Limited, Truro, N.S.

MILD CURED

Breakfast Bacon Skinned Backs and Hams

Finest Quality. Made from Selected Hogs.
Made under Government Inspection.

The WM. RYAN CO.

LIMITED

PACKING HOUSE:
FERGUS, - - ONT.

HEAD OFFICE:
70 and 72 Front St. East, TORONTO

Good Summer Demand for Cooked Meats and Bacon

Best Season For These Products Has Arrived — Provision Market Generally Quiet—No Decline Noticeable in Butter and Cheese Production—Hot Weather Makes Great Shrinkage in Eggs.

The Canadian bacon market shows few changes from a week ago. The local demand is fair, but there is not much for export. The English retailer is not enthusiastic over advancing the sale of bacon as consumers are objecting to the prices. Irish and Danish bacon were reduced recently on that market, but Canadian held its own. The continued scarcity of hogs of course makes the prices necessarily high.

Butter and cheese production is heavy; apparently the grass has not yet been materially injured by the hot weather. Both markets are a little easier than a week ago.

Hot weather is bad for eggs and bad eggs are coming on the market. Demand has declined and the surplus goes to cold storage. Should the co-operative egg circles among the farmers spread throughout Canada, it will have the effect at least of placing better eggs on the market.

MONTREAL.

Provisions.—Little change has taken place since last week. The live hog market contained limited supplies, and the demand good. At $9.50 to $9.75 per hundred the demand is first rate. The market for mixed lots is weaker and prices as compared with a week ago were twenty-five cents lower. In dressed hogs the feeling remains steady under a fair demand for small lots at $13 to $13.50 per hundred. The trade in hams and bacon continues good and as supplies are not in excess of the requirements, prices rule firm. The demand for lard and other lines is quiet and prices are expected to lower yet on the whole a good trade is passing and the market may be considered active.

Pure Lard—	
Boxes, 50 lbs., per lb	0 16½
Cases, tins, each 10 lbs., per lb	0 16½
" " " 5 " "	0 16⅝
" " " 3 " "	0 16¾
Pails, wood, 20 lbs. net, per lb	0 16½
Pails, tin, 20 lbs. gross, per lb	0 16⅝
Tubs, 50 lbs. net, per lb	0 16
Tierces, 375 lbs., per lb	0 16
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 12⅝
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13
" 5 " " " "	0 12⅞
" 3 " " " "	0 13
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 12⅝
Tierces, 375 lbs., per lb	0 12½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	30 00
Bean pork	25 00
Canada short cut back pork, bbl. 45-55 pieces	29 50
Clear fat backs	32 50
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	9 25
" 200 "	18 00
" 300 "	25 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 16½
Long clear bacon, heavy, lb	0 15½
Long clear bacon, light, lb	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 17
Large sizes, 18 to 25 lbs., per lb	0 18
Medium sizes, 13 to 18 lbs., per lb	0 19
Extra small sizes, 10 to 13 lbs., per lb	0 20
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 20
Windsor bacon, skinned, backs, per lb	0 22
Spiced roll bacon, boneless, short, per lb	0 17
Hogs, live, per cwt	10 00
" dressed, per cwt	13 50

Butter.—Supplies of butter seem to be plentiful and the demand is in keeping. However the supplies being so plentiful have given a tendency towards an easier market. Considerably more butter has come in this year than during the same period of last year.

New milk creamery	0 23½ 0 24
Dairy, tubs, lb	0 21
Fresh dairy rolls	0 21

Cheese.—An easy tone has dominated the market here. Westerns are quoted at 10⅞c to 11 cents, and easterns at 10½c to 10⅝c. Cheese has been coming in very largely all the week. The country districts have been closing in large shipments, as the middle of July will see the height of the cheese season.

Quebec, large	0 11½ 0 11⅝
Western, large	0 11½ 0 11⅝
" twins	0 12
" small, 20 lbs.	0 12
Old cheese, large	0 13

Eggs.—An easy market rules. Compared with a year ago the eggs are in good supply and have a lower tone all through as far as selling is concerned. Good eggs are selling to-day at 21 cts. and straight receipts at 17 cts. to 17½ cents. Second grade Lower Province eggs have sold during the week at 12½ to 13 cents per doz.

New laids	0 23 0 24
Selects	0 21 0 21½
No. 1	0 19½

Maple Products.—The market is quiet and there is little or nothing doing in these lines.

Compound maple syrup, per lb	0 04½ 0 05
Pure townships sugar, per lb	0 10 0 11
Pure syrup, 8½ lb. tin	0 70
" " 10½ lb. tin	0 85

Honey.—No change has taken place and the demand is fair.

White clover comb honey (nominal prices)	0 15 0 17
Buckwheat, extracted	0 08½ 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11½
Buckwheat comb	0 12½ 0 13

WINNIPEG.

Lard.—The trade is satisfactory in spite of the heavy output of butter. This product, however, moves best during the winter months and a revival may not be expected until next fall at least.

Pure, 20-lb. pails	3 45
" 3-lb. tins, 60-lb. cases	10 50
" 10-lb. tins, 60-lb. cases	10 40
Compound, 20-lb. pails, per pail	2 75
" 5-lb. tins, 60-lb. cases	8 70

Butter.—Holidaying and exporting has strengthened the market on this product. The supply is abundant, but if the hot weather continues the supply may drop off soon. Creamery is jobbing at 24 cents, dairy at 21 cts.

Eggs.—The egg market is active and large shipments are continually leaving the city, many are being stored also and the jobbing price to-day is firm at 20 cents.

Cheese.—Local manufactured stuff is jobbing at 12 cents, but the price is slightly stronger than last week. The Ontario product is quite strong at 13½ cents.

TORONTO.

Provisions.—The only change in prices of any account during the week was a reduction of a ½c in lard and this was only announced by some provision dealers. Lard is undoubtedly weaker. The same is true of live hogs, some quoting them 10 cents lower. This is the season for smoked and cooked meats and the demand is good with no changes in prices. Bacon is also a good seller, but uncooked meats generally are not.

Long clear bacon, per lb	0 15 0 15½
Smoked breakfast bacon, per lb	0 19 0 19½
Pickled shoulder	0 14½
Roll bacon, per lb	0 15 0 15½
Light hams, per lb	0 18 0 18½
Medium hams, per lb	0 18
Large hams, per lb	0 17 0 17
Cooked hams	0 26½
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 19 0 19½
" pea meal	0 19½ 0 20
Heavy mess pork, per bbl	28 00 29 00
Short cut, per bbl	30 00 31 00
Lard, tierces, per lb	0 14½
" tubs "	0 15
" pails "	0 15½
" compounds, per lb	0 11½ 0 12½
Live hogs, at country points	8 65
Live hogs, local	9 00
Dressed hogs	12 25 12 50

Butter.—The receipts of butter are still high. The only condition in sight that would have a tendency to make them less is the drying up of the grass by the hot weather, but up to the present this has produced no appreciable effect. The direct effects of the heat on the butter itself is not noticeable as the facilities for handling it are much better than they were 10 or 12 years ago. The quality of the June butter was excellent and the demand fair. Prices remain fairly firm as when spring arrived the new goods came on to a bare market. No changes in price are quoted.

	Per lb.
Fresh creamery print	0 23 0 24
Farmers' separator butter	0 19 0 20
Dairy prints, choice	0 18 0 18½
No. 1 tubs or boxes	0 19 0 20
No. 2 tubs or boxes	0 17 0 18

Cheese.—The production of cheese is still heavy; in fact, it is heavier than last year. The market is somewhat easier. Cheese in the country is bringing from 80¼ to 10½ cents. Old cheese is gradually getting scarcer and some quote it a little higher.

Old cheese—		White	0 14
Large	0 13 0 13½	New cheese—	
Twins	0 13 0 13½	Large	0 11½ 0 11¾
Stiltons	0 15	Twins	0 11½

Eggs.—The chief trouble with the egg market this week is the shrinkage. The weather is to be again blamed for this as a little of the sun's heat on an egg this weather has a deterrent effect on its quality. The demand is easing up somewhat and packers are putting into cold storage all the surplus.

Selects	0 21 0 22
Fresh eggs, doz	0 16 0 20
Second grade, doz	0 15 0 16
Chips, doz	0 15

Poultry.—There is little doing in this market. Even broilers are not in demand and wholesale dealers are advising their sources of supply to ease off until a better demand arrives. If they do not sell the quality deteriorates and they become a loss.

Spring broilers, live	0 18 0 20
Hens, per lb. live	0 12
Turkeys, per lb., large, live	0 16
Spring duck, lb., live	0 20

Honey.—The honey market is quiet as is to be expected at this season. The new product is expected in another month's time.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11 0 12
" " " 5 lb. pails	0 11½ 0 12
" " comb, per dozen	2 00
Buckwheat honey, lb.	0 07

BUTTER NOT IN WRONG LABELS.

So Decides Vancouver Judge in an Interesting Police Court Case.

Vancouver, B.C., July 7.—It was mentioned in these columns some time ago about the methods employed in putting up inferior butter under standard labels and everyone using butter was satisfied that this was taking place. The inferior article was then sold at the price of the standard. One creamery company brought action in the police court against a wholesale firm, the charge being that the firm wrapped butter in the labels of the creamery company, after it had stopped sending butter to the firm in question. The case was dismissed in the police court, and an appeal was made, which was also dismissed. One of the proprietors and some employes of the firm swore that they only re-wrapped the butter when it arrived in bad condition and that they never used the plaintiff's labels on anything but that creamery's butter. The manager of the creamery deposed that they never put boracic acid in their butter and the city analyst gave evidence that the samples of butter shown him had boracic acid. Butter, however, it was observed, would absorb a good deal from surrounding odors. The appeal judge held that the charge was not proven.

GOOD OUTLOOK FOR BEANS.

Authority Predicts Crop of 1,000,000 Bushels—Consumption Increasing in Canada.

Chatham, Ont., July 7.—That the Ontario bean crop for the coming year should, with a continuance of the present favorable conditions, aggregate close on one million bushels is the prediction voiced by N. H. Stevens, president of the Canada Flour Mills Co. and probably the best posted bean authority in Canada.

Interviewed with respect to the outlook, Mr. Stevens expressed himself in optimistic terms.

"Though I have not been able to visit the bean growing districts as much as usual during the past month," he remarked, "farmers have kept me in close touch with the state of the crop, and I have no hesitation in saying that prospects for the bean crop of 1910 are fully equal to if not better than those of 1909 at this season a year ago.

"Although seeding was a little late this year, the beans have come up evenly and have a good color and are making good progress. If the balance of the season continues as favorable as that which has been experienced thus far, with the increased acreage which has been sown in beans, we ought to get over the whole country a twenty-five per cent. larger yield in 1910 than we had in 1909.

"The 1909 yield," added Mr. Stevens in response to a query, "was over 800,000 bushels. We ought to get a million bushels this year.

"Quite a few old beans have been offered lately since the people got through with their seeding. The market is pretty dull at the present time. About $1.50 to $1.60 a bushel is all the farmers can realize, unless it be for some choice lots.

"There has been no opportunity since the last harvest of beans to place any of our beans in the United States. Our price, f.o.b. here, has been too high all season to export and pay the duty of 45 cents a bushel.

"In fact, Canada provides her own market. I don't think the increase in the quantity of beans grown in this province will show any greater gain than the increase in consumption by the people of Canada. The people of this country are using more and more beans every year, even when you just count the per capita consumption. Our people are cultivating a growing taste for beans, which to-day form one of the cheapest and healthiest food we have."

Mr. Stevens added that other crops throughout this section of the country were all looking fine. "It would do your heart good to see them," he said. "It looks like a bumper year."

CO-OPERATIVE EGG CIRCLES.

The Grocer mentioned some weeks ago that farmers in some sections were taking up the question of Co-operative Egg Circles. About a week ago the first tangible evidence of this becoming a reality occurred in Peterboro County, Ontario.

Egg wagons were started and collection made from the members of the circles. An increase of two cents a dozen over the current market price was paid.

There is reported to be some opposition to this movement on the part of grocers who say they will attempt to break the egg-circles by paying 2 or 3 cents extra per dozen for a time than farmers belonging to the circle would get. Whether this opposition will become real or not remains to be seen.

OPPOSED TO LOWER DUTY.

Vancouver, B.C., July 7.—The board of trade of Mission, B.C., one of the Fraser river valley fruit districts, has gone on record as opposed to the Dominion government lowering the rate of duty on United States fruit coming into Canada. The following resolution was passed: "Whereas the jobbers and wholesalers of the Northwest are petitioning the Dominion government through their various boards of trade to further reduce the duty on U. S. fruit coming into Canada, this board of trade calls the attention to the government to the great injustice and hardship this would be to the fruit growing industry and petition that in lieu of any decrease being made in the duty the same should be increased."

BEET SUGAR FACTORY FOR B. C.

A proposal has been endorsed to establish a beet root sugar factory in the Fraser Valley, British Columbia, and the matter will be brought to the attention of the provincial government of that province.

FOR SALE.

FOR SALE—Grocery business in growing town of Eastern Ontario. Splendid location. Stock and fixtures about $2,400. Turnover about $14,000 annually. Good reasons for selling. Address, Box 353, CANADIAN GROCER, Toronto.



The New Flavor

MAPLEINE

Better Than Maple

The Crescent Mfg. Co. Seattle, Wash.

Order from your jobber, or

Frederick E. Robson & Co.
26 Front St. E., TORONTO

Quality and Consistency

are the two things to bear in mind regarding our biscuits. Always good and always equally good. A steady money-maker.

THE CANADIAN BISCUIT CO., :: LA PERADE, QUE.



PRICE-QUALITY

NO ALUM

Magic Baking Powder appeals particularly to Grocers that want a dependable article of superior quality and are willing to pay a fair price. The price is not high when the matter of quality is taken into consideration. Its wonderful growth in sales in fifteen years is the best proof of its splendid standard of quality and is not approached by any other manufacturer of baking powder in Canada.

MAGIC BAKING POWDER

CONTAINS NO ALUM.

MAGIC is a medium-priced baking powder and the only well-known one made in Canada that does NOT contain Alum. Full one-pound cans sell at 25c.

E. W. Gillett Co. Ltd.

Winnipeg — Toronto, Ont. — Montreal

It is easy for

YOU

to sell

Shredded Wheat

because we have already sold it when it goes on your shelves. We are spending a half million dollars every year in educational advertising, to create a demand for Shredded Wheat. This demand is supplied through the jobber-to-retailer, square-deal plan of distribution, with a good profit for each.

At the same time, you can push along the good work by suggesting to your customers the various fruit combinations with Shredded Wheat Biscuit as a simple solution of the food problem in summer. Nothing so deliciously nourishing or wholesome as Shredded Wheat Biscuit with berries, sliced bananas or other fruits, served with milk or cream.

The Canadian Shredded Wheat Co., Ltd.
Niagara Falls, Ontario

Special Notice

While the Summer Season

means an increased demand for Clark's Corned Beef, Clark's Tongues, and other meats, do not forget

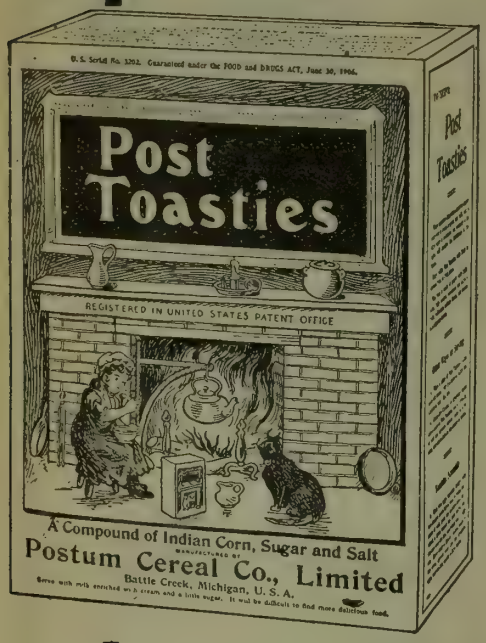
CLARK'S PORK AND BEANS

They will be in larger demand than ever owing to their uniform high quality.

Keep your assortment complete to avoid loss of trade.

Wm. Clark - Montreal

"The Memory Lingers"



When people once know the sweet, "toasty" flavour of

Post Toasties

they usually become steady users.

Grocers supply the demand created by our heavy, continuous advertising, and reap the liberal profit.

It pays to push Post Toasties, and the sale of every package is guaranteed.

Postum Cereal Company, Ltd., Battle Creek, Mich.



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver

Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

Flour Up, Due to Drought in Western Wheat Fields

Two Advances of 10 cents Each Last Week—Strong Tendency Jpust Now—Cereals Strong With Slow Demand—In Sympathy With Raw Material.

Flour advanced twice last week—10 cents each time. The cause was the upward tendency of the wheat market due to the reported extensive drought throughout the west. The flour market is still firm and may go higher before it gets lower.

Some of the reports are no doubt exaggerated. Some have stated that the wheat crop was "absolutely ruined" but of course this has to be taken with a grain of salt. Those who are anxious to bull the market like to spread such rumors. The heaviest damage is reported from Southern Manitoba where moisture has been particularly scarce. It must be remembered, however, that the acreage of wheat in the Canadian North West is 1,550,000 acres more than a year ago, equal to an ordinary average of 20,000,000 bushels. Wheat is only at its normal price and if there were no market manipulators the chances are flour would not have advanced as it did.

The oat and wheat product market is strong in sympathy with the raw material but as yet has not advanced. The demand is not heavy just now.

MONTREAL.

Flour.—The usually lifeless condition of the flour market was in a transitory state this week. Pronounced dullness changed to some activity and the market advanced ten cents all around and the prices quoted here are now ruling. The unsettled condition of the wheat market is said to have had the effect announced and it is probable that fluctuations will take place.

Winter wheat patents, bbl	5 55
Straight rollers, bb	5 30
Extra, bbl	4 70
Manitoba spring wheat patents, bbl	5 70
" strong bakers, bbl	5 20

Rolled Oats.—The market is showing strength and a good demand is reported from abroad. No change in price has been reported. Firmness rules.

Fine oatmeal, bags	2 20
Standard oatmeal, bags	2 20
Granulated " "	2 20
Golddust cornmeal, 98-lb. bags	2 10
Bolted cornmeal, 100-bags	1 65
Rolled oats, bags	2 00
" barrels	4 25

TORONTO.

Flour.—Last week the flour market advanced twice—10 cents on Tuesday and 10 cents later. Some millers made the advance all at once towards the end of the week. This is what has been expected on account of the unfavorable reports from the wheat fields of the west caused by drought. Wheat has been going up at various times a cent or so at a time and one miller stated the advance would ordinarily make a 65 cent advance per bbl. on flour. But even yet wheat is only around its normal price. The prospects are for a still firmer flour market for a time, but if better reports come from the west the tendency will be downwards. Later in the season flour should decline again under natural conditions.

Manitoba Wheat.

1st Patent, in bags		5 60
2nd Patent, in bags	5 20	5 30
Strong bakers, in bags	4 80	5 00
Feed flour, in bags	3 10	3 30

25 cents dearer in bbls.

Winter Wheat.

Straight roller	4 60	4 90
Patents	4 90	5 10
Blended	4 90	5 10

Cereals.—While the cereal market so far as oat and wheat products are concerned is not active in demand, prices are firm in view of the upward tendency of wheat and oats due to reported damage by drought. Package breakfast foods are summer standbys and in good demand. Prices of the other goods are likely to go up if rain does not come soon.

Rolled oats, small lots, 90 lb. sacks	2 00
" " 25 bags to car lots	1 90
Rolled wheat, small lots, 100 lb. brls	3 00
" " 25 brls. to car lots	2 90
Standard and granulated oatmeal, 98 lb. sacks	2 20

PRACTICAL SALESMANSHIP.

ADOPT REGULAR DELIVERIES.

Barrie Grocers Form Association and Will Deliver Goods at Stated Times Only.

Barrie, Ont., July 7.—The retail grocers of this town have advanced another stage when they decided to form a grocers' association recently. After obtaining the signatures a meeting was held last week and officers were elected as follows :

President, James Vair ; vice-president, J. D. Wisdom ; secretary, S. G. Caldwell. The various committees also were appointed.

After considerable discussion re a half holiday, it was carried by a big majority that the grocers hold Wednesday afternoons. It was pointed out by some that, as Barrie was catering to a tourist trade, the grocery stores should not close ; on the other hand, it was contended that, as the merchants in other lines of business were closing Wednesday afternoons, it was the best time to take a holiday.

Attention was called to the fact that in many cities and large towns there were systematic deliveries. This matter was thoroughly gone into, and a system of regular stated deliveries was adopted. Cards were ordered to be printed and hung up in the stores of all the members of the Association. The following will be the hours of delivery, commencing July 4th, 1910 :

Goods ordered before 10 a.m., delivered before 12 noon.

Goods ordered between 10 a.m. and 12 noon, delivered before 4 p.m.

Goods ordered between 12 noon and 4 p.m., delivered before 6 p.m.

Goods ordered between 4 and 6 p.m., delivered next day before 10 a.m.

Saturday will have an extra delivery, and goods ordered between 4 and 6 p.m. will be delivered before 9.30 p.m.

Goods ordered on Saturday after 6 p.m. will be delivered Monday before 10 a.m.

It is intended that a grocers' picnic will be held in the near future for the purpose of bringing together the grocers for a days outing.



There's always a big demand among campers and picnickers for a good Soda Biscuit !

Are you stocking

Mooney's "Perfection" Cream Soda

the kind that always reaches your customer in a crisp and fresh condition ?

It's a line that never fails to satisfy, and leaves a good margin of profit.

They are pleasantly palatable and perfectly pure.

See to your stocks.

The MOONEY BISCUIT & CANDY CO., LTD. Stratford, Can.

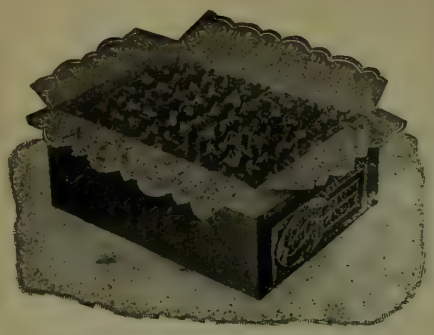
Cox's Gelatine



When asked for GELATINE supply COX'S and you cannot go wrong. It is PURE and will do its work WITHOUT FAIL

Canadian Agents:
C. E. Colson & Son, Montreal
D. Masson & Co. "
A. P. Tippet & Co., "

J. & G. Cox, Ltd.
Gorgie Mills,
EDINBURGH



What are the Reasons Our

Chocolate "BORDO"

is the unique feature of the candy market?

First The cleanliness and care exercised in their manufacture.

Second The quality of the ingredients used.

Third (and not least)—The secret formula for their manufacture.

We are the ORIGINATORS of

Chocolate Bordo

and our goods have stood the test of years. Once a customer always a customer, and the taste keeps on growing.

This is a statement we will be only too glad to prove.

Write us for SAMPLES and PRICES

The Montreal Biscuit Co.
(The Originators)
Brewster Ave.
MONTREAL.

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulerations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited
MAIL BUILDING, TORONTO

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

MAPLE SYRUP!
Small's Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA' MILK CHOCOLATE
Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal
Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

---

Cheese for 5000 Grocers

Roquefort, Gruyere, Camembert, Oka, Parmasan, Edam, Stilton.
WE ARE SPECIALISTS FOR THE TRADE.
Write, Wire or Phone.
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

ROLLED OATS

FLAKED WHEAT and OATMEALS
Bags or Barrels. Car or Broken Lots.
WRITE FOR QUOTATIONS.
Prompt attention to all orders.
J. W. EWEN, - Uxbridge, Ont.

W. H. ESCOTT

WHOLESALE
Grocery Broker
141 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

FEATHERS WANTED
Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance
WRITE TO
P. POULIN & CO.
39 Bonsecours Market, - Montreal
WE SELL FEATHERS TO

THE HODGSON GUM CO.
898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.



Make Your Buying Fit Your Selling

LET us say at once, Brother Grocer, that the "buying end" of your business is the *least* important of all. For it means only one thing—a steady outgo of capital, expense, everything going out and nothing coming in.

Isn't that so?

The "selling end" is the thing—that's where the profits come from.

Anybody with credit or money can *buy* goods, but the question is, "Can he *sell* them at a *profit?*"

And yet, think of it, how very many merchants spend time, and temper, and trouble—ay, and money, too—on the "buying end" alone, oblivious of the *soul* of their business—the "selling."

If you buy *your* flour "dirt cheap"—why, then, you save in buying, but lose heavily in selling, and selling is everything, you see.

You purchase flour not to please yourself (the buyer), but to please the *consumer.*

And when you deal with Mrs. Ultimate Consumer, then you are no longer the "buyer," but the "seller." Your profits, present and future, are now at stake, *not* the amount to be saved by haggling with the mill representatives.

FIVE ROSES flour, Brother Grocer, was made not to *sell,* but to *satisfy.*

And because it satisfies, because it accomplishes its mission, delivers the goods, that is why it is the *best sold flour in Canada and the easiest sold.*

That is why it *stays* sold.
Don't let price, discounts, long terms, elastic terms befog *your* buying judgment.

Remember that quality, *quality alone,* is the consideration above all else when you are changed from buyer to seller.

We ask you to *sell* FIVE ROSES, not to buy it.

You will always get your money before we get ours, your profits before ours.

Would you rather be a good *buyer* than be a good *seller?*

One way lies success, the other failure.

Choose, Brother Grocer.

Five Roses Flour

LAKE OF THE WOODS MILLING COMPANY, Limited
MONTREAL

Canadian Raspberries
Now Coming.

Eating and Cooking Cherries

Georgia Peaches
in 6 basket crates.

Oranges, Lemons, Bananas,

Potatoes, Tomatoes, Cabbage,

Cukes, Wax Beans.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. - TORONTO
Carload Importers

HOT WEATHER

like this almost any kind of LEMONS will sell, but mind you—Hot or Cold, there's more real worth and satisfaction in a box of

"St. Nicholas"

or

"Home Guard"

than you are likely to get under any other brand.

BUY THEM

J. J. McCABE
AGENT
32 Church Street, Toronto.

Lemon Prices up Again; Strawberries Waning

Raspberries and Red Currants are Being Introduced to the Trade—Cherries at Their Height—Navel Oranges Disappearing—Hot Weather Without Rains Hard on Strawberry and Raspberry Crops—Tomatoes Scarce Due to Southern Frosts—Fish Market Rather Quiet.

Now is the time for fruit of all descriptions. No holding back can exist. Strawberries are dominating the market but will soon be off. The rush sale of our prophecy has held and it is keeping up. Orange offerings have been light. Navels are almost done and the prices are beginning to advance. Pineapples weakened and are in good supply. The demand of course keeps good, but the general idea is that the supply is in excess of requirements. Bananas continue to be in good supply and they are selling well. Cherries are now at their height. Canadian cherries are now holding their own and everything points to a strong fruit market all around. Apples may not be any too plentiful according to outside reports and this is causing some anxiety. Prompt and careful action will be the wise movement for fruit as nothing but, quickness solves a difficult situation. Lemons have again advanced. The excessively hot weather brought on a continued demand and the short crop helped to raise prices. Among the new Canadian fruits introduced this week are raspberries and red currants.

MONTREAL.

Green Fruits.—The local market shows no distinct change, though prices have fluctuated. Another big shipment of bananas has arrived and there is a splendid demand. A slight weakening of prices has taken place, but the old strength has revived owing to the excellence of the fruit.

Lemons and oranbes are interesting owing to the firmness and there seems to be no chance of subsidence. Limes are selling freely to certain consumers and these are known to the trade. Grape fruit are continuing scarce. Strawberries are sure to be lower every day now and the rate from six to eight will likely drop a cent or two any day.

Apples—		
Russets		7 00
Spies, per bbl.		8 00
Bananas crated, bunch	2 00	2 25
Cranberries, bbl.		11 00
Cocoanuts, bags.		4 25
Grape fruit—		
Florida, box.		7 00
Grapes, Almeria, per keg		8 00
Limes, per box.		1 00
Lemons—		
Sicily bitters, box	1 75	2 25
orrento	2 20	2 50
Palermo		4 00
Messinas	3 00	3 25
Oranges—		
Floridas		3 00
California navels	3 00	4 50
Porto Ricos		2 50
Mexicans		2 25
Sicily bitters, box	2 25	3 00
Jamaica, bbl	3 75	4 25
Valencias, large, per case	4 50	5 00
Pineapples—		
Floridas, case	2 50	2 75
Strawberries, qt.	0 06	0 08

Vegetables.—The market is filled with vegetables. In fact there is little chance of any change in prices as long as the oversupply keeps up. Potatoes continue to be quoted low and the $2.50 rate of last week still holds.

Asparagus, doz.	1 00	5 00
Beans, green, basket		2 00
Beans, wax		2 00
Beets, bag	0 50	0 75
Beets, new, doz.	0 75	1 00
Carrots, bag		1 75
Carrots, new, doz	0 50	0 60
Cabbage, new, ct	1 25	1 50
Washed celery, ds		1 50
Cauliflowers, doz.		6 50
Mushrooms, lb.	0 75	1 00
Onions—		
Egyptian, lb.	0 03	0 03½
Potatoes—		
Montreal, bag	0 65	0 75
Potatoes, new, per bbl.		2 50
Parsley, dozen	0 25	0 30
Parsnips, bag	1 25	1 50
Radishes, dozen bunches	0 15	0 20
Cauliflowers, Montreal	2 00	3 00
Cucumbers, bskt	2 25	2 50
Garlic, per lb.	0 25	0 30
Green Peppers, basket		0 75
Lettuce—		
Montreal, doz.	0 20	0 50
Rhubarb, doz	0 25	0 35
Spinach, bbl	1 50	2 00
Tomatoes—		
Flor das, crate	3 25	3 50
Cubans, crate	2 25	2 50
Mississippi, 4 basket carriers		1 50
Turnips, bag	1 50	1 70

Fish.—The market is not active although there is considerable doing. Haddock and cod are coming in freely and prices continue low. Brook trout are very scarce and fishermen report the catch small with the size of fish small. Lake fish are very scarce, especially dore and pickerel. Gaspe and Restigouche salmon are in fair supply with demand heavy. Prices are shghtly higher.

Fresh Halibut is coming in from the Pacific coast and mackerel is also popular. The frozen fish including dore and pike are in fine condition and owing to the scarcity of fresh fish are selling freely. There is little demand for other frozen fish.

The prepared fish are in excellent shape and the demand keeps good. Haddies are all that could be wished for and the demand is surprisingly strong. Some advances are worthy of note.

FRESH

Shad, 'Roe,' ea.	0 35	Brook trout	0 25
Shad, 'Buck,' ea.	0 20	Lake trout	0 12
Pike	0 08	Whitefish	0 12
Perch	0 08	Mullets	0 06
Steak cod	0 06	Haddock	0 05
B.C. salmon	0 13	Halibut	0 09
Gaspe salmon	0 16	Bullheads	0 10
Market cod	0 04	Carp	0 06
Sturgeon	close season	Dore	0 12
		Mackerel	0 10

FROZEN

Codfish	0 04	0 04	
Dore, winter caught, per lb.		0 08	
Haddock		0 04	
Halibut, per lb.		0 08½	
Herring, per 100		1 25	
Market cod		0 04	
Steak cod		0 06	
Pike			0 07
Salmon, B.C., red,			0 10
Gaspe salmon, per lb.			0 18
Smelts, 10 lb. boxes			0 07½
Whitefish, large, lb.			0 09
Whitefish, small			0 07

SALTED AND PICKLED

Green cod, No. 1, bbl.	6 00	6 50	
Labrador herring, bbl		5 00	
" ½ bbl		2 85	
Labrador sea trout, bbls		11 00	
Labrador sea trout, half bbls		6 00	
No. 1 mackerel, pail		2 00	
No. 1 pollock, bl		4 00	
Salmon, B.C., red, bbl			14 00
" pink, bbl			12 00
" Labrador, bbl			17 00
" " ½ bbls			8 50
" " tres., 300 lb.			23 00
Salt eels, per lb.			0 07½
Salt sardines, 20 lb. pls			1 00
Scotch herring, bbl			6 50
" keg			1 00
Holland herring, bbl			5 50
" " keg			0 75

SMOKED

Bloaters, large, per box	1 00
Haddies	0 08
Herring, new smoked, per box	0 13
Kippered herring, per box	1 15

SHELL FISH

Clams, Quahogs, per bbl	6 50
Clams, Little Necks, per bbl	11 00
Shell oysters, bbl	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 50
" Selects, Imp. gal	1 60
" "Sealshipt," standards, per Imp. gal	1 75
" " select, per Imp. gal	2 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5½, 6, 8, 9 & 10c. per lb.	
Shredded cod, per box	1 80
Skinless cod, 100 lb. case	5 50

WINNIPEG.

Fresh Fruits.—The output is very large and prices are going up. The quality of all goods is excellent and the manner in which it stands shipment is remarkable.

Bananas, lb.	0 05	Cherries, case	2 00 2 25
Cranberries, bbl	8 00	Oranges, Valencias	4 75
Cocoanuts, doz.	0 90	Pineapples, case	4 00
Grape Fruit, Cal., box	7 00	Strawberries, Ontario and B. C's., case	4 00
Lemons, Cal.	10 00		
Peaches, case	1 75		
Apricots, case	1 50		

Vegetables.—The local trade is heavy and jobbers are unable to look after the demand properly. Some local stuff is coming in plentifully and the prices are held moderately.

Asparagus, doz.	1 50	Onions, Egyptian, per lb.	0 03½
Butter beans, lb	0 07	Potatoes, new, bs	1 75
Carrots, Orleans per box	2 00	Parsley, per doz.	0 25
Cabbage, new, lb	0 03	Radish, dozen	0 20
Cucumbers, doz.	1 25	Rhubarb, lb.	0 03
Lettuce, doz.	0 20	Tomatoes, crate	2 00
Mint, doz.	0 30		
Onions, green, per dozen	0 25		

Fish.—Little meat is being used during this hot weather and fish is greatly in demand. Prices have not been advanced but higher prices may be expected soon. Some whitefish is moving at 8½ cents.

Halibut	0 09	Whitefish	0 08
Salmon Trout	0 11	Smoked—	
Whitefish	0 08	Bloaters, basket	1 50
Haddock	0 06	Fillets, lb	0 20
Lake Frozen—		Haddie, Finnan	0 08
Goldeyes	0 03½	Herring, Digby, bdls	0 95
Yellow Pickerel	0 07		
Pike	0 03½		

Late Valencia Oranges

The most delicious, juicy, sound ORANGES FOR SUMMER.

LOOK WELL TASTE WELL SELL WELL

Hot Weather Lemons

Best Verdillis. Full supply on hand.

LIMES CANTALOUPES GEORGIA PEACHES

Toronto Headquarters

for California PEACHES, PLUMS and PEARS

WHITE & CO., Ltd.

The Fancy Fruit and Produce House. TORONTO

MAIL ORDERS.

Cherries

Black English Sweet

White English Sweet

Red Richmond Preserving

Buy your cherries this week. They are at their best and crop is light this year.

Raspberries

A few coming of good quality. Wire, phone or mail your orders to

Stevens & Soloman

Growers and Shippers of CANADIAN FRUITS

HAMILTON, - - - ONT.

Phones 1990 and 2700

FANCY

RIPE PINEAPPLES, FLORIDA TOMATOES, BANANAS

FRESH LETTUCE, RADISH, RHUBARB, GREEN ONIONS

Finest Oranges and Lemons

HUGH WALKER & SON

Established 1861) GUELPH, ONTARIO



5000 Miles

we bring our lemons under ventilation and endeavor to deliver them here in good condition. A long way, isn't it, to bring perishable fruit? How far we have succeeded is shown by our sales—an increase in one year of 110%. No other packers shipping to Canada can boast of such an increase. There's a reason—you know. Order always our lemons.

BUSTER BROWN

FOLLINA BROS., Packers W. B. STRINGER, Sales Agent

TORONTO.

Green Fruits.—Several interesting features have developed in the fruit market. Strawberries are waning; the season for sour cherries is here; raspberries and red currants are being introduced, lemons are away up and scarce on this market; navel oranges are off and grape fruit is practically going unnoticed.

The strawberry season is almost over. This condition of affairs was hastened on account of the extremely hot weather which ripened the fruit in a hurry towards the finish. While it lasted, however, the season was brisk with an average of from 8 to 10 cars coming into Toronto per day. The lowest wholesale price touched was 4 cents, but berries which sold for this were not extra good quality. For real good berries the lowest price was 5 cents, reached at the beginning of last week and the Saturday preceding. That was the time for retailers to buy and this was pointed out in The Grocer before those dates. Prices at the beginning of this week were from 5 to 7 cents, according to quality. Next week will see strawberries practically a thing of the past.

Attention of retailers should now be directed to cherries. Their season is on and it is not likely that sour cherries will be any cheaper. The crop is only from 50 to 75 p.c. normal. This was a splendid year for sweet cherries as the dry weather is conducive to good quality; wet weather rots the fruit quickly.

Lemons are stronger than ever, the price of Verdelli advancing to $6 for the best. Only about 3,000 boxes arrived on this market during the past week and orders from outside points cannot be filled; many dealers, in fact, have no stocks whatever. Local hot weather and a short Italian crop are the causes. The market here is much lower than in Chicago and New York where prices are from $7 to $9. An odd car is coming in and in two weeks' time the supply will be much better. Cooler weather would stop the demand considerably.

Raspberries received their introduction on Monday last when a few crates came in from the Watertown and Queenstown districts. More arrived on Tuesday and later. Early prices were from 18 to 22 cents. The crop this year will be pretty fair and if sufficient rain falls the supply will be distributed better. Rain is badly needed in Ontario. Other new home fruit is the red currant. California cantaloupes will be over soon, next week's supply coming from Georgia.

Sorrento lemons and navel oranges are off the market. Georgia peaches are $2.50 and California from $1.25 to $1.50.

Apricots, crate.	1 50		California.....	3 75	4 75
Bananas.....	1 50	1 75	Lemons—		
Cantaloupes, Cal.—			Verdelli.... ...	5 50	6 00
Pony crates...	4 00	4 50	Oranges—		
Large crates..	5 00	5 50	Mexican.....	2 50	2 75
Cherries, sour—			Valencia.....	4 00	5 00
Small basket..		0 50	Peaches—		
Large basket..		1 00	Georgia.....		2 50
Cherries, sweet—			California	1 25	1 50
Small basket..	0 50	0 75	Pears, box.....		3 50
Large basket..	1 00	1 50	Pineapples, case	2 75	3 00
Cocoanuts, sack		4 50	Plums, case.....	2 75	3 00
Red currants,			Raspberries. ...	0 18	0 22
small basket..		0 75	Watermelon, ea.	0 40	0 50
Gooseberries, bas	0 75	1 50	Strawberries—		
Grape Fruit—			Canadian, box..	0 05	0 07

Vegetables.—Tomatoes are somewhat scarce. The present supply comes from Texas and Mississippi where early frosts damaged the crops, killing many vines. What is known as "succors" are arriving. These are the fruit which grow on the new vines after the frost does the damage. They are of inferior quality. Tennessee tomatoes are expected this week and it is expected the quality will be better. Our own product will not be on the market till August. Asparagus are practically off. Any that is on hand brings a high price —$1.50 per doz. Beans are getting cheaper rapidly. Bermuda onions and mushrooms are going off the market. The supply of several United States vegetables is no longer wanted here, home produce being sufficient to fill the demand.

Beets, hamper..		1 75	Potatoes, Ontario, bag.....	0 55	0 60
Beans, green per hamper.....		1 75	Potatoes, Delaware.....		0 75
Beans, wax, per hamper.....		1 75	Potatoes, Virg..	2 75	3 00
Cabbage, case—			Potatoes, new, bushel.....		1 75
Canadian.....		2 25	Parsley, per doz bunches.....	0 25	0 30
U.S.....		1 50	Radishes, doz...		0 25
Carrots, Canadian, bunch...		0 30	Peas, green, per bushel.....	2 50	2 75
Cauliflower, dz..		2 25	Rhubarb, doz..	0 15	0 25
Cucumbers, hpr		2 25	Spinach, hamper		0 60
Lettuce, Canadian, head....		0 40	Tomatoes, Canadian, h.h., lb..		0 17½
Onions—			Turnips, bag....		0 40
Texas Bermudas per crate.....		2 50	Tomatoes, Texas crate 4 basket		1 75
Egyptian, sack.	2 75	3 00			

Fish.—This market is naturally quiet on account of the season. Many smoked fish are going off the local market, while the supply of lake fish which up the present has been slowly arriving is coming in better. No changes in prices are announced.

FRESH CAUGHT FISH

Halibut.....	0 09 0 10	Steak cod.....	0 08
Salmon trout...	0 11	Perch.....	0 07
White fish	0 11 0 12	Haddock.....	0 07
Herring.....	0 06	Mackerel.....	0 12 0 23

FROZEN LAKE FISH

Pickerel yellow.....	0 08	Pike.....	0 07
		Whitefish, frozen....	0 09

OCEAN FISH (FROZEN)

Herring, per 100.....	1 50	Salmon, pink, per lb..	0 08
		" red.....	0 09

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box.....	1 60	Cod, Imperial, per lb..	0 05
		Fillets, per lb.....	0 11
Codfish, Bluenose, "	1 40	Haddie, Finnan.....	0 07
Cod steak, per lb.....	0 07	Quail on toast, per lb..	0 05½

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

SEASON 1908-9

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.
ESTABLISHED 1888
Ingersoll - Ontario
Would you like our Weekly Circular

TRY LEARD'S LOBSTERS and CANNED CHICKEN
Write for Prices
W. A. LEARD
Summerside, - P.E.I.

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

CARTER'S
EXTRA CONCENTRATED
LEMON SYRUP
"**BIG WHEEL**"
LEMONADE.
CRYSTALS OR POWDER.
H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.

We Actually Guarantee Each Individual Tin

The fact that we do should be evidence to you of our absolute faith in

Golden Crown Lobsters

and

Golden Key Lobsters

We are **sure** of the quality of each and every tin, because the lobsters are all selected.

Secure a trial order from your jobber. There is no element of risk for you under our guarantee offer.

The People Like Them and Ask For Them

W. S. Loggie Co., Limited

Chatham, - N.B.

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor, and because there is an absolute guarantee of purity of contents given with each tin.

Each tin is provided with a spare lid for use after the tin has been opened.

"CONCORD" SARDINES will more than please your better-class customers, and will prove a remunerative line to handle.

CCC
Norwegian Canned Goods

LIST OF AGENTS:
R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.



PERFECTION IN PACKING

POPULAR and PALATABLE

BRUNSWICK BRAND SEA FOODS

THE LINES YOU CAN HANDLE WITH PROFIT

¼ OIL SARDINES
KIPPERED HERRING
FINNAN HADDIES
¾ MUSTARD SARDINES
HERRING IN TOMATO SAUCE
CLAMS
SCALLOPS

Are your shelves stocked with these splendid sellers and satisfaction givers?

CONNORS BROS., Limited, Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta

Some Choice Morsels for Busy Grocers

The sower of wild oats gets sore of the job as the crop ripens for harvest.

—

Every good idea that you put into operation means more dollars tinkling in the till.

—

It is a good thing to have plenty of sand, but don't let it get into your gear box. It will stop the wheels of your business if you do.

—

Show that you are alive. Suggest by window displays, etc., summer goods which you know the public want at this season, but which they have not yet thought of. Get in on the ground floor first.

—

An Australian trade journal dealing with notes for the season states that autumn is nearly over and winter is at hand. We of the northern clime sometimes forget our compatriots in the antipodes until some little casual note of this kind attracts our attention.

—

"Play the game square. Don't be a piker." This advice given to grocers at a recent convention is not only applicable to the trade, but should be the motto of every man who really possesses the essentials of manliness.

—

Some men who pride themselves upon their business ability have a ledger that show debts running well past the hundred mark. Is that a sign of business ability?

—

The man who has gone into the grocery business with the opinion that it is an easy method of making money might better get out of it on the first opportunity before he loses the little cash he has.

—

A sure sign of weakness, half hearted methods and a business that is only second rate is the grocer who begins to get busy as soon as a traveler enters. If you don't want anything say so courteously.

—

The jobbing trade in the Eastern States have been notified by one company that hereafter all brands of the product of that company will be billed at the regular jobbing prices and no rebates will be allowed as have been since the change in the selling plans in July of last year.

—

In a war between the hucksters and grocers of El Paso, Texas, it is reported that the former have procured the aid of the labor unions to eliminate the retail grocer of that city when making purchases of food for their families. The combined move on the part of the hucksters and the labor unions follows the recent activity on the part of the grocers of that place to have the city council pass an ordinance taxing the hucksters.

The Anglo-American Fisheries Arbitration to settle the long standing disputes between Canada and the United States regarding fishing in their respective territorial waters is now in session in The Hague. It will continue probably until the end of July. Four speeches are allowed each side and a week or more is being required for each speech.

—

At a meeting of the St. John, N. B., branch of the Commercial Travelers' Association, held recently, the question of effecting an improvement in the sanitary arrangements of the hotels in small towns, was again discussed, and a petition requesting the public authorities to take action in the matter was drawn up. It will be forwarded to the Maritime Association which intends to send a delegation to interview the various provincial authorities.

—

The trading stamp evil has received its quietus in the District of Columbia where the United States Court of Appeals handed out a decision to the effect that the giving of trading stamps is unlawful. The Retail Grocers' Protective Association took up the question first in the police court where they sustained a set back but the government took the case to the higher court with the above result.

—

The St. Louis Retail Grocers' Association have a fight ahead of them to prevent the Union Market premises pass-

Tell Your Customers That:

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPE

None equal. Insist upon McDougall's There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



The Original Fly Paper

For 25 years the Standard in quality

All others are Imitations

JAMAICA CIGARS and CIGARETTES

"La Retreat" Brand

Made from the finest and choicest tobacco.

La Retreat Factory Co.
7 Port Royal St.
Kingston, Jamaica, B. W. I.

Agent required for these Products in Canada.
Special inducement to financially responsible party.

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

ing into the hands of a syndicate of influential men who it is claimed will use it to attract trade away from the small stores. The syndicate offer $50,000 yearly for the lease of the market and it is to prevent this step that the association must don its fighting togs.

—

Bennet, Sloan & Co., New York city, have been fined for adulterating pepper. Their brand was found to be a mixture of pepper, sand and ash.

—

Mayor Gaynor, of New York, has appointed a new chief of the Bureau of Weights and Measures. Complaints have accordingly been filed in 94 civil cases which are to be tried in Brooklyn. Officials have been led to say that 30 per cent. of the retailers of that city have been cheating their patrons. This is, however, regarded as an exaggeration. The secretary of the Retail Grocers' Association of the city said that a wedding present of a pair of scales should be received by every young housewife in order that she could trust the honesty of her grocer, butcher, etc., in regard to weight.

—

Norwegian packers of sardines are now following the French practice of packing them unsmoked and are active competitors.

—

The careful, clean tidy grocer is fighting the fly. It may hardly be necessary to remind him not to allow anything to create an unfavorable impression upon the public. Fly paper or poison near any object except canned goods, possibly, will not prove prepossessing. If the grocer is really determined to keep flies out he will find ways and means for stopping the most of them.

—

In the case of the western butcher who was fined for selling adulterated lard the average retailer fails to understand why the manufacturer should be allowed to go free. C. Woursell, of Woursell & Co., Calgary, sold a tin of the lard to R. W. Fletcher, a Dominion Government food inspector. The retailer did not know the lard was impure and took it for what it was labeled "pure lard." He was fined $5 and costs in police court, paying altogether $36.50.

One minute spent in reading this 'ad.' will mean many dollars in your pocket, that is if you are wise and feature the

7-20-4

CIGAR

in your Tobacco Department. It's a steady and ready seller and leaves a 'worth-while' profit for you. Write for prices.

Sherbrooke Cigar Co., Sherbrooke, Que.

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from Imported Leaf Exclusively

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

ADDING MACHINE.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

AGENTS WANTED.

WANTED—Grocers to sell Nation's Custard Powder. Retail 5 cents per packet. ½ and 1-lb. patent measure tins. Gives big profit. Satisfies customers. Increases sales. Wholesale Agents:—Green & Co., Toronto; W. H. Escott, Winnipeg; W. H. Malkin Co., Vancouver. (34)

AGENCIES WANTED.

A FIRM OF COMMISSION AGENTS in Jamaica are desirous of representing Canadian firms manufacturing groceries, biscuits, condensed milk, etc. Can influence large turnover in these lines. Highest references given. Box 343, CANADIAN GROCER, Toronto. (tf)

MALE HELP WANTED.

WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

BUSINESS CHANCES.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

WANTED—A grocer desirous of making his own fruit preserves, extracts, juices, jams, syrups. Write me for outfit and formulae. G. T. Hamel, canning expert, P. O. Box 174, Ottawa. (27p)

COUNTER CHECK BOOKS.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

FOR SALE.

FOR SALE—Automatic Computing Scale. S. H. Fagan, Windsor, Ont. (29)

MISCELLANEOUS.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

MISCELLANEOUS.

ATTRACTIVE fixtures sell your goods. Walker Bin Fixtures and Show Cases prove invaluable in economising store space, and by compelling custom, assist materially in effecting sales. Send for catalog. Estimates for fixtures submitted. Walker Bin and Store Fixture Company, Ltd., Berlin, Ont.

AT LAST—A really practical pencil sharpener. The "Spiro" sharpener built on a new principle, positively does not break the lead. Ten blades. Sharpener lasts a lifetime. Every pencil user needs one. Your pencil sharp in a second. Ask your stationer or write us direct. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

EVERY RETAIL MERCHANT should use a Typewriter and every retail merchant would use a Typewriter if he knew the liberal proposition we are prepared to make. A simple request will bring it. The Monarch Typewriter Co., Ltd., 98 King St. West, Toronto, Ont.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 338 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 111-127 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 111-127 University Ave, Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
½ "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	



ROYAL BAKING POWDER

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 60
" 5 lb.	23 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams	Per doz
Strawberry	1 90
Raspberry	1 90
Black currant	1 80
Red currant	1 80
Raspberry & red currant	1 80
Raspberry and gooseberry	1 80
Damson plum, stoneless	1 70
Greengage plum, stoneless	1 70
Gooseberry	1 80

Peach	1 80
Pear	1 70
Jellies	
Red currant	2 40
Black currant	2 40
Crabapple	1 70
Plum	1 70
Grape	1 70
Marmalade	
Scotch	1 40
Orange Jelly	1 75
Green Fig	2 25
Lemon	1 80
Pineapple	2 25
Ginger	2 25

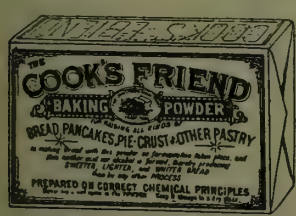
Pure Preserves—Bulk

	5's & 7's per lb.	14's & 30's per lb.
Strawberry	0 11	0 10½
Black currant	0 11	0 10½
Raspberry	0 11	0 10½
Other varieties	0 09	0 08½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 8-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb	4 doz 2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb.,	2 doz 2 50	In Tin Boxes—	
No. 2, 5-oz.,	6 doz 0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz.,	3 doz 0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz.,	4 dz 0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz.,	4 dz 2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz.,	2 dz 2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 80



Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa— Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size 5-lb. tins per lb.	0 90
Soluble, bulk, No. 1, per lb.	0 37
Soluble, bulk, No. 2, per lb.	0 20
London Pearl, per lb.	0 18
Special quotations or Cocoa in bbls. kegs, etc.	0 22

	Per lb.
Unsweetened Chocolate—	
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb.	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 6's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 24
" ½'s " " "	0 25
" 6's " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

	Per lb.
Confections—	
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5o bundles, per box	1 35
Milk chocolate, 5o cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Soluble cocoa (hot or cold soda), 1-lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb

1-lb. packages	0 28
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes	0 28
1 lb. packages, assorted, in 5 lb. boxes	0 29
½ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb pails and 10, 25 and 50 lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 16
Shredded	0 15
In packages 1-oz., 4 oz., 8-oz., lb.	0 31

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED.

"Jersey" brand evaporated cream per case (4 doz.) $4 00

Reindeer" brand per case (4 doz.) 5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 3 tumblers, $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	0 32
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz. 8 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

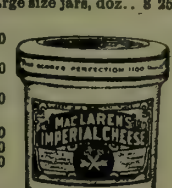
Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	1 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40



	W.S.P.	Ret. P.
Ground or bean, 1lb	0 32	0 50
" ½lb	0 33	0 50
" ¼lb	0 16	0 25
" 1lb	0 29	0 40
" ½lb	0 30	0 40
" ¼lb	0 22	0 30
" 1lb	0 23	0 30

Packed in 30s and 50-lb. cases Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	1 35
" " 10c cakes, 36 in box "	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0 25
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co Ltd Toronto. C. O. Beauchemis & Fils. Montrea $2, $3, $5, $10, $15 and $20.

All same price one size or assorted

UN-NUMBERED

Under 100 books	each ¾
100 books and over	each 3½
500 books to 1000 books	3

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors), doz.			1 00
2 " "	"		1 75
2½ " "	"		2 00
4 " "	"		3 00
5 " "	"		3 75
8 " "	"		5 50
16 " "	"		10 00
32 " "	"		18 00

Discounts on application

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD, TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails, per lb.	0 06½

Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 06½

Soups

JOS. CAMPBELL CO., CAMDEN, N.J

Soups (condensed)—No. 1 cans, all kinds per dozen $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. 1.20. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 00 jars, doz. $1 40



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts; No. 1, 90c; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1, $10; No. 2, $12 dz.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

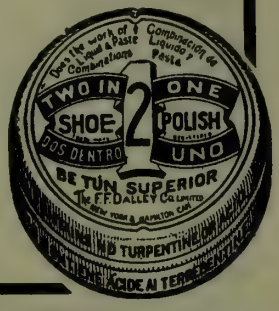
2 in 1
Shoe Polish

The Polish of Preference

It pays to handle a quick-selling line like "2 in 1" Shoe Polish—a line that's always in demand and that always gives satisfaction.

"2 in 1" is positively waterproof, preserves and softens the leather, does not clog or stain the clothes, and is free from acid or turpentine.

Get a generous supply and display it well.



The F. F. DALLEY CO.
LIMITED
Hamilton, Can., and Buffalo, N.Y.

BRANDS
"BANNER" & "PRINCESS"
CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream
(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE, ONT.

Molassine Meal
Molassine Dog and Puppy Cakes
Molassine Terrier, Hound and Puppy Meal
Molassine Chicken and Poultry Food
Are reliable foods for horses, cattle, dogs and poultry.

Sole Canadian Importer:
ANDREW WATSON
81 YOUVILLE SQUARE, MONTREAL

NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

R. B. Wiseman & Co.
123 Bannatyne Avenue East **WINNIPEG, MAN.**
Reference—Bank of Ottawa, Winnipeg

BROOMS OF QUALITY

WE make them! YOU should sell them!

YOUR customers will appreciate them! OURS do

and keep our factory going on FULL TIME

A postal will bring you information.

Walter Woods & Co. - Hamilton and Winnipeg

There's Genuine Pleasure

and liberal profit in selling

"WHITE LILY" BRAND MARSHMALLOW BISCUITS!

They are genuine satisfaction-givers because of their excellent flavor and the crisp and fresh condition in which they always reach the retailer. Put up in glass-front tin boxes and retail at 18c and 20c. Obtainable also in 20-lb. tins and in wood boxes. Other leading "White Lily" lines you can handle profitably are—CREAM SODAS, HAVELOCK LUNCH, JAMJAMS and PEOPLE'S FANCY MIXED.

Write for prices.

J. A. MARVEN, Limited - - Moncton, N.B.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

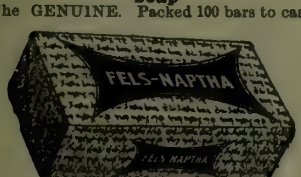
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Fly Pads.



WILSON'S FLY PADS

In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.80; 5 boxes $3.75.



List price.

" Shirriff's " (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 12¾
½-bbls.	0 13
Tubs, 60 lbs.	0 13
20-lb. Pails.	2 65
20-lb. tins	2 55
Cases 5-lb.	0 13¾
" 5-lb.	0 13¾
" 10-lb.	0 13½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 12½
Tubs	0 12¾
20-lb. pails	0 13
20-lb. tins	0 12½
10-lb. "	0 14
5-lb. "	0 13¾
3-lb. "	0 13¾
1-lb. cartons	13¾

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" (fancy bxs. 40), per box	1 60
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1lb. glass jars	1 75
" " 20 5-lb. cans	7 50

'Purity" licorice, 10 sticks	1
" " 100 sticks	....
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7½c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35
"Sbredded"—	
1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Cereals.



Grape Nuts—No. 22, $3.00; No. 33, $4.50.
Post Toasties—No. 75, $3.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.80
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb. tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ¼-lb. tins	per doz.	0 85
" ½-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 5 75
" pts. 24's	6 50
" ½-pts. 24's	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box, $3 00

Case of ½-lb. containing 120 pkgs. per box, $3.00

Case of 1-lb and ½-lb. containing 30 1-lb. and 60 ½-lb. pkgs, per box $3.00

Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, "	120 ½-lb. "	3 60
No. 3, "	60 ½-lb. "	3 00
No. 5 Magic soda—cases 100—10-oz. pkgs. case		3 25
5 cases		3 25

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

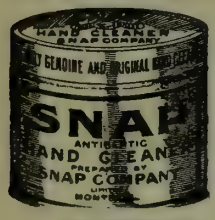
THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. **Montreal**

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box $3 60

6 doz. to box .. $7 20

30 days.



box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd. Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 07
No. 1 white or blue, 2-lb. carton	0 07
Canada laundry	0 06
Silver gloss, 6-lb. draw-lid boxes	0 08
Silver gloss, 6-lb. tin canisters	0 08
Edward's silver gloss, 1-lb. pkg.	0 07½
Kegs silver gloss, large crystal	0 07
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06½
Canada white gloss, 1-lb. pkgs.	0 06½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 06
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 07
Barrels, 200 lb	0 06½
Kegs, 100 lb	0 06¾
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb	0 07½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks in case	0 08
Kegs, ex. crystals, 100 lb	0 07
Brantford Gloss—	
1-lb. fancy boxes, cases 35 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	1 00

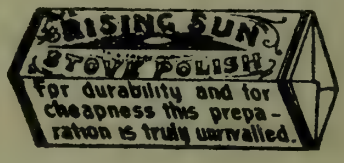
Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD
6a size, gross, $2.40. 2a size, gross, $2.50

Boot Polish



PACKARD'S BOOT AND SHOE POLISHES

Mon-Ami, $9 gross; Black "O," $9 gross; Large Combination, $20 per gross; Pony Combination, $10; French Glycerine, $9; Ladies' Special, $20; Pat. Lea. Cream $20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03¾ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼-barrels, 175 lbs	0 03¾ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 [illegible]
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
[illegible] 1's and ½'s	$0 25	$0 30
[illegible]n Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.

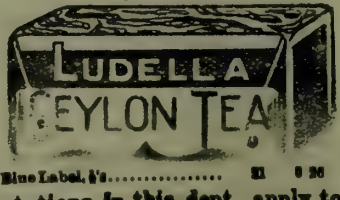


EMPIRE PACKAGE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c.....1s, 20c.; ½s, 21c.
30c.....1s and ½s, 23c.
40c.....1s and ½s, 28c.
50c.....1s and ½s, 35c.
75c.....1s and ½s, Vulcan, 50c.

100 lb. lots freight paid.



Blue Label, ½'s	1	0 26
Orange Label, 1's and ½'s	0 23	0 40
[illegible] Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s		0 [illegible]
Green Label, 1's and ½'s	0 25	0 50
Red Label, ½'s	0 40	0 60

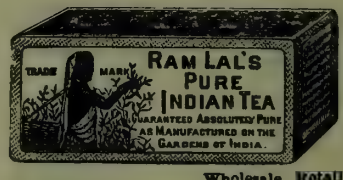
LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

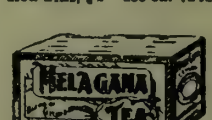
	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	007	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters

Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	35c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb



MELAGAMA TEA

MINTO BROS., 45 Front St. East

Black, green, mixed—⅛s, wholesale 70c., retail $1; ¼s, 55c. and 80c.; ½s, 44c. and 60c.; 1 lbs and ½s, 40c. and 60c.; ½s, 38c. and 50c.; 1 lbs. and ½s, 35c. and 50c.; 1 lb., ½s, 30c. and 40c.; ½s, 32c. and 40c.; ½s, 25c. and 30c.; 1 lbs., 24c. and 30c. We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 3 0c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Prim rose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's) $3. case; Quaker oats, 20's, (with premium) 4.10; Quaker Best Y. Cornmeal, 24's, 2.40; Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90; Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

—BUY—

Star Brand

Cotton Clothes Lines

—AND—

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

THE

WALKER PATENTED —BINS—

"WALKER BIN" SYSTEM

WALKER PATENTED —BINS—

Provides for the Complete Equipment of the Modern Grocery.

Write for Illustrated Catalogue showing some of the stores we have fitted up.

Walker Bin & Store Fixture Co. LIMITED

BERLIN : ONTARIO

MADE IN CANADA

SUPERFINE LINEN RECORD

Perfect conditions of manufacture have been largely responsible for the excellence of

Superfine Linen Record

Made in all Weights and Sizes

WHITE, AZURE and BUFF

SAMPLES FURNISHED ON REQUEST

THE ROLLAND PAPER COMPANY, LIMITED

GENERAL OFFICES: 53 St. Sulpice Street MONTREAL, P.Q.

MILLS AT ST. Jerome, P.Q.

WARNING!

Crescent BM&Co. TRADE MARK. Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED

WINN & HOLLAND, Agents

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Agents for Quebec and Ontario

B. & S. H. THOMPSON, Ltd., St. Paul St., Montreal

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

SALT

All Kinds

For Refrigeration—
Crushed Rock

For Cattle—
Lump Rock

Verret, Stewart & Co.
Limited
Montreal

The average consumer is every day becoming more and more discriminating, and demands that the food products offered shall be pure, wholesome, and—above everything—free from any contamination.

WETHEY'S CONDENSED MINCE MEAT

Wrapped and packed
in sanitary packages

SOLVES THIS QUESTION

Quality Unexcelled. Absolutely Dust-proof.
Three dozen to a case. All jobbers.

J. H. Wethey, Ltd.
ST. CATHARINES, ONT.



USE
THIS
NOW

Prompt Shipments

This is our specialty

Are you using our quick shipping facilities?

GEO. E. BRISTOL & CO.

Wholesale Grocers
HAMILTON - - ONTARIO

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University St. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 160 Broadway.

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If our weekly talks on

Keen's Oxford Blue

have induced you to try it—we will have done your customers a good service. And they will show their gratitude by bringing more and more of their custom to your store.

Keen's is the best Laundry Blue

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion

The Leading Laundry and Cooking Starches in Canada are

Benson's "Prepared" Corn

AND

Edwardsburg "Silver Gloss" Starch

They are purity personified, and are in demand by up-to-date housewives throughout the Dominion. See to your stocks. For sale by every jobber.

Edwardsburg Starch Co., Limited

ESTABLISHED 1858.

53 Front Street East, Toronto, Ont. - Works: Cardinal, Ont.
164 St. James Street, Montreal

You Can Sell These With Satisfaction and Profit

PICNIC-TIME

MEANS

SANDWICH-TIME



MacLAREN'S IMPERIAL CHEESE and ***IMPERIAL PEANUT BUTTER*** make the most delicious of sandwiches, so appetizing and nutritious, and they have a flavor all their own. THEY ARE SURE TO PLEASE.



Make This Fact Known to Your Customers



Also they will require ***IMPERIAL PREPARED MUSTARD*** for their cold meats, and

as a relish ***IMPERIAL OLIVES*** will be found to give entire satisfaction, as they are imported by ourselves and packed under the most careful supervision and cleanliness.



IF YOUR JOBBER CANNOT SUPPLY YOU

WRITE DIRECT TO

MacLaren Imperial Cheese Co., Limited

TORONTO, - - - - - - CANADA

Profitable

Palatable



As Supplied to His Majesty The King

As Supplied to the British House of Commons

"Stower's" Lime Juice Cordial

Few persons would purchase plain Lime Juice if they once tried a bottle of STOWER'S LIME JUICE CORDIAL, which is all ready for use, blended just right to suit the taste of the most fastidious, and so convenient.

LIME JUICE CORDIAL is one of the most popular drinks. It is delicious—quenching thirst—keeps the blood and digestive organs in an excellent state.

STOWER'S LIME JUICE CORDIAL is prepared from the freshly squeezed juice of the Lime Fruit, with every impurity carefully removed. **It will not ferment and is sweetened with the best refined loaf sugar.**

NO MUSTY FLAVOR

ARTHUR P. TIPPET & CO.

SOLE AGENTS



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

CLARE, LITTLE & CO.,

WESTERN DISTRIBUTORS

Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, Western Canada

H. B. BORBRIDGE

Wholesale and Retail Grocery Broker

OTTAWA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

Live Representation !

Do not neglect the Eastern Townships. Am open for another good agency. Know the trade. Have three travelers,

E. H. BOWEN, SHERBROOKE, QUE.

Manufacturers' Agent and Broker.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

SALMON—We can quote you on different lines, and as salmon is likely to be very much higher, our prices will interest you.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1886

I WILL GET BEHIND AND PUSH

one good staple line. No "dead ones" or "maybes" considered. I only want one, so write me to-day.

G. WALLACE WEESE

Manufacturers' Representative

30-32 Main St. East HAMILTON, Canada

"Face to Face Business"

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

ARRIVING IN STORE

1 Car Purnell & Panter's celebrated English Pickles and Vinegar, all sizes.

Lind Brokerage Company

73 Front St. E., Toronto

THE HARRY HORNE CO.

Grocery Brokers and Manufacturers' Agents.

309-311 King St. West, - - Toronto

Leading manufacturers of Grocery Specialties desirous of extending their business, should write us at once. Correspondence solicited from Foreign Firms.

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

CORRESPONDENCE SOLICITED

H. G. Spurgeon

Manufacturers' Agent

P.O. Box 1812 WINNIPEG, MAN.

BUSINESS IS BOOMING IN

WINNIPEG

BAWLF, DAVEY & CO.

Wholesale Grocery Brokers.

AGENCIES WANTED WINNIPEG MAN.

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to the Retailer

Track connections with all Railroads.

—For Summer Selling—

"SILVER NET" Norwegian Smoked SARDINES

These are dainty little fish, packed in the finest French Olive Oil and smoked just sufficiently to make them particularly appetizing.

THEY ARE THE FINEST NORWEGIAN SARDINES SOLD IN CANADA.

ROWAT'S—
LIME JUICE and
RASPBERRY VINEGAR

in fancy glass decanters to retail at
25c. each

A QUICK SELLER AND A TRADE WINNER

TRY A CASE OF EACH
CASES, 1 DOZEN

EBY-BLAIN, LIMITED

Wholesale Grocers - - - - - Toronto

The Importance of Tea-Buying

You doubtless take great interest in your tea-trade. This is important, because you are judged by the tea you sell. . . . . .

You take no risks handling

"Blue Ribbon Tea"

Always reliable in quality and flavour.

The Blue Ribbon Tea Company, Limited

Montreal, Canada.



Persistent, forceful, attractive advertising led the people of Canada to try COWAN'S PERFECTION COCOA. Its perfect purity and delicious flavor have made them all regular users.

The result is that Cowan's Perfection Cocoa is sold from the Atlantic to the Pacific, and there is more of it sold than any other brand.

THE COWAN CO.
LIMITED
TORONTO, - ONTARIO

WHEN you buy your Canned Goods, see that you get those packed by Dominion Canners, Limited. Quality is guaranteed. You take no risks.

Leading Brands :

"Aylmer"
"Little Chief"
"Log Cabin"
"Simcoe"
"Delhi"

ETC.

DOMINION CANNERS
LIMITED
HAMILTON.

GOOD soup is good every day; and good for everybody.

You'll hardly find a meal—except breakfast—where one of our 21 kinds would not be exactly the right thing, either for a first course or one of the principal dishes. And there's always a Campbell's Soup that just suits the whole family. For example take

Campbell's Tomato Soup

It is so spicy and tempting that it sharpens the appetite of any who want to follow it with a hearty meal. At the same time it is so nourishing that it affords the best part of a sustaining light meal in itself.

This is not only the most palatable of all tomato soups but the purest, in every sense; and the richest in food-value.

If any Campbell's Soup is not completely satisfactory the grocer returns your money.

21 kinds 10c a can

Asparagus, Beef, Bouillon, Celery, Chicken, Chicken Gumbo (Okra), Clam Bouillon, Clam Chowder, Consommé, Julienne, Mock Turtle, Mulligatawny, Mutton Broth, Ox Tail, Pea, Pepper Pot, Printanier, Tomato, Tomato Okra Vegetable, Vermicelli-Tomato

Just add hot water, bring to a boil, and serve.

You'll always find a good usable suggestion in Campbell's Menu Book. Why not write for a copy today?

JOSEPH CAMPBELL COMPANY
Camden N J



When this little burglar burgles Campbell's Soups at night, O how lustrously it gurgles In the candle-light!



Look for the red-and-white label

Advertisements Like This Make

Campbell's SOUPS

Easy to Sell

Read this advertisement, Mr. Grocer, and see if it doesn't make your mouth water Now, consider for a moment that advertisements just like this are being published all the time in the leading national magazines and newspapers everywhere, and being read in the best homes in your locality, and you'll see why CAMPBELL'S SOUPS are easy to sell. Try a can on your own table and you'll be so pleased with the full, rich flavor, purity and satisfying quality you'll recommend CAMPBELL'S SOUPS to all your customers. Remember the good profit on CAMPBELL'S SOUPS and our guarantee to return the purchase price to your customers if CAMPBELL'S SOUPS fail to please for any reason.

JOSEPH CAMPBELL COMPANY
CAMDEN, N.J.

"21 Kinds—Look for the Red-and-White Label."

ROSE & LAFLAMME, LIMITED
400 St. Paul St., Montreal, Sales Agency for Provinces of Quebec and Ontario



Your Attention!



These goods we can highly recommend for quality and attractive style of packages.

The range is a large one, including Ox Tongues, Potted Meats, Galantines, etc., put up in both glass and tin.

Price list on application.

Poulton & Noel Limited

ENGLISH PRESERVED PROVISION MANUFACTURERS

LONDON, ENGLAND

Rose & Laflamme, Limited, CANADIAN SELLING AGENTS

MONTREAL TORONTO

Good Vinegar



sells just as easily as the other sort, and it is a deal more satisfactory to handle

White Cottell & Co.'s Vinegar is Good Vinegar

All who have used and tested it agree on that point and will tell you so. The best is always sure to win in the trade race, so have an early shipment of our vinegar as a starter.

CANADIAN AGENTS:
Messrs. Martin & Robertson, Vancouver and Victoria, B.C.
Messrs. W. L. Mackenzie & Co., Ross Ave., Winnipeg.
MacGregor Specialty Co., 437 Parliament St., Toronto.
Mr. Kenneth H. Munro, Montreal.
Mr. L. A. Gastonguay, 60 Bedford Row, Halifax, N.S.
W. A. Simonds, 89 Union Street, St. John, N.B.

White Cottell & Co.

CAMBERWELL, S.E., LONDON, ENG.



Put these lines out where everyone who goes into your store will see them. It will help your trade.



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co, Vancouver, Victoria, Nelson and Calgary.

Beans, to be enjoyed, must be of the best quality and taste. To get this happy combination the beans must not only be prepared scientifically, but put up by the most experienced packing men.

These essentials are to be found in the

Balaklava Brand

BAKED BEANS

Dealers who handle our goods never hear of a dissatisfied customer, and once eaten they are always wanted.



The Eastern Canning Co.

PORT CANADA, : N.B.

CANADIAN AGENTS—C. A. Chouillou & Cie., Montreal; Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

Don't hesitate

to stock and recommend

PURNELL'S

Sauces, Pickles and Pure Malt Vinegar



They are the most steady and profitable sellers of any imported lines, and are noted for their general quality and absolute purity.

See to your stocks! This is a line of satisfaction-givers that leaves the grocer a "well-worth-while" profit.



Sold by all Canadian Jobbers.

Canadian Agents:

Charlottetown, P.E.I., Horace Haszard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. D. Bonhomme, 131 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., cor. Cordova and Homer Sts.



Tell this to the WOMEN

By using Minute Tapioca a first-class, delicious summer dessert can be produced in fifteen minutes.

Minute Tapioca does not require soaking—ready for instant use right from the package. One package of

MINUTE TAPIOCA

makes six full quarts of a pudding that is unusually delicious in taste and appetizing in appearance. MINUTE TAPIOCA is absolutely pure and is put up in the largest and most sanitary tapioca factory in the world.

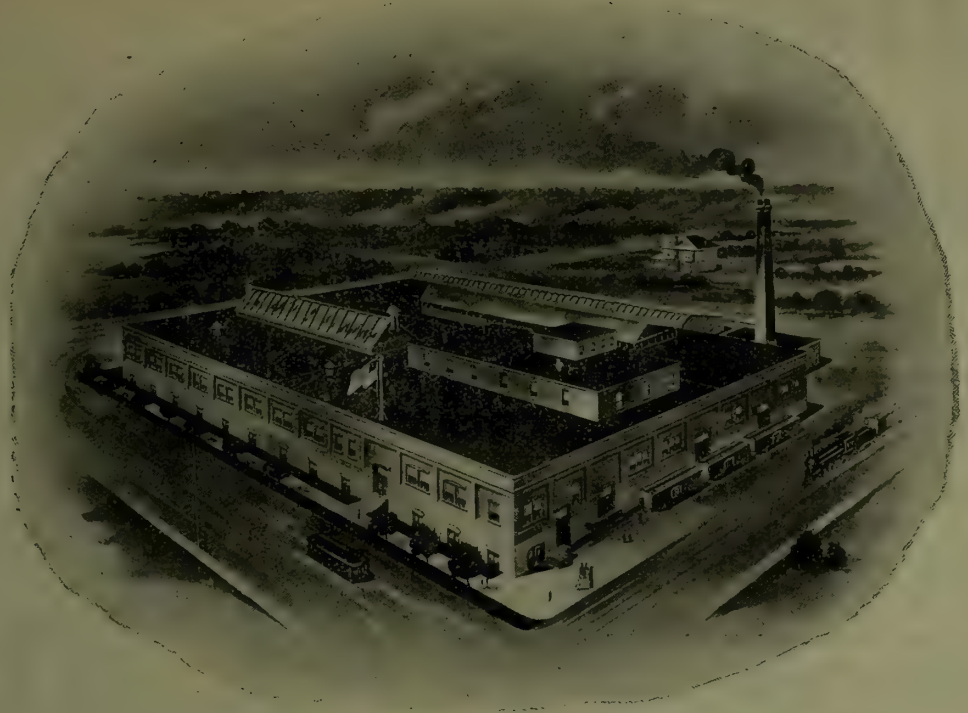
Ask your jobber for MINUTE TAPIOCA

Minute Tapioca Co., Orange, Mass.

Copper Copper

Silver Silver

Gold Gold



The most modern and up-to-date Fruit Preserving Factory in Canada

Wagstaffe's Fine Old English Strawberry Jam

New Season Pack now Ready **Order Quickly**

1910 Pack will be Prepared in Copper Kettles, Boiled in Silver Pans, and packed in Gold-Lined Pails.

Free from coloring,—

—preservatives or glucose

We are making progress in every branch by studying the health of the people. We have our own chemist who tests everything coming into the factory. All fruits are tested for their acid properties, and just the right proportion of sugar added. The only fruit preserving factory in Canada on this principle.

Before buying new season Strawberry, Raspberry or any other kind see Wagstaffe's.

WAGSTAFFE LIMITED

Pure Fruit Preservers, : : : : Hamilton

Gossages' Magical Soap



The Best, The Sweetest
and The Cheapest
Free Lathering Soap
in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

WE WISH TO ANNOUNCE TO THE TRADE that we are in a position to handle a greater volume of business this season than ever before. We pack a full line of high-grade Fruits, Vegetables and Side Lines and are in a position to look after your interests no matter how varied the assortment required. Communicate with us before booking your order. Invest two cents and be convinced that we can save you Dollars.

ESSEX BRAND IS KNOWN TO ALL THE TRADE

Essex Canning & Preserving Co.

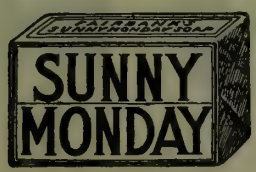
Essex, Ont.

It is worth something to a grocer to sell the most famous coffees in America. Such, beyond question, are the products of Chase & Sanborn.

CHASE & SANBORN
MONTREAL











Fairbank's Famous Five

Your stock is not complete without Fairbank's Famous Five Products, viz. :

Fairbank's Gold Dust Washing Powder
" Fairy Soap (for Toilet and Bath)
" Glycerine Tar Soap
" Sunny Monday Laundry Soap (contains no rosin)
" Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

WRITE FOR PRICES

THE N. K. FAIRBANK COMPANY
MONTREAL, CANADA

Do You Know That Dutch Bakers are the Best Bakers in Christendom?

Not only does cleanliness, characteristic of the Dutch, reign supreme in the bakeries of the Biscuit Fabrick DeLindeboom at Mydrecht, Holland, the home of Frou-Frou, but the quality of the ingredients used has been, and ever will be, a most mportant factor in this world famous bakery.

The process of making Frou-Frou, handed down from generation to generation, is one of the most valuable trade secrets of the present age, and the grocer who recommends this matchless wafer to his customers, is recommending something that will go a long way towards binding still closer his store to the house-holder who appreciates good things to eat.

Will you, Mr. Grocer, let us prove our claim by sending you, free of charge, a sample tin of Frou-Frou? We will do so on receipt of your name and address.

WED BvD M

TASTE THE TASTE OF FROU-FROU

Taste the taste of

FROU-FROU

The Dutch Wafer of indescribable charm.

MACGREEGOR SPECIALTY CO.

Canadian Distributors TORONTO, ONT.

PERRIN'S

RED LABEL



PACKAGE

20 CENT TINS

GRAHAM WAFERS

DELICIOUS GOODS, HANDSOME PACKAGES

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along.

H.P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Limited, Calgary, Alb'r'a
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

Redpath

is

Canada's Standard

for

Refined Sugar

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

Importers, Roasters and Grinders

—OF—

COFFEE AND SPICES

MANUFACTURERS OF

Jams, Jellies, Pickles, Sauces and Flavoring Extracts

We manufacture a full line of these and are able to supply you quickly and cheaply.

OUR PRICES ARE RIGHT
WE WANT YOUR BUSINESS

Before replenishing your stock get our prices.

Empress Manufacturing Co.
Limited

VANCOUVER, B.C.

JAPAN TEAS

New Season's are now arriving by every steamer. Samples will interest Jobbers, please write.

S. T. NISHIMURA & COMPANY

MONTREAL & JAPAN



To Northern Ontario Merchants

WE are well situated to supply your requirements from our warehouses at North Bay and Sudbury, and can **SAVE** you the freight you would have to pay when buying in the older parts of the province. We can also promise **YOU** the promptest delivery. Get in touch with us immediately. Time is **MONEY.**

A. J. YOUNG, Limited

Wholesale Grocers and Provision Merchants

NORTH BAY and SUDBURY

Make your Sauce Stock pay you Bigger Dividends! Feature

MASON'S No. 1 SAUCE

It's a line that has been delighting the palates of particular people for years.

The ingredients are of absolute and guaranteed purity and the sauce is made in a Canadian factory that is a model of efficiency and cleanliness.

Why not stock and recommend this delight ful sauce? It's a 'well-worth-while' proposition to handle No. 1 SAUCE.

Send for samples and details

MASONS LIMITED

25 MELINDA STREET - TORONTO

Agents Wanted where not Represented

THE AVERAGE PERSON

Is not a good judge of groceries and knows it.

¶ Therefore, the particular buyer looks for certain "guide posts" to indicate the store upon which he can depend for quality when buying groceries.

¶ He may not know how to select good tea or coffee in bulk, for instance, but he knows he gets value when he buys Heinz Pickles; and is likely to be favorably influenced toward the grocer who sells them and other trade-marked goods of equal standing.

¶ He may not be able to argue for or against Benzoate of Soda, but he knows he prefers to take no chances with drugs in his food, and is likely to read the label on the kind of Ketchup the grocer recommends.

¶ HEINZ PURE FOOD PRODUCTS bring new customers and help keep old ones, because the 57 Varieties are guaranteed pure and guaranteed to please, or money back.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products



PURITY AND STRENGTH Combined Have Made SHIRRIFF'S FLAVORING ESSENCES

prime favorites with the economical housewife! This is a profitable line to handle and SHIRRIFF'S goods will help you to get and retain the best of the family trade.

Order from your jobber or write us direct

Imperial Extract Co., 8, 10, 12 Matilda St., Toronto

ESTABLISHED OVER 200 YEARS

CHAMPION'S MALT VINEGAR



LONDON, ENGLAND

Commands a Preference over all others.

IS THE BEST

Made from the finest malted barley.

AGENTS

W. S. Clawson & Co., South Wharf, St. John, N.B.
W. H. Escott, 141 Ballantyne Ave. East, Winnipeg
Green & Co., 136 John Street, Toronto. R. Robertson & Co., 912-913 Dominion Trust Bldg., Vancouver, B.C.
J. W. Snowdon, 413 St. Paul St., Montreal

We are open to do business on easy consignment terms

Write our Agents for Particulars

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By

GORMAN ECKERT & CO., Limited

London & Winnipeg

"ASEPTO" SOAP POWDER

takes the place of soap on every occasion. Is most economical, and will positively destroy germs.

Better than the best on the market, and the packet is as large as the worst.

"Asepto" Sweetens Everything

and is everywhere having a wonderful sale.

Avail yourself of this opportunity of reaping a handsome profit on this quick-selling line.

Order To-Day from Your Jobber.

MANUFACTURED BY

The Asepto Mfg. Co.

ST. JOHN, N.B.

Agents: ROSE & LAFLAMME, Limited
Montreal and Toronto



Nothing like it for Infants and Invalids. Like what? Why

Canada First Evaporated Cream

It is the purest, most easily digested, and nourishing evaporated cream made. It is perfectly sterilized, is unsweetened, and manufactured with the utmost care and cleanliness. Are you handling this brand? It is worth recommending.

Order from your wholesaler.

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

NO GROCER WHO WANTS QUALITY SHOULD NEGLECT TO ORDER

Tartan Brand

Fruit Jar Rubbers, the finest and different from any other line.

Spices are the purest and best.

IMPERIAL VINEGAR

One trial will prove its superiority.

WAGSTAFFE'S New Season Strawberry Jam

Absolutely pure, sells itself. Save labor by stocking it.

Phone 596 Long Distance at our expense.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

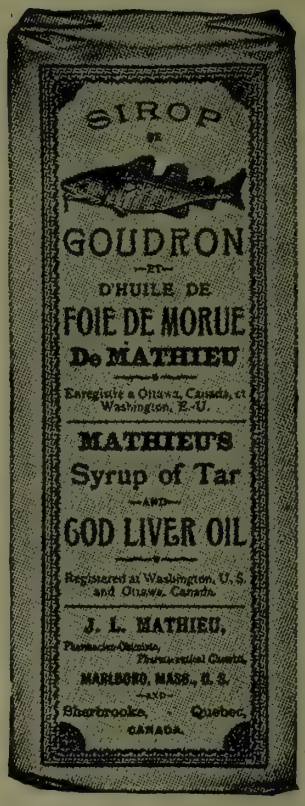
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers.

AND

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

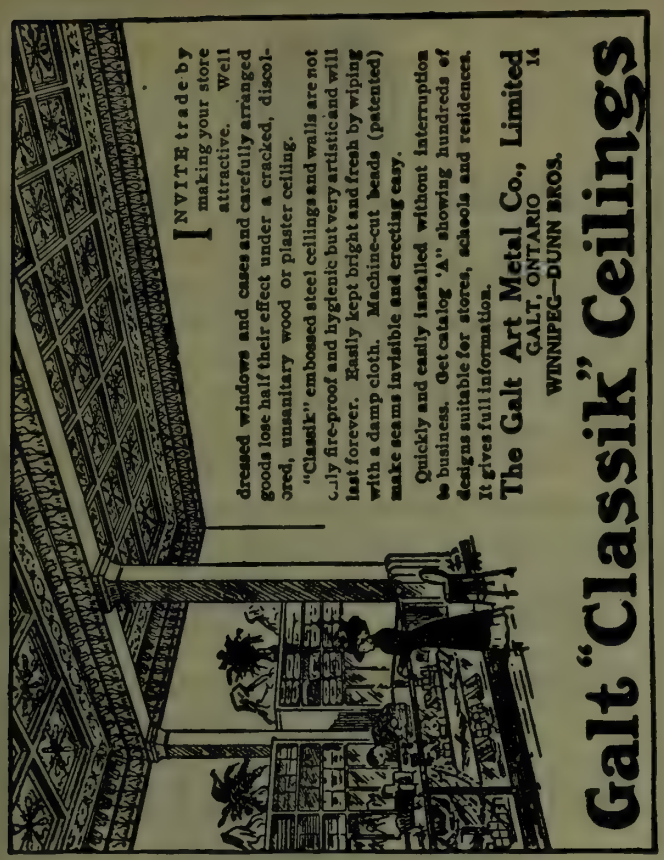
LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

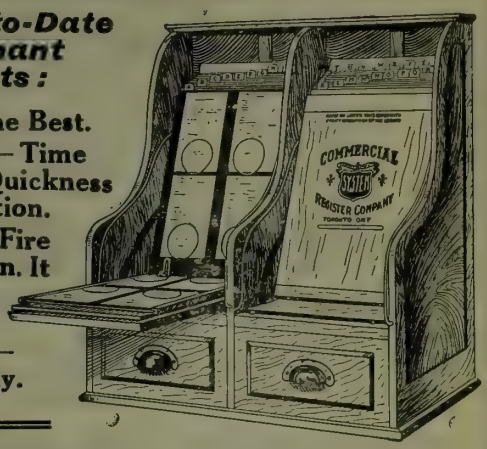


In replying to the above advertisement mention The Canadian Grocer

The Commercial Account Register

The Up-to-Date Merchant Wants:

FIRST—The Best.
SECOND—Time Saver, Quickness in operation.
THIRD—Fire Protection. It must fit his safe.
FOURTH—Durability.



THE COMMERCIAL

has all the above features. Besides, it is equipped with the PATENT AUTOMATIC and indestructible sheet holder, PATENTED "locked" slip holder, and will LAST A BUSINESS LIFETIME.

It is the only perfect one-writing system. Does away with posting and statements. The BEST COLLECTOR known.

Thousands in use in Canada and the United States. Send postal for catalogue.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

Royal Salad Dressing

Grocers say "People no longer consider ROYAL SALAD DRESSING a luxury, it's a necessity."

No table relish is so sure to please.

It attracts the kind of trade that buy the best.

Made in Canada by

The Horton-Cato Mfg. Co.
Windsor, :: :: Ontario



Goodwillie's Pure Fruits

In Glass

There is nothing to be gained by your experimenting with a dozen and one different packs of Pure Fruits.

So why not begin correctly by ordering, and featuring, **Goodwillie's**, the brand that always leads.

You will find it to your own advantage to handle **Goodwillie's**, and you will greatly please your customers.

Your wholesaler will gladly furnish prices.

AGENTS:

Rose & Laflamme, Ltd., Montreal and Toronto

ONCE

YOUR CUSTOMERS

BUY A TIN OF

WHITE SWAN COFFEE

THEY WILL

RECOGNIZE ITS WORTH

AND USE IT ALWAYS.

PACKED IN HANDSOME SQUARE ONE POUND TINS. 2 OR 4 DOZ. PER CASE.

WHITE SWAN SPICES & CEREALS, LIMITED
TORONTO

TRADE MARK
KEYSTONE
BRAND.
REGISTERED

Any Broom bearing the Keystone trade-mark can be relied upon to give satisfaction, and you can place it in the hands of a customer with an assurance that there will be no complaint about its wearing qualities. If, however, you desire to handle the very best that can be produced, select the

"Klondike" and "Jubilee"

Manufactured by

Stevens-Hepner Co., Limited

Port Elgin, Ontario, Canada

Simple, Fast Grinding

Easily Adjusted

Attractive, Durable



For Beauty, Reliability and Finish

ELGIN

National Coffee Mills

are unsurpassed. The burrs are made of steel and they are warranted to grind fast and uniformly. 'Elgin' Mills are equipped with the new style force feed steel cutting grinders, and each mill has a *special adjuster* for regulating the grinding. Ask any of the following jobbers for our catalogue:—

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell Bros. & Wilson.
MONTREAL—The Canadian Fairbanks Co.

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

Smoked Herring in Bouillon

The new line put up by CHR. BJELLAND & CO., Stavanger, Norway (packers of King Oscar Brand Sardines.)

¶ ***A large tin of small Herrings packed sardine style in Spiced Bouillon.***

Pays the retailer a handsome profit at

10 cents per tin.

John W. Bickle & Greening

(J. A. Henderson)

Canadian Agents **Hamilton**

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA



Agents:—Geo Stanway & Co., Toronto; W. L. McKenzie & Co., Winnipeg; R. Robertson & Co.; Vancouver and Victoria.

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.



Rowat's Lines Always Sell Quickly

PROPRIETORS

ROWAT & CO.

GLASGOW, SCOTLAND

Canadian Distributors:— Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc., Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Blackberries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

"The Can Without The Cap Hole"
"Bottom Like The Top"

Write for Samples

Sanitary Can Company, Ltd.

Niagara Falls, - - Ontario

Sooner or Later

You will handle it.
Why not now?



The other enterprising grocer finds

SNAP

(The Magic Hand Cleaner)

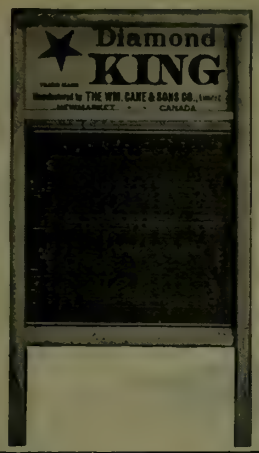
A wonderful seller, because a cute and discerning public knows there is nothing so good as SNAP for chasing dirt, grease, stains, tar or paints from the hands.

Send an order along. You'll be surprised how SNAP sells.

ORDER FROM YOUR JOBBER

SNAP CO., Limited

MONTREAL



It Pays to Sell CANE'S Washboards

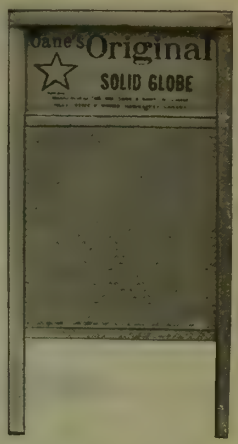
because they are the best-made washboards on the market and are as good as washboards can possibly be made.

Made in ten different styles and grades to suit every class of demand.

These goods are rapid and constant sellers everywhere and never fail to please the women.

Ask your jobber for Cane's Woodenware.

The Wm. Cane & Sons Co., Limited
NEWMARKET, ONT.



Nations Custard Powder

LARGE 5c. PACKETS
1 LB. and ½ LB. TINS
Sample FREE on request

GREEN & CO.
136 John Street, - TORONTO

José Segalerva

MALAGA, SPAIN

This is the trade mark to look for on your

Malaga Table Raisins

If you insist on getting this brand you will receive the finest packed

Rose & Laflamme
Agents Limited
Montreal - Toronto

McLean's

"The Name"

AND THE PACKAGE
TO THE RIGHT

The Canadian Cocoanut Co.
Sole Makers
MONTREAL



Agents for Ontario:
Messrs. W. B. Bayley & Co., Toronto
Agents for Quebec:
Messrs. F. L. Benedict & Co., Montreal

SYMINGTON'S COFFEE ESSENCE

ALWAYS READY,
ALWAYS PURE!
ONE STANDARD
QUALITY!

UNQUESTIONABLY THE VERY BEST

TO BE HAD OF ALL WHOLESALERS

THOMAS SYMINGTON & CO. EDINBURGH

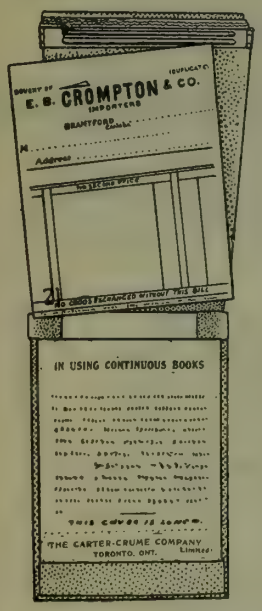
Why Not Have the BEST SALT—that's CENTURY SALT

To hold the confidence of your trade, you must be able to back up all your statements with the goods, and that's where we can help you out. When you want anything in the SALT line---and want it right ---let us have your order. We can furnish all grades of Salt. *Send for Price List.*

If there is anything we pride ourselves upon, it's the prompt way in which we fill orders.

DOMINION SALT CO., Limited, - Manufacturers and Shippers, - SARNIA, ONT.

AVOID ERRORS



in making out your charge accounts, and the losses you sustain when charges are omitted to be made, by using OUR

Counter Check Books

They are well printed, convenient and of good quality, and designed to meet the requirements of every business, whether Cash or Credit.

Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 **Phone Uptown 5962**

Good Condition



Is indispensable if your biscuit trade is going to be a live business. Carr's biscuits, whose unexcelled quality is well known, reach you in a crisp, fresh condition, because they are packed right.

These are the kind to handle.

Carr & Co., Carlisle, Eng.

Order from Agents—Wm. H Dunn, Montreal & Toronto; Hamblin & Brereton, Winnipeg; L. T. Mewburn & Co., Ltd., Calgary; Standard Brokerage Co., Ltd., Vancouver, B. C.; T. A. McNab & Co., St. John's, Newfoundland.

Relishes

Sterling BRAND

Sauces

"TAKE TIME BY THE FORELOCK"

Sauces and Relishes are always in steady demand, but the Summer Season sees them in special favor. Feature the best—sell

STERLING BRAND

South African, Canadian and Chili Sauces

They have a distinctive 'snap' and flavor which has made them deservedly popular, and they are moreover a 'worth-while' line to handle. Don't delay. Make a generous provision for them on your shelves.

The T. A. LYTLE COMPANY, Limited

STERLING ROAD, TORONTO

White Dove Cocoanut Means Market Leader Cocoanut



W. P. DOWNEY
MONTREAL

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

Cold Spring Lemonade Powder

The present hot weather makes this an *essential* if you are to hold your share of soft drink summer trade. See that your stock is not allowed to run low if you are already stocked. If not, write us at once for samples and quotations.

This article sells itself and —once a customer always a customer.

It helps YOU to have the thing everyone wants at this season.

Unexcelled for picnic parties, travellers and hunting parties.

S. H. EWING & SONS
MONTREAL and TORONTO

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREA



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

Don't Blame the Credit Customer

Blame yourself for that continued loss. Wake up and stop it. Very easily done. Simply get in touch with Allison, that's all.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

Buy "The Powder With a Pedigree"

COOK'S FRIEND BAKING POWDER

A Leader for 50 Years

because of its unwavering high-grade quality and uniformity.

Always the same price and always gives the same satisfactory results.

No questionable ingredients used, and positively "Contains No Alum."

W. D. McLAREN, Limited

MONTREAL

"Pansy" and "Daphne"

SEEDED RAISINS and EVAPORATED FRUITS

are fancy and choice brands, and are unexcelled. Packed by

GUGGENHIME & CO.

California



AGENTS:

ROSE & LAFLAMME, LTD. Montreal
E. D. ADAMS Halifax, N. S.
W. S. CLAWSON & CO. St. John, N. B.
H. D. MARSHALL Ottawa, Ont.
C. L. MARSHALL Toronto, Ont.
GEO. H. GILLESPIE London, Ont.
G. B. THOMPSON, Winnipeg, Man.
SHALLCROSS—MACAULEY & CO., Calgary, Alta.
DOMINION BROKERAGE CO. Edmonton, Alta.
H. DONKIN & CO. Victoria, B. C.
H. DONKIN & CO. Vancouver, B. C.

Always Look For The Beaver





BEAVER BRAND

VALENCIA RAISINS

are packed by MAHIQUES, DOMENECH & CO., and invariably excel.

AGENTS:

ROSE & LAFLAMME, Ltd. Montreal and Toronto

It's New Business That Counts

Don't travel in a rut. Get out after new business. Regain the trade the peddler has taken. It can surely be done and "SALADA" is the only tea to do it with. Every year—for eighteen years—increase has topped increase in "SALADA" sales. New customers have been added to the old. Their confidence and satisfaction have been obtained and retained. A reputation for reliability has been established. A trade worth while has been built.

—And we're still after new business.

THE "SALADA" TEA CO., - TORONTO

NEW BUSINESS IN ELEVEN WEEKS

"SALADA" sales in Canada alone for the week ending

April 30,	Increased	27,476	lbs.
May 7,	"	21,675	"
" 14,	"	57,21	"
" 21,	"	39,606	"
" 28,	"	14,532	"
June 4,	"	32,608	"
" 11,	Decreased	5,142	"
" 18,	"	815	"
" 25,	Increased	2,663	"
July 2,	"	18,718	"
" 9,	"	25,748	"

over the corresponding weeks of 1909—a total increase of 234,288 lbs. in eleven weeks.

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Retailer's Liability with Adulterated Goods

Chief Analyst Points Out Why Government Makes the Party Who Sells to the Consumer Responsible—By Receipt of Warranty Retailer Protects Himself—Compounds Must be Sold as Such.

Editor Canadian Grocer,—As a subscriber to The Canadian Grocer, I have been thinking of dropping you a line for sometime. We have been troubled here recently as regards to pure goods. I heartily cooperate with pure food legislation, for, I believe, there is nothing we as merchants should be more particular about as the goods we sell. Yet, is the government taking the wise plan? They come to our retail stores, take samples, send same to Ottawa, and if the goods are not up to standard, then we are fined. Now suppose even that the wholesaler or manufacturer stands the fine; in my way of thinking the retailer still gets the blame as the public are not acquainted with the situation. The consumer only knows that so and so were fined for selling mixed goods. I think if the inspectors were sent to the wholesaler and there got the unbroken packages then they could reach the difficulty and saddle the right horse.

JAS. McCULLA.

Kingston, Ont., July 13, 1910.

P.S.—We get good points from your paper.

Why Retailer is Responsible.

Mr. McCulla's communication forms the basis of some interesting discussion and opinions of others on this question would be valuable.

A. McGill, Dominion Government Analyst, says that the Adulteration of Food Act makes the vendor directly responsible for the quality of his goods. His reason is that the purchaser has direct relations only with the persons who sell the goods and that naturally the purchaser looks to those vendors as being responsible for the quality.

"In cases where the vendor has been a purchaser," says Mr. McGill, "and not a manufacturer of the article he sells, it is often urged as a hardship that he should be held as guarantor, since he is, in the nature of things, compelled to take on trust the genuineness of what the actual manufacturer has supplied to him.

"A little consideration will make it evident that no other course is tenable. The retailer has certainly had the goods in his possession. He is the only one who can establish the fact of their source; more than that, he is the only one who can vouch for the fact that they have not been tampered with while in his charge.

May Ask for Warranty.

"The Adulteration Act recognizes the importance, to the retailer, of his dependence upon the honesty of the manufacturer, and provides for his being able to call into the case, as third party, the manufacturer himself. This he does by the production of a warranty from the manufacturer; and it is not too much to ask of any person, having intelligence enough to go into business at all, that he should be wise enough to secure himself by having such a guaranty furnished him, with all goods he buys.

"For the further protection of the retail dealer, the Act provides a form of guaranty, so that he cannot plead anything but his own gross ignorance or carelessness, if he fails to fully protect himself against all charges of having, with knowledge, any adulterated goods in his stock.

"It must be clearly understood—and we believe that it is generally understood—that neither cheap goods, nor mixed goods, are necessarily adulterated. Compound lard, for example, is a perfectly legal article. But the retailer should know, and we believe he generally does know, that it is compound lard, and not simple lard. If a customer asks for compound lard, or is willing to accept compound lard, the sale is entirely legal. It is the same with cream of tartar substitute, or compound cream of tartar; with coffee compounds or substitutes, and so on.

"These things are not cream of tartar, or coffee, and must not be sold as such. We will venture to say that in vastly the greater number of cases they were not bought as such by the retailer himself. The lard he buys at 4 or 5 cents a pound cheaper than the highest grade offered to him by the manufacturer, is almost invariably marked as 'Compound Lard' on the container. He might suspect its quality from the mere fact of the lower price he pays for it. The same thing is true of cheap goods in general."

From what Mr. McGill says, it is apparent that all the retailer has to do in buying goods represented to be pure by the salesman of the wholesale or manufacturing house, is to ask for a warranty to the effect that they are pure. When the retailer has this warranty in his possession he no longer becomes responsible. This warranty, of course, will probably only be given in case of package goods—where it is possible to tamper with them if they were in bulk—and should the retailer break the package and sell in bulk then he becomes liable again in spite of the warranty.

In selling a compound article, if the retailer says it is a compound—tells his customer that it is—then he cannot be held responsible by the law.

Things That Shouldn't Be



Too often when a clerk or grocer has finished serving a customer he carries on a lengthy conversation to the disgust of others who are waiting. This is a poor policy and frequently results in the loss of a customer.



Grocery Store Advertising



By W. F. RALPH

In writing advertising it is the part of wisdom to avoid generalities. They are seldom interesting and never convincing. The merchant who writes his own advertising is fortunate in the possession of first hand knowledge and enthusiasm. These qualities, with the addition of discretion and sufficient literary ability to be able to express his thoughts in lucid English, should enable any merchant to write ads. that will pull satisfactory results.

It is not to be expected that every merchant in the land will be able to produce advertising that shall be strikingly original, neither is it necessary. What is required is advertising that says something; advertising that offers specific advantages to the buyer. That is the kind of advertising that pays the largest dividends on your space investment.

The Use of Cuts.

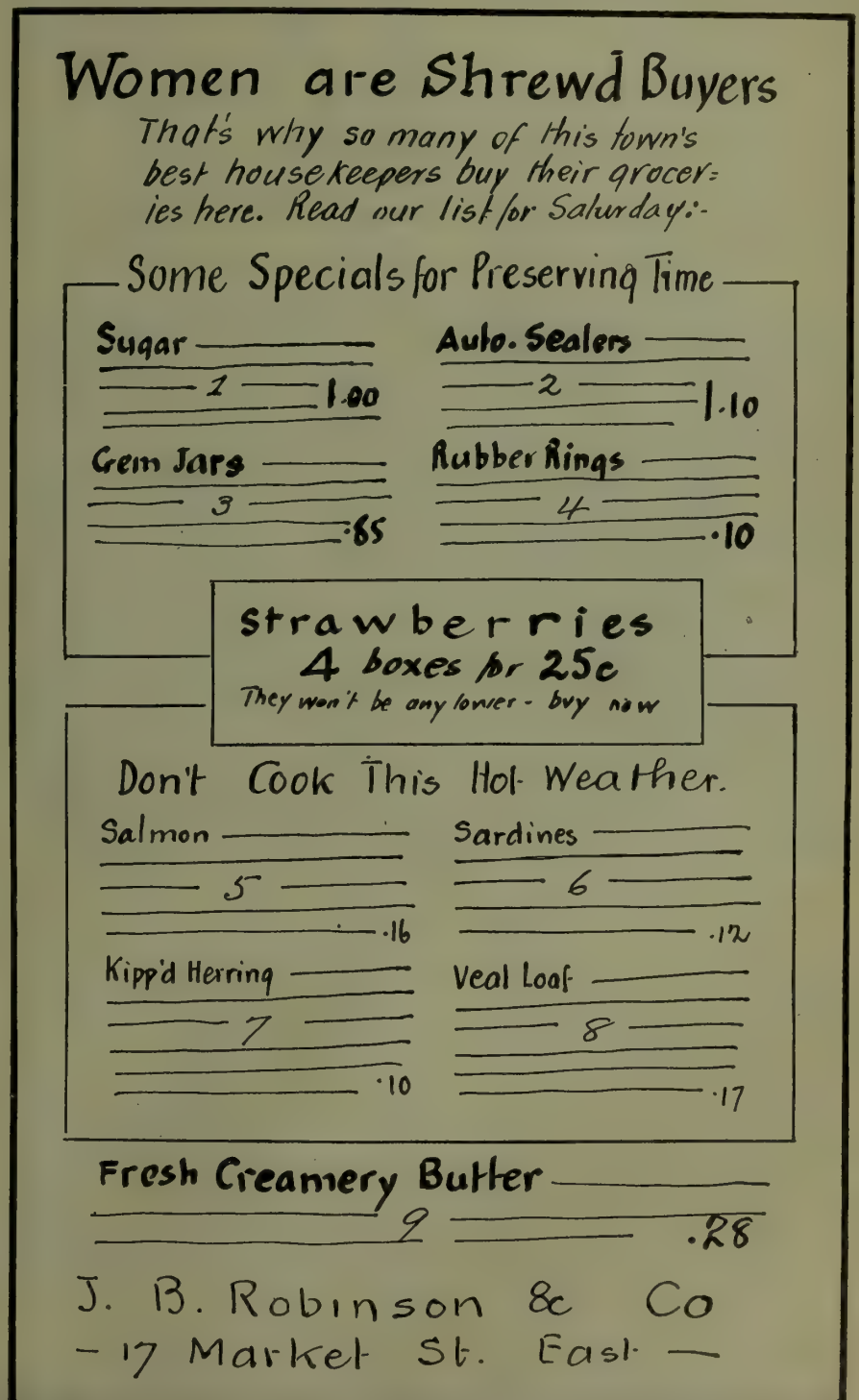
In preparing advertising it is good business to determine in advance the articles that shall be featured on a certain day, and upon the amount of space necessary to present them attractively and forcefully.

A good space for regular advertising, where several articles are to be featured, is a space three columns wide by ten inches deep. This allows plenty of room for display and illustrations—provided the cuts used are of moderate size. While speaking of cuts it may be well to mention that half-tones should never be used in newspapers where line cuts are available. A half-tone is composed of a multitude of different tones of light and shade produced by groups of small dots more or less closely placed. In the rapid printing of a newspaper the fine dotted surface of the half-tone plate is apt to print up in a blurred condition which does scant justice to the article pictured. On the other hand, a well made line cut, the printing surface of which consists mainly or wholly of clear, sharp lines, seldom fails to print up well even on poor paper, printed rapidly with inferior ink.

When the space to be used has been determined, communicate with the newspaper office and reserve the space for the issue in which the ad. is to appear. Then get to work preparing the copy.

In writing the copy remember that people will read pretty nearly any quantity of advertising, so long as it is humanly interesting. Strive, then, to infuse human interest into every line. By this is meant: talk of the results that ensue from the use of an article as they affect the user rather than of any merely intrinsic or mechanical qualities the article may contain. Hitch a man or a woman to it.

A comparison of the two accompany-



A Setting That Might be Used to Advantage by a Retail Grocer in His Newspaper Advertising.

ing methods of writing up canned goods may serve to illustrate the point:

CANNED SALMON.

Salmon is in excellent demand now. We carry the best brands.

WHY BOTHER WITH COOKING?

Why spend your time in the kitchen while all the others are out enjoying themselves? Among our canned goods you can provide a whole ready-to-eat meal from soup to dessert at prices that mean a distinct saving in money as well as labor. Drop in and see what an immense choice you can have at this grocery.

The first method consists of a bald statement of fact and is liable to be passed over by the reader without leaving the slightest impression that canned salmon is an excellent substitute for heavy cooked meals during the warm weather. The other method contains a suggestion that will appeal strongly to nearly all women. In advertising, experience seems to show that brevity can be carried too far. Use as many words as may be necessary to create the right impression. This can easily be done without much fear of being "long-winded."

Write as You Talk.

No one is so well qualified to develop the human interest feature in advertising merchandise as the merchant himself. He is, or should be, familiar with the uses of the various articles that compose his stock. When selling over the counter the average merchant seldom lacks ability to expound the various uses of the goods he is selling and the many comforts, conveniences, economies, etc., they bring to the customer. A merchant should endeavor to transfer this persuasive selling talk to his written advertising. Viewed rightly, retail advertising is nothing more or less than selling talk printed and addressed to a multitude of people.

Laying Out an Ad.

The most practical way to assist the printer in producing a well-displayed ad. is to take a piece of paper and rule upon it the exact shape and size of the space the ad. is to occupy. Get prints of all cuts, if possible, and paste them in the positions you desire them to appear. Then write in your display lines and indicate in some manner, such as by numbering, the various blocks of reading matter and their respective positions in the ad. The various blocks of reading matter, properly numbered, should be attached to the layout. An examination of the accompanying diagram will give some idea of how to lay out an ad. for the printer.

The grocer who is foolish enough to adopt the cutting system, thereby failing to obtain a fair profit on his goods, cannot expect to retire with a fortune.

The Telephone City Grocers Take a Day Off

With Their Friends They Spend a Good Time at the Falls—Defeat the Butchers by Whirlwind Finish in Baseball Contest—Fat Men Couldn't Run at all—Many go to Buffalo.

Brantford, Ont., July 13.—The big cataract at Niagara Falls enticed away from here last Wednesday about 1,500 people. It was the occasion of the annual excursion of the Brantford Retail Grocers' and Butchers' Association, and the affair was one big success from the drop of the hat to the ringing down of the final curtain.

Last year the grocers and butchers went to the Falls with the Hamilton grocers, but this year they went alone—they wanted plenty of room to work off the surplus energy they have gathered up during the year.

The day was hot and dry, so far as the atmosphere was concerned, and in striking contrast to the same event a year ago when the clouds opened up for an all-day shower.

Many excursionists went on to Buffalo to see the races at Fort Erie and the big eastern league ball game in the Bison City.

Grocers Win Ball Game.

But then there was a bigger ball game at Queen's Park, Niagara Falls. It consisted in a clash between the grocers and butchers, and according to the law of efficiency the food dispensers won. It was a mighty tight squeeze, however—a one run margin. The total number of runs scored was 37—now figure it out for yourself.

The ball game was the opener of the programme and as intimated before it was a superb game. Eddie Dore from Hamilton handled the indicator and what he thinks of the merits and demerits of the various nines would fill a history. Who the real managers of the teams were nobody knows, but at any rate more than one pitcher was warmed up. The triumphant ones are still smoking cigars, but not in the grocery stores—thanks to The Canadian Grocer's cartoons. The teams were:

Grocers—Sager and Harp, p.; R. Welsh, c.; Sager, 1b.; Kew, 2b.; Edwards, 3b.; Townsend, ss.; Gowman, c.f.; Bradley, l.f.; Cutmore, r.f.

Butchers—Newham, p.; Cammell, c.; Doughty, 1b.; Burke, 2b.; Browman, 3b.; Needham, s s.; Hearns, c.f.; Freedman, l.f.; Adams, r.f.

At one time it looked as if the butchers would win, but when Arthur Harp stepped into the box it was all up with the fresh meat men. It is hinted around that the game will be protested on the grounds that Harp is a professional.

Then there were running races, tea and soap races, shoe races and baby contests. There was to have been a fat man's race, but the weather was warm; it would have meant the use of sprinkling carts to cool off the contestants. For the same reason the tug-of-war had to be cancelled.

Music From the Rube Band.

There was music—at least it was purported to be music—from the rube band. At any rate this contingent had a much better following than the 25th Brant Dragoon Band, which is noted for its proficiency.

The committee who had charge of the arrangements consisted of President J. W. Mellen; secretary P. Truss, Messrs. A. Coulbeck, Henry Foulds, F. C. Harp, J. Kew, C. Gress, and Jas. Burns.

NEWFOUNDLAND TRADE.

J. E. Ray, Canadian Trade Commissioner, St. John's, Newfoundland, says: "With the railway extensions in full swing, the Anglo-Newfoundland Development Company, and the Belle Island iron mines appealing for additional laborers, and the revenue increasing monthly, every encouragement is proffered to Canadian exporters to cultivate trade relationship with the colony of Newfoundland.

WESTERN TRADE NOTES.

G. G. Bennett has opened a grocery store in Brandon, Man.

Roderique & Blain have opened a grocery store in Brandon, Man.

Mrs. Francis Winder has opened a grocery business at Norwood, Man.

Ehman Bros. have opened a general store at Regina, Sask.

Henry Sunstrum has commenced a grocery business at Kronau, Sask.

W. E. Jennings, grocer, Francis, Sask., has retired.

Stamp & Smith, grocers, Creelman, Sask., have been succeeded by Frederick Smith.

Robinson & Morden, grocers, Lethbridge, Alta., have dissolved.

J. T. Macdonald, grocer, Calgary, Alta., has added enamelware to his business.

BUYING AND SELLING SUGAR.

Events in the sugar market the past week, says the New York Journal of Commerce, recall the statement made at the Louisville convention, that "a boy could buy sugar." It is probably the only case in business of any kind where the buyer cannot lose. And yet there is a disposition among jobbers to complain. A paper read at the convention told of the immense amount of sugar handled by the jobbers and at a loss. But why blame the system under which it is bought? On the contrary thanks should be returned that there is enough competition to keep prices down.

The loss to the jobber is not in the buying, but in the selling end of the business. Every jobber is a free agent in the matter, with no one to blame but himself if he cuts sugar to a point that means a loss. The answer to this argument would probably be that the buying system offers too much of a temptation. The jobber cannot resist cutting on a product to the buying price of which he has to give no thought. This is an awful confession of weakness. The jobber should stiffen up his backbone or take the consequences. Remember what President Drake said at Louisville on "Discounts."

Winnipeg Grocers Think Out Unique Contests

The Number of Seeds in a Watermelon—The Best Baby, The Biggest Family and Climbing The Greasy Pole—A $125 Prize For a Couple Who Got Married on the Grounds — Grocers Meet Defeat in Baseball.

(Staff Correspondence.)

Winnipeg, July 13.—For several weeks preceding July 6, the Caterers' Association were making elaborate preparations for the gala outing on that date. It would have been disappointing indeed had anything entered in to mar the brilliant success which was sure to mark such a well organized excursion and picnic. The weather man broke out in a broad smile at early dawn, and all day did his best to intensify the merriment of the great event. Wholesale and retail grocers, butchers and bakers, with their wives, children and friends to the approximate number of five thousand people were at Winnipeg Beach.

The preparations for entertainment on the trains in transit was carried out well. Harper Wilson, the city weight and scales inspector, was in charge of transportation, and as he went up and down the long train that left at ten o'clock selling tickets to those who through excitement forgot to get them at the station, he imparted mirth and enjoyment to the boys and girls, who knew him familiarly as "Harper."

The trip was not without its inconveniences—the coaches were not of the most comfortable type. But when the blue waters came into view the ladies smiled again.

Seeds in the Watermelon.

An event on the train which aroused great interest, and which was arranged by the sports committee under the direction of Sid Screaton, was the watermelon guessing contest. A melon was passed through the train and cards were issued to each passenger upon which to register a guess as to the number of seeds in the melon. An award of five dollars was made on the grounds to the correct guesser, which was the young son of J. A. Jackson, grocer—1,017 was the correct number.

A most elaborate programme of sports had been prepared, and not a hitch was experienced in running off the events. Twenty-two of the items on the list were foot races which included young and old, fat and thin, professional and amateur, male and female.

Needless to say, all the special events created great interest, and the crowd was well pleased with the decision of the judges.

A Wonderful Ball Game.

The sports opened on the grounds with the baseball match between Grocers and Butchers vs. Travelers and Bakers. Thousands watched a most spectacular semi-professional game. The travelers and bakers were younger men than their opponents of the scoop and knife, and, of course, they were also swifter on their feet. This was one occasion when the travelers could get back at the grocers and they put it over them 9 to 7. Lots of smashes, plenty of muffs, a few skinned knees, some wild shouting, an occasional scream from the ladies on the side, characterized the whole contest.

The crowd was quickly ushered to another part of the grounds where a 100-yard race track was roped in and ready for the prancing youth and children and eager adults. Charles Waring, (manager Robinson & Co.'s grocery), acted as judge at the finish line, and although he was knocked down at the conclusion of almost every race, he held his post for all the events and his temper in check too.

Was Proud of His Son.

The special events which were "pulled off" during the afternoon were eagerly taken advantage of by a large number of contestants. The prize for the prettiest baby on the grounds was won by the 7 months' old son of Mrs. Chittick. Fifteen minutes afterwards Mr. Chittick was seen making his way to the nearest bar. The prize for the fattest baby was captured by the young daughter of Billy Boyd, one of the local grocers. F. W. Marples carried off the honors for the largest family competition. Mr. Marples rules a family of ten. The prettiest girl contest was won by Miss Austman, and shortly afterwards her young gentleman escort went to the barber shop to secure a shave.

A Courageous Couple.

The leading special event was the marriage of Miss Nash to Cecil Potton on the grounds, in the presence of thousands of spectators. The band began to play the wedding march at 3 o'clock, the bride was ushered in by her father, and the saintly divine performed the ceremony in the usual sanctimonious manner. Following the ceremony speeches were made by prominent caterers, including ex-President Milton, President Tugwell and Secy. Battley. The young couple were presented with a prize to the value of $125, also with the minister's fee, the marriage license and a 30-pound wedding cake by Alderman Milton.

With the finish of the land sports there was a general rush to the bathing houses and boat house, and there was a greasy pole contest, which was won by B. McManus, who seemed to possess all the attributes of the lord of the chicken roost. The hundred yard caterers swimming race was won by W. Warren.



The Executive of the Winnipeg Caterers' Association—President E. Tugwell is in the Centre Wearing the Long White Coat.

When all the events were finished, the day was spent, and many tired couples proceeded to the shades for a well earned rest. A great many, however, went to the dancing pavilion, and there sought repose in one another's embrace. The 24th annual caterers' outing was the most successful in the history of the association.

Enthusiasm ran high on the return journey, and already plans are being made for the next year's outing, which no doubt, will surpass the event of 1910 to the extent that this year's event has surpassed those of previous years.

Hamper Trade Makes a Heavy Summer Business

Large Montreal Retailers Dress Windows With These Hampers and do More Business in Summer Than in Winter — Canned Meats and Vegetables, Fruits, Biscuits, Tea, Etc., Used in the Display—Baskets Filled to Suit all Purses.

Montreal, July 14.—The accompanying cut shows how one of Montreal's retailers is pushing a summer specialty. This special line of trade has already been referred to casually in The Grocer, but as yet your correspondent has not been in a position to give readers a good window illustrating the hamper trade.

For some years past Fraser, Viger & Co. have been creating a summer trade in this line, which, to make a long matter short, has put their summer trade far ahead of their winter. This surprising state of affairs, so unusual in the retail grocery business, is increasing to such an extent that extra clerks have to be hired for the summer, and even night work is sometimes a necessity. Special training is given to the clerks who pack the hampers, and they are certainly useful and withal handsome articles when finished.

As to the window shown here, it is the work of Charles P. Macklaier, the assistant manager of the store. In the centre are three hampers, packed to show how differently they can be done and still have all the necessities. Of course this is not shown any too clearly by the cut, but a close observer will note considerable differences.

The other articles in the window are salmon and trout rods, a fish net, and a minnow pail. The idea as a whole, being to represent the outfit of a fishing party who started out equipped with Fraser, Viger & Co.'s hampers. It is not only seasonable but in many ways unique as a summer advertisement. The articles in the hampers are good enough to make one's mouth water simply to look at, anh a show card at the side indicates that "Baskets are Filled to Suit all Purses," so who wouldn't want one?

Hampers at Little Cost.

The hampers themselves come from Germany, and are strongly made. They are rather expensive at first, but can be refilled many times, thus reducing the proportional cost to a very small figure. The articles with which they are filled are as varied as the stock of the store itself. It all depends on what is wanted by the customer. Some essentials, however, seem to be always necessary. Canned meats and vegetables, fruits both fresh and canned, imported biscuits, tea, coffee, liquors and such handy little articles as a corkscrew and a can opener. In fact there seems to be no limit to the variety of articles in the well packed hamper.

There is no reason why a similar trade cannot be developed by every progressive retailer, at least to a certain extent, and the profits are much better than from the regular everyday trade. At least one concern is doing a large and ever increasing business of this kind. Why not others?

DIFFERENCE IN WINDOWS.

The following letter has been received from a clerk in a Winnipeg grocery store relating how two methods of window display attracted the public.

"Winnipeg, July 14.—In regard to show windows I had an experience with pickles that establishes the fact that it is not always nicety of detail and arrangement that counts nor always a fine variety of the same line that gets business. I tested results in the two displays which were made five weeks apart. One displayed various sized bottles of pickles of favorite brands. They were well arranged, well labeled and altogether were placed in exact and regular positions. The other window showed five or six boxes of pickles with the tops removed or only partly pulled off. The sawdust packing was allowed to fall in any direction and there was no attempt at regularity. The very opposite was aimed at. In fact I think it sometimes would be wise to take the boxes into the window and open them there; then pull out some of the bottles from each box; place them careless ly about—not too many. Let some be only partly out of the packing and so on. This last display brought in more than fifty per cent. more business than the other. It was thrown together in a short time and required but little attention."

HONESTY IN BUSINESS.

"Honesty in business dealings, purity of goods and full measure to everyone." Such was the maxim adopted by the retail grocers of Brooklyn, N.Y., where recent disclosures were made in connection with short weights and many scales were found to be incorrect. The grocers are incensed that they should be under suspicion of intentional shady work. One of the members in his plea for honest dealings suggested that the ancient custom of "nailing up tricky dealers by the ears" was the only adequate punishment.

TEACH GROCERS BY VIEWS.

Oklahoma Retail Association at a recent meeting had a class in advertising with displays on window trimming, card writing, and advertising conducted by the Oklahoma Ad. Club. Stereopticon slides and charts were used in illustrating the subjects taken up and every merchant attending left with a better knowledge of how to conduct this important part of his business.



A Montreal Window Dressed with Picnic Hampers that Brings Good Business.

Practical Methods Used in Retail Grocery Stores

Prince Edward Island Merchant Advertises What He Will Sell For 25 Cents—Advancing Sale of Breakfast Foods—Early Closing in Nova Scotia and New Brunswick—Arnprior Merchant Strict About His Credit Standing—Grocer In Owen Sound Instals New Fixtures.

What 25 Cents Will Buy.

Summerside, P.E.I., July 13.—One of the big retail grocery advertisers here is R. T. Holman, Ltd. In a recent issue of the local newspaper they used a space 16½ inches by 6½ inches to advertise principally hot weather foods, heading the ad. with the words in black type, "Choice Groceries for Summer Weather." Cuts were used to illustrate breakfast foods, camp coffee, etc.

At the bottom of the ad. a two-inch space was devoted to what 25 cents would buy. Among the articles were the following:

9 lbs. Rolled Oats or Oatmeal.
7 lbs. Rice.
3 pkgs. Corn Starch.
3 pkgs. Seeded Raisins.
1 Bottle, 40, Mustard Pickles.
6 Bars Good Laundry Soap.
6 pkgs. —— Jelly Powder.
3 cans Peas, Beans, Corn or Tomatoes.
1 lb. —— Blend Tea.
1 dozen Lemons.
1 lb. Cream of Tartar.

More Time For Recreation.

Dartmouth, N.S., July 13.—The grocers of Dartmouth have agreed to close their places of business on Wednesday afternoons at one o'clock during the months of July, August and September. The grocers have two days in one on Saturdays and their hours are long anyway, so that this half holiday will be a specially good thing for them. Fifteen or sixteen places of business are concerned in this change.

The meat dealers of Dartmouth have for the past couple of years taken Monday afternoon as a half holiday. It is not unlikely that other lines of business will follow the meat dealers and the grocers and select a half day to give their employers a chance for recreation.

Strict About His Credits.

Arnprior, Ont., July 14.—W. M. Howe, for fifteen years a grocer here, recently sold his business to Daniel Duffy, Cobden, Ont. The latter, however, only held the business for three weeks when on the advice of his physician he was obliged to sell. The next purchaser was W. E. Parsons, for a number of years head salesman for Mr. Howe. The latter leaves shortly for western Canada where he intends entering the grocery business again.

Mr. Howe has been a successful grocer; he holds and cherishes many testimonials from wholesalers and others with whom he has been doing business. One of his hobbies was to make sure that his credit was of the very best and he always secured his discounts.

Early Closing in Suburbs.

St. John, N.B., July 14.—The retail grocers in the district known as the "Valley" have agreed to close their stores on Tuesday, Wednesday and Thursday evenings each week, and after trying it for a week they find that they have not lost any business by the change as the people quickly adapt themselves to the new order.

An endeavor is being made to get the dealers in the Haymarket square district to join in, but one of the proprietors, who is opposed to the idea, has been holding out and thus far has blocked the movement. The labor unions are being appealed to, to support only those stores that give their employes the three nights a week. It is hoped eventually to have all the stores in the outlying districts adopt the principle of closing every evening at seven o'clock, except Saturdays, as is now done by the merchants in the city proper.

Calls His Store "The Hub."

Tilbury, Ont., July 14.—Nelson Emery, who designates his place of business "The Hub," uses a cut of the hub of a wagon in his newspaper advertisements.

He has recently added groceries and dry goods to his men's furnishing and boot and shoe stock and advertises that he will buy all kinds of produce from farmers on a cash basis.

Doubling Size of Store.

Owen Sound, Ont., July 14.—Dan McClean, a local grocer, is doubling the size of his premises by taking over the store, until this week occupied by T. McAuley, gents' furnisher. The partition between the two stores is being taken down and Mr. McClean is having the entire establishment refitted with new shelving and appliances suited to his business. When these alterations are completed he will have a much better grocery store.

Unusual Collecting Method.

Toronto, July 14.—A local grocer tells an amusing story of how he collected an old bill which he had given up as a hopeless case. The method practically presented itself and it certainly proved efficient.

Without dwelling upon the preliminary details this collector looked more like Jerry the Tramp than a business man of any type. He was offered two dollars a day to "hang around" this house until he got the money. The grocer knew it would not inconvenience the debtor to hand it over and he sought to shame them into it. The collector presented himself, but was told to be off. He intimated that he was in no hurry. The door banged and the collector sat down on the step to wait.

Three hours turned the trick. Rather than create a scene they handed over the money and thus rid themselves of the questionable looking individual who was decorating the front door step. This is not offered as a method to be employed in every case, but it served in this particular instance.

FARRINGTON PHILOSOPHY.

A reputation may get a clerk a job, but it will take more than that to keep it for him.

When a man agrees to work for so much, he contracts to devote his time while on duty to his employer. Time stolen for other purposes is no less stolen than is money taken out of the till.

The man who was not brought up to be polite is going to have a hard time cultivating that virtue, but he can do it and he must if he would succeed.

The merchant who thinks that his advertising ought to build him up a big business in a few months has forgotten that a business, like the building that houses it, can be built only stone by stone.

Do everything in your power to keep customers good natured, to cure them of a grouch if they come with one. The good-natured customers buy twice as much as any other.

Some men are so easily satisfied that they are always satisfied with themselves. No such men are among the Captains of Industry.

It is the little thing in the treatment of a customer that brings him back another day or sends him away never to return.

The customer's vanity is a fair mark for the arrows of salesmanship. He who learns to hit the mark most frequently makes the most sales.

TRADE NOTES.

The retail Grocers of Owen Sound, Ont., have all decided to close their stores every Wednesday afternoon for the balance of July and August all grocers have neatly printed cards in their windows advertising this move.

A report from New York states that more than 12 tons of frozen or dessicated eggs shipped there from Chicago have been seized as unfit for human consumption at one of the refrigerating company's plants in Brooklyn. Government inspectors, acting under orders from the Department of Agriculture made the seizure. It is the largest on record in Greater New York.

A Grocers' Bill has been passed in Massachusetts whereby a married woman is made liable for groceries to the amount of $100 provided she is worth $2 000.

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - PRESIDENT

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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OFFICES

CANADA—
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TORONTO 143-149 University Street Telephone, 7324 Main
WINNIPEG - - - 511 Union Bank Building Telephone 3726 F. R. Munro
VANCOUVER, B.C. - - - - - H. Hodgson, 11 Hartney Chambers
ST. JOHN, N.B. - - - - - W. E. Hopper

UNITED STATES—
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GREAT BRITAIN—
LONDON - - - - 88 Fleet Street, E.C. Telephone Central 12960 E. J. Dodd

FRANCE—
PARIS - - - - - John F. Jones & Co., 31bis Faubourg Montmartre

SWITZERLAND—
ZURICH - - - - - - - Louis Wolf Orell Fussli & Co.

Subscription, Canada and United States - $2.00
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PUBLISHED EVERY FRIDAY

STARCH FORECAST CORRECT.

Since last week's issue there has been a decline in some starch prices, both laundry and culinary. The decline amounts from ¼ to ½ a cent.

Just at present starch is one of the fast sellers and needs the attention of retailers. Manufacturers state that despite the fact that laundries are making a much larger demand on laundry starch than ever before, householders are doing the same.

The declines above mentioned were forecast in last week's issue of The Grocer. This shows the necessity of retailers keeping closely in touch with our market reports, for in many instances they are sure to save money if they do.

FRUIT JAR SEASON.

Now is the time to call the housewife's attention to the fruit jar stock; if you do not get the business some other merchant will.

One of the best methods is the use of newspaper space, calling attention to the fruit gem and naming the prices of the various sizes. This can be augmented by two or three window displays during the fruit season, and also by direct conversations with customers over the phone and in the store.

Often when a customer's attention is directed in conversation to an article she will at once order it because she had previously read your advertisement in the newspaper. The ad. had produced an unconscious effect on her mind at the time, and it merely lacked your suggestion to close the deal.

ADVERTISE BREAKFAST FOODS.

The season is here when grocers should advance their breakfast food sales. As a general rule, housewives do not care to do too much cooking in hot weather, and to take advantage of this fact should be one of the aims of the merchant who supplies the foodstuffs.

As will be observed in another column of this issue, such is being done by a firm in Summerside, P.E.I.—the R. T. Holman, Ltd. They are advertising eight or ten different breakfast foods. as well as camp coffee, and using a large newspaper space in which to do it. They are out after the breakfast food business at a time when these goods move the most rapidly.

This is good business. It shows foresight and an insight into scientific retailing.

BAN ON THE SECRET REBATER.

The secret rebater is becoming more and more unpopular, and it begins to look as if Canadian salesmen were to be divided into two great moral classes—the secret rebater and the honest salesman who depends upon his ability.

The man who stoops so low as to offer a rebate in order to cover up his lack of salesmanship does not deserve the support or glad hand of his fellow traveler. His competition is most unfair; not only that, it is criminal in the eyes of the law.

Recent cases have come to our observation where travelers have declined to recognize their confreres on the street because the latter have been guilty of an offence of the criminal code in respect to secret rebates.

Under ordinary circumstances their action in keeping aloof from their competitors should be discouraged. But in the case at hand are they not justified to a certain extent in ostracising them?

The secret rebater is rapidly becoming unpopular, and rightly so. Business should be done on honest principles—a salesman should rely on his salesmanship ability, the standard of his goods, and the reliability of his house, and not on rebates contrary to the criminal, as well as to the moral law.

DISAGREEABLE SALESMEN.

A discourteous salesman behind the counter is dear at any price and his employer would find it more profitable to pay him to stay away from the store than to receive money from him for the privilege of attempting to sell goods. As long as he is in the store he is likely to increase rather than decrease the number of disagreeable customers. Like begets like.

There are a good many customers who would try the patience of Job. Most clerks have a fair amount of patience and desire to please customers and advance the interests of their employer. In moments of weakness, however, the best of them are in danger of going down before the assaults of disagreeable customers.

But in spite of all, it is the duty of salesmen to practise patience as if they were qualifying for a saintship. It is business, and salesmen are designed for business building.

LET US AVOID HYPOCRISY.

The extra-provincial tax of British Columbia is a menace to inter-provincial trade. There is no doubt about it, and no one denies it.

It is a sort of McKinley Act levied against the other provinces composing the Dominion.

But while this is true, do not let us who live and do business outside British Columbia play the hypocrite. These British Columbians may be sinners greater than we are in this one respect, but none of us can lay claim to being altogether free from narrow provincial legislative sins of the type which has been placed upon the statute book of British Columbia.

Several of the provinces have rather drastic laws on their statute books in regard to extra-provincial companies. In Ontario, for example, the penalty for non-registration is the same as in British Columbia, namely, $50 a day for the company and $20 a day for the agent or representative. And then some that have not extra-provincial taxes, permit municipalities to levy taxes upon commercial travelers, which is even a more irksome form of taxation.

Wherein the British Columbia Act chiefly differs from similar Acts on the statute books of Ontario, Quebec and Manitoba is in its enforcement. British Columbia seems determined to strictly enforce the law; the other provinces that possess a similar law are in the main unconcerned about its enforcement. The Vancouver Board of Trade has failed to induce the Attorney-General to suspend the operations of the Act for even six months.

The enforcement of the law will certainly interfere with trade relations between British Columbia and the other provinces.

But the tax of $25 to $250, according to the capital stock of the company, is not the worst feature of the legislation. It is its narrow provincialism that is most to be deprecated.

It is nationalism, not provincialism, which should be the aim of every Canadian to develop.

A law which, according to the Attorney-General's own word, declares it to be illegal for a person in British Col-

umbia to order goods from a non-registered company located outside the province, certainly does not savor of nationalism.

Before, however, the business men of eastern Canada seriously undertake the modification of the objectionable British Columbia Act, would it not be well for them to begin at home? Their laws, in practice, may not be as aggressive as that in British Columbia, but they are on the statute book, and as long as they are thereon they can scarcely, with clear consciences, undertake the regeneration of their fellow sinners in the Pacific Province.

HOW LAND VALUE WAS RAISED.

If any merchant does not believe that scientific methods in the store tend to success, let him look at the benefits derived from scientific farming and fruit raising.

The Ontario Government has taken over for two years six orchards in Simcoe county, with a view to pointing out to the farmers of what value these orchards really are. It is estimated that Simcoe county, with its 12,000 acres of apple trees, can be made into a great fruit-growing district. If these 12,000 acres were properly handled an annual revenue of $1,200,000, or $100 an acre, could be realized.

This, too, is only a conservative estimate, as the apple growers in Norfolk county are realizing from $100 to $300 an acre. In the latter district the growers have an association numbering more than 300 members. They have applied science to their work, with the result that the value of the fruit land has increased from 10 to 20 per cent.

Scientific methods are needed in the store as well as on the farm. Merchants, through their associations, can, if they will, study the best methods in merchandizing. Then, if they apply them to their businesses, they are almost sure to be successful.

DROUGHT AFFECTS THE HUCKLEBERRIES.

Authentic reports from the Highlands of Ontario state that the huckleberry crop will not be nearly up to the average, in view of lack of moisture at the proper time. Farmers in Muskoka are predicting only half a picking, but this is, no doubt, under-estimated.

In any event, huckleberries are likely to be high in price and not extra good in quality.

Did you ever stop to think that rice forms the principal food of half the population of the earth? The Canadian people are not heavy users, and that is all the greater reason why grocers should endeavor to increase their business in this respect.

A Method to Gain the Confidence of Customers

A Plan That General Merchants Doing a Business of $40,000 a Year are Following to Hold Trade—They Strive to Give Entire Satisfaction When Complaints are Made—An Inexpensive Plan.

Confidence in the quality of his goods, confidence in himself, in his clerks and in the general character of the house, is after all what the average grocer strives to implant in the minds of his customers. It comes only after years of business relations. Likewise it explains why families dealt with some grocers for years, and children of the former continued to deal with the same business houses.

A grocer may feel sometimes that customers look for opportunities to impose upon him but it is a rather well established fact that the grocer who concedes a point has less difficulty in holding his customers than the one who refuses to consider a claim after deciding that neither he nor his clerks are responsible for the incident that gave rise to the misunderstanding.

The most progressive firms have found that it paid them to guarantee satisfaction to their customers, and friends once made for a store on this basis generally maintain their loyalty to the extent of not only continuing to give it their own patronage, but to also advertise the store amongst their personal friends.

To Promote Confidence.

A striking example of the methods employed by one firm of general merchants is shown in the printed matter used. In each package which leaves the store, a card is included which reads as follows:

> It is well understood that we guarantee satisfaction with every sale. The man who makes the mistake can usually adjust it more readily than some one not familiar with the transaction.
>
> This order was filled by our Mr.....
>
> A claim accompanied by this card can be adjusted within three minutes after reaching our store—and we want you to complain if you are not pleased.
>
> Sale No. .....
>
> Date .....

On the back of the card appears the following:

> AFTER ALL.
>
> Buying is a confidence game; confidence in the house; confidence in the man you trade with. Few buyers (merchants not excepted) know the real value of everything they buy. They are guided by prices and the confidence they place in the man who sells them. Each man in our employ enjoys the full confidence of the people where they have spent most of their lives. Each man has instructions to
>
> PLEASE THE CUSTOMER.
>
> He understands fully that we guarantee every article to give satisfaction, and that it IS OUR AIM to treat every one right. We are human, and in selling $40,000 worth in 12 months make some mistakes, but we gladly correct any, and most persons who are reasonable will accept a correction.
>
> We have the utmost confidence in each of our men, and as every article is marked in plain figures and fully guaranteed, you are risking nothing when you place confidence in us for part or all your wants.

A Convincing Argument.

This kind of advertising should appeal to you if you were a customer of the above firm. It contains a dignified expression of the policy upon which these merchants operate and is intended to convince their customers that their trade is appreciated and that as far as it lies within the firm's power, every effort will be made to give fair treatment and perfect satisfaction with each purchase. A reputation established on this basis is a most valuable asset.

TAKE CARE OF YOUR AWNINGS.

Awnings will last longer and look better if merchants would dry them out when they get wet. Some leave their awnings down to soak and drip all through a heavy rain, but it doesn't do an awning any more good than it would any other fabric to soak it in that way. To preserve your awnings haul them up when it rains, but, if they get wet, when the air is right, lower them and let them dry out, and be sure they're dry when you furl them before you close up for the night.

Some merchants, of course, consider an awning is a protection to the passersby, and believe that many tarry under it during a shower, some of whom enter the store, and perhaps purchase goods. That's one way of looking at it, but to consider the awning itself there's no question about the advisability of taking care of it so that it will not become faded and discolored.

McGillivray & Cunningham have purchased the grocery store of A. J. Malcolm, Wingham, Ont.

One hundred and fifty children were recently dismissed from further attendance during the remainder of the school year at Salem, Oregan, to assist a canning company to handle the berries delivered by growers at that firm's plant.

Keeping the Store Sanitary in Hot Weather

The Importance of a Good Air Circulation — Cool Atmosphere Conducive to Attracting Customers — Screens and Electric Fans Should be Used to Help Keep Out the Flies — A Story From Saskatchewan.

July and August are the two real summer months of the year. Occasionally we experience some hot weather in June, and this year the thermometer registered some high temperatures during that month in western Canada.

There is no doubt that during the past few weeks, not only the grocer has suffered physically, but his business has also suffered, because he was not prepared for the extraordinary hot weather that prevailed. His business may have gone down on account of many reasons. It may have been too warm to take care of it properly. He may not have had enough seasonable goods on hand. He may not have had his windows and doors screened so that fresh draughts could be circulated through the store. His store may have had the appearance of a fly hive during the days when these pests breed rapidly. Customers may have felt it too uncomfortable in the stuffy store to order many goods.

It cannot be said that some one of these conditions did not prevail somewhere, and as July is half gone and August is coming it would be wise for the grocer to make his entire business and premises seasonable.

Moving Salt on a Hot Day.

A traveler entered a grocery store in a Saskatchewan town recently, and found the merchant toiling with a barrel of salt. The thermometer at that moment was 92 in the shade, and the door of the store was closed. Several customers were in the store watching the sweltering merchant who did not realize how ridiculous it looked for him to be wearing a broadcloth coat under the most trying circumstances. Common sense should have made him take off his coat at least. The careful merchant would have refrained from presenting such an appearance. It is actually cooling to enter a store and see the merchant coolly dressed and looking fresh, and going about cheerfully in fresh, airy premises. People like to come into a store like that.

Screen Door all Winter.

It is only human nature to be careless about many things regarding the appearance of the store. Sometimes the grocer leaves his screen door on all winter, and the following summer patches it up roughly and allows it to clatter away in a half serviceable manner.

It would be best to take proper time and either put on a new well fitting door, or else have the old one respectably repaired, and serviceable enough to, at least, keep out the flies. It may be that some grocers do not put on a screen door at all. In this case there is either a host of flies in the store, or the place is stuffy and unhealthy.

By all means pains should be taken to give the store a cool appearance. Appearance is sometimes equal to realization. But it is highly probable that if efforts are directed toward a cool appearance that the desired object will be realized.

Using Electric and Palm Fans.

Many stores are installing electric fans and the result is that the air is always fresh and cool.

Many grocers hang palm fans from the ceiling on elastic strings. These are suspended over the outer edge of the counter, and can be conveniently reached by the customer seated by the counter. The average customer considers this a luxury, and it goes far in making the purchaser at home while in the store. The green palm plant is a pleasant thing to have in the store. It gives the place a fresh and inviting appearance when it is warm and sultry without.

Much can be done to keep the store cool and fresh by carefully oiling or sprinkling the floor. Hardwood floors, only, can be oiled, and in very warm weather they could be oiled with advantage at least once a week. The soft wood floors should be sprinkled often, as it settles the dust and cools the air in the store.

A water fountain is a favorite thing in the grocery window. In most cases it is used to sprinkle vegetables, and it is valuable for its cooling appearance and its fresh effect upon the atmosphere. A great secret in keeping the premises inviting and comfortable is to have plenty of window and door openings to permit of a free circulation of draughts. These openings must all be screened, however, to keep out the dust and flies, but screening is a simple matter. It is a good idea in planning a store front to have the top part of the main window on hinges so that it can be opened during the summer season and screened.

Get After the Fly.

A great midsummer problem is the suppressing of flies. The general business is sure to suffer if the grocer ceases to fight these pests. They must be screened out. All material that accumulates on the counter and floor that attracts them must be cleaned away. Cleanliness is an absolute necessity in the fight against flies. The absence of decayed and decaying matter means the absence of flies. All goods such as dried fruits, meats and breadstuffs should not be exposed during the summer months. There are glass cases, and wire screens made purposely to cover these goods, and the careful merchant will take advantage of these articles to keep his stock clean and in good taste.

Every grocer will admit that, when goods present a wholesome and tasty appearance, when the store is cool, clean and fresh, and when the grocer and his clerks are comfortable and cheery, the science of merchandizing is greatly faciliated. It is for that reason the foregoing hints are thrown out.

CANADIAN AND U. S. FOOD PRICES

Boston Wholesaler Says There is Little Difference—Thinks U. S. Consumer Gets Good Value for His Money.

The Massachusetts commission appointed to compare prices of grocery articles in Canada and in the United States included a Boston wholesale grocer who has given out some interesting facts and figures. Comparisons were made between Windsor and Detroit and between Montreal and Boston and the conclusion reached that there was little difference.

In his report this wholesaler says in part:

"It is almost impossible to make up a schedule or chart covering prices for accurate comparison, owing to the fact that some cities use different qualities and different kinds of goods.

"Following is submitted a list of foods which, owing to difference in kind and grade, could not be specifically compared by selling prices, but which I shall generalize as higher or lower in one country or the other, according to what, in my judgment, the customers get for their money:

"Cereal foods (packages).—Cost retailer and consumer approximately the same in both countries.

"Peaches (canned).—Canada packs in Ontario a peach entirely different from our California product; prices are higher in Canada.

"Milk (condensed).—Prices rule about the same to the consumer on both countries; sold a little cheaper to wholesaler in Canada in some cases.

"Molasses—Canada uses different variety from the United States, with prices to the consumer about the same per gallon.

"Olives (in bottles).—Olives in bottles are much higher in Canada; a 10-ounce bottle of 90-110 Queen sells for 25 cents in Canada, while a 14-ounce bottle of 90-110 Queen sells for 25 cents in the United States.

"Teas.—Canada uses mostly blended teas in foil packages, while Detroit uses Japan, Bangor and Boston mostly oolongs; consumers' prices average lower in Canada.

"Salmon (canned).—Canada uses principally a sockeye salmon, at 18 cents at retail; the United States uses principally a red Alaska salmon, at 15 cents at retail; the consumer gets equal relative value in both cases.

"Nuts.—Canada uses French walnuts, at about 15 cents a pound at retail; the United States uses California and Naples walnuts at about 17 to 18 cents a pound at retail.

"Canned goods.—The Canadian prices on the largest selling varieties of canned goods are nearly the same, as far as the consumer is concerned. There apparently is not quite the variety and careful grading in Canada that is shown in the United States product, which must show a slightly higher commercial value cost in Canada over that of a similar product in the United States.

"Taking into consideration all the foregoing data, it is the opinion of the writer, based on his observations and comparisons as far as he has gone in the research, that the consumer gets, on an average, fully as much value, more variety and in some cases a better article for his money in the United States than in Canada.

A Strong Method for Keeping Trade at Home

Stayner Retail Merchants Talk in Business Terms to the People of Their District—Make Direct Appeal to Not Only Their Sense of Loyalty, But Show Them They are Better off Financially in Spending Their Money in Their Home Town—Actual Instances Where Better Prices are Given Than by Mail Order Houses.

To get the trade of people who are always looking for the best price you have to SHOW them. To do this, good, sound business reasoning is practically the only way to permanently prove that you have the goods, that your prices are right, and that these people are actually losing money and time in sending their orders to outside centres.

Bell & McEachern, general merchants, Stayner, Ont., aim to SHOW the people in their district by appealing to two of their senses—their sense of loyalty to their home town and their sense of business acumen. As a matter of loyalty they should support their home town by buying at home and keeping their money there; but more important, they should buy at home because the prices are better, because the value of real estate is lessened if the money is sent away, and if the merchants are not successful.

Bell & McEachern say to The Canadian Grocer:

> "Hitherto our policy has been to ignore the practice complained of entirely, particularly the sending of mail orders, but it has become so widespread and appears to be gaining ground so rapidly that the prophecy of a prominent merchant not 75 miles from Toronto, that before ten years all business places outside of the large centres would be reduced to the status of a peanut stand, does not appear so wild as it sounds. Although we do not feel so pessimistic about the situation, it strikes us that we can no longer ignore it."

On June 30—the day before Dominion Day—they ran the following advertisement in a three-column space down the entire left-hand side of the front page of the Stayner Sun, the word "Loyalty" being in large black type, with a rule beneath, and there being plenty of white space surrounding the whole matter:

LOYALTY.

"To-morrow will be Dominion Day—the day on which we celebrate the confederation of the various provinces of our country. Surely the note of patriotic pride and fervor will be dominant throughout its length and breadth.

"Think of its magnificent size; its potential wealth; its sterling people! Three thousand five hundred miles in length; sixteen hundred miles in breadth, our boundless wheatfields; our hidden stores of minerals; our mighty tide of immigration—from three to four hundred thousand a year; our healthy, happy people. No wonder we sing with heart and voice, "God Save Our King, and Heaven Bless the Maple Leaf Forever!!"

"Loyalty to our country has built up our industries, conserved our farming interests, and is making of us a strong, sturdy, self-reliant nation.

"What do we think of the man or woman, who, enjoying all the privileges that citizenship brings, decries our land, our industries, our products, and gives his trade to a foreign country? His loyalty might well be questioned.

"A nation is simply a big community, made up in its integral part of small communities such as our own, reflecting their habits of life and thought; and yet what do we find many of our people doing locally? Following this very thing! If not actually decrying our town and business houses by word of mouth, they are doing so by practice. The ultimate outcome of such a course, if generally pursued will be that Stayner, and all other rural towns and villages will cease to exist.

"As business men we ask no favors, we make a straight appeal to your patriotism, to your sense of fairness, and at the same time to your self-interest. for the body politic is so constituted that what affects part affects the whole, and by sending your business away from your own town whether you are a farmer, a tradesman or a mechanic, you depreciate to that extent your own property. Why is it that farm land around the City of Hamilton to-day is worth from $500 to $1,000 per acre; or $1,000 to $2,000 around Toronto? Do you suppose if the people of Hamilton had sent their trade to Toronto, or the people of Toronto had sent their trade to New York that present conditions would obtain? Not much. These people were loyal to their respective towns in their small days and these results followed.

"As we stated before we ask no favors. If we cannot supply goods,—reliable goods—at as low a price as you can get any where we do not ask your trade, but we claim we have a right to expect it on even terms if nothing more.

"Here are a few instances that have lately come under our notice:—An order came in from a lady for three toilet sets—plain white ware at $1 per set. In it she said, "I was told I could not get these anywhere but at ——— (naming a Toronto departmental store) at that price and I was surprised to find that you had them.' Here was an order probably going out of town on which freight and packing would have to be paid—the latter at least even if it was a $25 order, adding from 10 to 15 per cent. on their cost; and going to swell the income of a multi-millionaire who never contributed five cents for the welfare of Stayner or five minutes for its upbuilding in any way.

Another letter order reached us this week asking—among other things — for six window shades, 'if you have anything similar to the enclosed clipping.' The 'clipping' was an illustration of a shade either in cream or green at 25c. Our price on the same article is 22½c.

"This week again we came across a magnificently illustrated summer catalogue from the same source quoting special prices for summer needs. On the back page, priced in large red ink letters to indicate something very special is advertised an Arabian Curtain Cloth at 24c. We have identically the same goods, and our ordinary every day price is 25c and we are making our ordinary legitimate profit on it, and so on through the whole catalogue.

"The same remarks apply to the practice of running to Collingwood or Barrie. Why should you build up these places and communities at the expense of your own? You will loose more on the value of your own farm if you destroy your own town as a market place than all your imaginary savings would amount to in a life time.

"Be sane, be sensible, bring along all your catalogues, your sale bills—common every day loyalty demands that you give us and the rest of our business people a fair show—compare prices fairly and honestly, and if we cannot do as well for you as any business house in Toronto or any other place we will not expect you to buy. Isn't that fair?"

BELL & McEACHERN,
"The House That Does as
It Advertises."

TRADE NOTES.

The prune market maintains a firm position.

There seems to be a revival of the fruit industry throughout Canada. Spraying demonstrations are being given by agricultural representatives in Ontario and more care is being exercised to the preparation of orchards. To help the good cause along the Board of Trade in Orillia, Ont., has formed a fruit board in an endeavor to advance the fruit growing industry.

Probably nothing else known in United States agriculture has made as great strides in popularity in recent years as the asparagus. Only a short time ago it was regarded as a luxury, now it is practically within the range of everyone. The canners are turning out a good product and this gives the growers a good market.

The Markets—New Pack Strawberries are Dearer

Canners Announce Opening Prices at $1.47½ and $1.50 a Dozen, Just 25 Cents Higher Than Last Year—Information as to What Opening Prices of Salmon are Likely to be—Reports Regarding Currants and Raisins Agree Upon Higher Prices—Expected Decline in Price of Starch Occurs as Was Anticipated—General Business Remains Good.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on pages following.

QUEBEC MARKETS

POINTERS—

Canned Goods—Corn and tomatoes 2½ and 5c higher.

Tapioca—Firm.

Filberts—½c lower.

Starch—Decline ¼ to ½c.

Montreal, July 14, 1910.

Trade conditions are good here at present. All the jobbers report a large volume of business at fair margins and extending to nearly all lines. The most serious outlook locally is in canned peas, standard size, which are practically exhausted. However, the new crop will be in before long and relieve matters. Seed tapioca is another item which is destined to keep scarce. Little is offering and it is snapped up with surprising celerity.

Evaporated apples are doing better and show signs of continuing at fairly high prices in the primary markets.

Taken all through the situation is a strong one and trade through the summer should be exceptionally good.

During the week there was a reduction in the prices of some brands of starch.

Sugar—While there seems to be a slight weakening in the raw market during the past few days, still it is thought to be a very strong situation, and no change is expected. It looks like continued high prices for some time to come. Trade is very brisk at present prices, owing to the preserving season and the large trade in summer drinks.

Granulated, bags	5 15
" 20-lb. bags	5 25
" Imperial	4 90
" Beaver	4 90
Paris lump, boxes, 100 lbs.	5 95
" " " 50 lbs.	6 05
" " " 25 lbs.	6 25
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 85
" " 100 lb. boxes	5 95
" " 50 lb. "	6 05
" " 25 lb. "	6 25
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 60
" " 50-lb. boxes	5 80
" " 25-lb. boxes	6 00
Powdered, bbls.	5 40
" 50-lb. boxes	5 60
Phoenix	5 60
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 " bags	4 75

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses—Syrups are selling much better lately, owing to the out-of-town demand. There is a fair trade passing in the city too, so the present situation looks much better than it has for some time past.

In molasses trade is dull, though some large importations have been disposed of lately.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 ¼03
" ½-bbls.		0 03½
" ¼-bbls.		0 03¾
" 38½-lb. pails		1 80
" 25-lb. pails		1 30
Cases, 2-lb. tins, 2 doz. per case		2 50
" 5-lb. " 1 doz. "		2 85
" 10-lb. " ½ doz. "		2 75
" 20-lb. " ¼ doz. "		2 70

Tea—The Japan market seems to be firmer and it is reported that last year's stock is running low. As little of the new has arrived it is plainly evident what is the cause of the growing firmness. Other teas seem to be about the same with a fair trade passing.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—Coffee continues in brisk demand at last week's prices. If anything the demand is better than at this time last year, and dealers and importers are quite optimistic.

Mocha	0 18½	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices—The continued demand for high grade spices has kept the market firm, and as there is a strong demand for preserving purposes, there seems to be little prospect of any change, unless higher, until fall. Gingers, cloves and peppers seem to be selling the best.

	Per lb.			Per lb.	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits—Raisins of all kinds seem to be scarce and that in face of the strong demand has caused prices to firm up considerably, though not sufficiently as yet to affect the retailer.

Prunes in the larger sizes are also scarce, though the demand is light, thus relieving the situation somewhat.

Other lines are about the same as last week.

Currants, fine filiatras, per lb., not cleaned		0 05¾
" " " cleaned		0 06¼
" Patras, per lb	0 07½	0 08
" Vostizzas, per lb	0 08	0 09
Prunes—		
40-50		0 09
50-60		0 08
60-70		0 07
70-80		0 06½
80-90		0 06
90-100		0 05½
Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins		9 90
" fancy seeded, 1-lb. pkgs		0 09
" loose muscatels, 3-crown, per lb	0 07½	0 08
" " 4-crown, per lb	0 08½	0 09
" sultana, per lb	0 07½	0 10
Malaga table raisins, Rideau clusters, per box		2 25
Valencia, fine off stalk, per lb		0 05
" select, per lb		0 06
" 4-crown layers, per lb		0 06

Nuts—The usual gloomy stories from France regarding the walnut crop are afloat, and local dealers seem inclined to place more confidence in them than usual. If so, higher prices are in prospect.

Almonds seem to be scarce and prices are due for a slight advance it is thought. Filberts are ½c lower owing to a slack demand.

Other lines seem to be about the same with a good average volume of trade.

In shell—		
Brazils	0 14½	0 15½
Filberts, Sicily, per lb	0 10	0 13
" Barcelona, per lb		0 10½
Tarragona Almonds, per lb	0 13½	0 14½
Walnuts, Grenobles, per lb	0 13	0 14½
" Marbots, per lb		0 12½
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 32½	0 35
" 3-crown " "	0 31½	0 33
" 2-crown " "		0 30
" (in bags), standards, per lb	0 26	0 27
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb		0 65
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 28	0 30
Brokens	0 23	0 27

Evaporated Apples—Prices are ruling higher in the primary market owing to the bare state of the market and a sudden return of the export demand. An offer to buy a car at ½c advance over the former price was turned down. Altogether the situation in this line is much more encouraging.

Evaporated apples, prime	0 08

Beans and Peas—There seems to be a decided improvement in the pea situation during the past few days. The cause is said to be a growing scarcity of the better grades. At any rate holders are asking higher prices.

In beans there is little doing at present.

Ontario prime pea beans, bushel	2 10
Peas, boiling, bag	2 50

Rice and Tapioca—Tapioca is firm. Offerings are scarce, especially seed. Prices in the primary markets keep high and there are only a few sellers, consequently they are able to keep values up. It looks as if the market would continue strong for some time to come, as rubber plantations have taken the place of many tapioca plantations.

Rice is having rather a dull sale at present, but prices are unchanged.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10

" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	3 00
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL.

Standard peas are hard to obtain, and local jobbers report a decided shortage.

The brisk trade passing in vegetables and fruits has sent the price of corn and tomatoes up, the former to 87½c and the latter to 92½c.

Trade is good throughout all lines.

Peas, standard, dozen	$1 05
Peas, early June, dozen	1 07½ 1 10
Peas, sweet wrinkled, dozen	1 10 1 12½
Peas, extra sifted, dozen	1 52½ 1 60
Peas, gallons	3 87½ 3 92½
Pumpkins—3 lb., $1.00; gallon, $3.00.	
Beans, dozen	0 87½
Corn, dozen	0 85 0 87½
Tomatoes, dozen (Ontario and Quebec)	0 87½ 0 92½
Strawberries, dozen	1 50
Raspberries, 2's, dozen	1 80
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb talls, per dozen	1 87½
½-lb. flats, per dozen	1 30
1-lb. flats, per dozen	2 02½
Other salmon—	
Humpbacks, dozen	0 95 1 00
Cohoes, dozen	1 35 1 40
Red Spring, dozen	1 60 1 65
Red Sockeye, dozen	1 85 2 00
Lobster Futures—	

½-lb. flats, doz., $2.40; 1-lb. talls, doz., $4.25.
1-lb. flats, doz., $4.50.

Compressed corned beef, 1s	1 80	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 15	Corned beef hash, 1s	1 60
English brawn, 2s	3 00	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 00	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 30	Jellied hocks, 6s	10 00
Ready lunch veal loaf 1s	2 40	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	1 80	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 15	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 60
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 60

TORONTO.

Jobbers report good business in canned goods, particularly in vegetables. The new fruits have, of course, curtailed business in canned fruits.

There is a good demand for salmon but from all reports the supply is none too plentiful. The opening prices for the new British Columbia pack have not yet been published, but they are likely to be named soon. An advance idea of what they are likely to be has been received by The Grocer from an authentic source and when the new quotations are given out it is believed the difference will be nil. It has been learned that best Fraser River sockeyes are placed at $6.50 a case, best cohoes at from $4.75 to $5 and best pinks at $3.25. These are coast prices by car lot. It will not be long until the prices are quoted publicly.

The new strawberry pack has been put up and prices have been given out by some of the canners. The pack is claimed to be just about one half the normal or what was expected. This was due to the short season and the dry weather that prevailed at the finish. The prices announced are: for group A, $1.50 a doz.; for group B, $1.47½ a doz.

These are considerably higher than last year when the opening quotations ranged from $1.25 to $1.35. but it is less than the prices for two years ago when $1.90 was asked. Everyone is waiting for the price list as it will appear this year and it may be said that the strawberry prices are no more than was expected by many of those who had been following conditions closely.

Peas are coming under consideraton and it is felt that the pack will only be one half the normal. High prices are likely to rule since the market is practically bare.

Beans	0 85	0 90	
Corn	0 82½	0 87½	
Peas	1 10	1 60	
Pumpkins	0 80	0 90	
Tomatoes, 3's	0 85	0 90	
Strawberries, 2's	1 47½	1 50	
Raspberries, 2's	1 75	1 85	
Peaches, 2's	1 60	1 65	
" 3's		2 65	
Lawtonberries		1 65	
Clover Leaf and Horseshoe brands salmon:			
1-lb. talls, dozen		2 00	
½-lb. flats, dozen		1 37½	
1-lb. flats, dozen		2 15	
Other salmon prices are:			
Humpbacks, doz	0 95	1 00	
Cohoes, per doz.	1 45	1 50	
Red pitted cherries, 2's		1 75	
Gallon apples	2 25	2 75	
Bartlett pears—			
Heavy syrups, 2's		1 65	
" Light 2's		1 15	
Heavy " 3's		2 40	
Light " 3's		1 70	
Lombard plums, 2's	0 80	0 85	
Red Spring, doz.		1 85	
Lobsters, halves, per dozen	2 00	2 25	
Lobsters, quarters, per dozen		1 40	

ONTARIO MARKETS

POINTERS—

Starch—Decline ¼ to ½c.

Currants and Raisins—Firm.

Canned Strawberries—New prices out.

Canned Salmon—Advanced quotations secured.

Toronto, July 14, 1910.

Jobbers still report good business along general lines and a feeling of satisfaction with business prevails. Sugar is running along smoothly with the chances for another increase more remote than they were a few weeks ago. The sugar market is steady and firm, but it was expected that a bumper yield of strawberries would lead to a heavy demand for sugar. The crops did not come up to expectations however.

During the week a reduction in the price of starch was reported in some brands. The consumption of starch is heavy just now and business is good.

Rice and tapioca are quite steady before a good summer demand. Dried fruits are firm, raisins and currants particularly so. New currants for most direct shipment opened 3s. higher than a year ago. Prunes, too, are inclined to be firm.

In canned goods, the new prices are being awaited with interest. Strawberries have been named at $1.47½ and $1.50. Only half a pack is reported. Peas are expected to be below the usual pack although the recent rains may have a good influence. The new salmon prices are expected any day now and on this page are quoted prices which were secured from a good authority, but which have not yet been made public.

Sugar—Expectations of a heavy consumption of sugar as the result of a big crop of strawberries were not exactly realized to the full. The season was too short and the crop itself was disappointing. The market is steady, however, and is improving. Wholesalers do not expect another increase in prices at least not for the present. The demand should remain steady during July and August, they state, increasing in September when a change is more likely to occur.

Paris lumps, in 100-lb. boxes	6 15
" in 50-lb. "	6 25
" in 25-lb. "	6 45
Red Seal	7 20
St. Lawrence "Crystal Diamonds," barrels	5 95
" " ½ barrels	6 05
" " " 100 lb. boxes	6 15
" " " 50 lb. boxes	6 25
" " " 25 lb. boxes	6 45
" " " cases, 20-5 boxes	7 70
" " Dominos, cases, 20-5 boxes	7 70
Redpath extra granulated	5 30
Imperial granulated	5 00
St. Lawrence granulated, barrels	5 30
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 20
Wallaceburg	5 20
St. Lawrence golden, bbls	4 90
Bright coffee	5 20
No. 3 yellow	5 10
No. 2 "	5 00
No. 1 "	4 85
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Syrup and Molasses—This market has no particular features at present. There is some demand, but it is not the season for these commodities.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 50	Gallons, 6 to case	4 80
5 lb. tins, 2 doz. in case	2 85	½ " 12 "	5 40
10 lb. tins, ¼ doz. in case	2 75	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 70	Pints, 24 "	3 00
Barrels, per lb	0 03⅜	Molasses—	
Half barrels, lb.	0 03½	New Orleans, medium	0 28 0 30
Quarter " "	0 03⅝	New Orleans, bbls	0 26 0 28
Pails, 38½ lbs. ea	1 80	Barbadoes, extra fancy	0 45
" 25 " "	1 30	Porto Rico	0 45 0 62
		Muscovada	0 30

Dried Fruits—The price for new currants to be shipped by the first direct steamer is quoted 3s. higher than that of last year. The crop is reported to be 30 per cent. below the average, thus substantiating the reports that have been received from time to time. The spot market is quiet.

Advices regarding Valencia raisins are to the effect that the prices are going to be higher than last year. Australia has grown only a sufficient stock for her own needs and in consequence England will have to depend on other sources of supply. There is also reported a shortage of currants and Sultanas. In view of these conditions the demand is bound to be heavier on Valencias. But the latter crop is going to be smaller than usual on account of the dry weather that has been experienced. Even should rains come now, they will be too late to bring forth a full crop. Everything seems to combine for higher prices.

Prunes—	Per lb
30 to 40, in 25-lb. boxes	0 11 0 11½
40 to 50 " "	0 08½ 0 09
50 to 60 " "	0 06½ 0 07½
60 to 70 " "	0 06 0 07
70 to 80 " "	0 05½ 0 06½
80 to 90 " "	0 05 0 06
90 to 100 " "	0 05½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard	0 14 0 15
Choice, 25 lb boxes	0 15
Fancy, " "	0 17 0 20
Candied and Drained Peels—	
Lemon 0 09 0 11 Citron	0 14 0 17
Orange 0 11½ 0 12½	
Figs—	
Elemes, per lb	0 08 0 10
Tapnets, "	0 03½ 0 04
Bag figs	0 03½ 0 04
Dried peaches	0 08 0 08½
Dried apples	0 08
Currants—	
Fine Filiatras 0 06 0 07 Vostizzas	0 08½ 0 09
Patras 0 07½ 0 08	
Uncleaned ½c less	
Raisins—	
Sultana	0 05 0 07
" fancy	0 06 0 07½
" extra fancy	0 08½ 0 09
Valencias, selected	0 06 0 06½
Seeded, 1 lb packets, fancy	0 08 0 08½
" 16 oz. packets, choice	0 07½
" 12 oz. " "	0 06
Dates—	
Hallowees 0 05 0 05½ Fards choicest	0 10
Sairs 0 05	

Teas—A prominent dealer stated recently that there is no hope for decreased prices in teas. He had just returned from a trip to the northwest and stated that for Ceylons he received 5 cents a pound more than for the same quality of tea last year.

Coffee—Coffee is held firmly with a good demand. There are no particular changes.

Rio, roasted	0 12	0 15	Mocha, roasted	0 25	0 28
Santos, roasted	0 13	0 17	Java, roasted	0 27	0 33
Maricaibo, "	0 14	0 20	Rio green	0 10	0 11

Spices—There is a growing demand for spices and a general firmness prevails. The spice market is in a healthy condition.

Peppers, black	0 15	0 18	Cloves, whole	0 25	0 35
" white	0 22	0 25	Cream of tartar	0 25	0 28
" whole, black		0 16	Allspice	0 14	0 16
Peppers, whole, white		0 23	" whole	0 14	0 16
Ginger	0 20	0 25	Mace, ground	0 75	0 80
Cinnamon	0 21	0 23	Mixed pickling spices, whole	0 15	0 16
Nutmeg	0 20	0 30	Cassia, whole	0 20	0 25
			Celery seed		0 24

Rice and Tapioca—There has been a steady demand for these commodities and a firmness prevails in regard to prices.

	Per lb.
Rice, stand. B	0 02½ 0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	2 80
Rangoon	0 03 0 03½
Patna	0 05½ 0 06½
Japan	0 04½ 0 05
Java	0 06 0 07
Carolina	0 10 0 11
Sago	0 05½ 0 06
Seed tapioca	0 06
Tapioca, medium pearl	0 05½ 0 06

Nuts—Firmness is the general tone of the entire nut market. Tarragona almonds are held firmly and the reports from France indicate that the crop will only be fair.

Almonds, Formigetta		0 11
" Tarragona	0 11½	0 12
" shelled	0 32	0 35
Walnuts, Grenoble		0 13½
" Bordeaux		0 11
" Marbots		0 12
" shelled	0 29	0 30
Filberts	0 12	0 12½
Pecans	0 16	0 18
Brazils	0 15	0 15½
Peanuts, roasted	0 08	0 12½

Evaporated Apples—"Evaps" are slightly firmer although there is no signs of a change as far as the price is concerned.

Evaporated apples	0 07½

Beans—Demand for beans is not heavy owing largely to the season.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

Advanced—Rolled oats, tapioca, sago.
Stronger—Sugar, dried fruits.
Reduced—Almonds.

Winnipeg, July 14, 1910.

The general trade is greatly improved this week. During the depressing weather of the past few weeks there was little activity in the markets and few men in any branch of business were hustling The result was that retailers' stocks got low and now travelers are sending in good orders for a wide range of stock.

The reports from crop centres are interesting this week. In the western States the crop in some lines is light, while in the far east. The destruction of plants is being carried on relentlessly to make room for rubber. This all tends to strengthen the markets everywhere.

Crop conditions in Saskatchewan and Manitoba remain practically unchanged from a week ago, and any change is in the direction of improvement following heavy local showers in many of the northern districts where rain was greatly needed. In Regina district conditions remain good. Wheat now shows a growth of from 22 to 33 inches, and in many places is already heading out. Prospects generally are for an early harvest with fair average yield.

Except in very rare cases where the wheat was sown very early and on poorly worked land, the crop is good. The heavy rain which fell during the seeding gave the wheat a good start, and there has hardly been a week since without at least a shower, and quite often a good general rain.

The oat crop is not nearly as large in acreage this year as last. The wheat crop yielded such large returns last year that the majority of farmers have only sufficient oats sown for their own use. The plant is strong and healthy and the yield is expected to be fairly large.

Sugar—Prices have firmed up locally due to the opening of the preserving season everywhere in the west. This condition will be maintained for some weeks at least and it will tend to keep the sugar market strong for the remainder of the season. The demand for icing and powdered sugars is fair only and the lump stuff is held strong.

Montreal and B.C. granulated, in bbls	5 75
" " in sacks	5 70
" yellow, in bbls	5 35
" " in sacks	5 30
Icing sugar, in bbls	6 35
" " in boxes	6 55
" " in small quantities	6 55
Powdered sugar, in bbls	6 15
" " in boxes	6 35
" " in small quantities	6 50
Lump, hard, in bbls	6 65
" " in ½-bbls	6 75
" " in 100-lb. cases	6 65

Foreign Dried Fruits—Conditions in crop centres almost entirely rule the market at present. The demand is good everywhere and this would warrant a strong market. Packers in California and Oregon are holding for higher prices. In Oregon the crop is estimated at 25 to 50 per cent. of last year and although the California crop is about equal to last year the packers in the latter state are corralling the stocks and higher prices are sure to rule. When new fruit actually comes on the market buyers feel that lower prices than are at present in view can be quoted. The Valencia raisin crop is good but rain is badly needed at present. The currant crop in Greece is suffering with the Peronosperous disease which is peculiar to that plant. As a result the crop will be light and goods will be marred. No change, however, has yet been made in the local quotations.

Smyrna Sultana raisins, uncleaned, per lb	0 06 0 11
" " " cleaned, per lb	0 09 0 13
Valencia raisins, Rowley's, f.o.s. per case, 28's	1 45
" " selects " 28's	1 55
" " layers " 28's	1 75
California raisins, choice seeded in ¾-lb. packages per package	0 06
" " fancy seeded, in ¾-lb. packages per package	0 06½
" choice seeded in 1-lb. packages per package	0 07½
" " fancy seeded in 1-lb. packages per package	0 08½
Raisins, 3 crown muscatels, per lb	0 06
" 4 " " "	0 06
Prunes, 90-100, 1b	0 05
" 80-90 "	0 05
" 70-80 "	0 06½
" 60-70 "	0 06½
Prunes, 50-60 "	0 07½
Prunes, 40-50, 1b	0 08½
Silver prunes, ac. to quality	0 09½ 0 12½
Currants uncleaned, loose pack, per lb	0 06½
" dry, cleaned, Filiatras, per lb	0 06½
" wet, cleaned, per lb	0 06½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 07
Pears, per lb	0 09 0 15
Peaches, standard, per lb	0 08
Peaches, choice	0 09
Apricots, standard, per lb	0 15
Apricots, choice per lb	0 15½
Plums, pitted, lb	0 11 0 12½
Nectarines, 1b	0 09½
Dates, per lb., Hallows, bulk	0 06½
Dates, packages 30 in case	0 06½
Figs, per lb	0 04½ 0 05
Peel, 1b., lemon	0 09½
" " orange	0 10
" " citron	0 13½ 0 18

Syrup and Molasses—The market is weaker and the demand has almost entirely fallen off. Local stocks are light and retailers all have a good supply on hand. The following prices rule.

Syrups—	
24 2-lb. tins, per case	2 05
12 5-lb. tins, per case	2 30
6 10-lb. tins, per case	2 35
3 20-lb. tins, per case	2 45
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
Gingerbread molasses, ½ bbls., per gal	0 40
New Orleans molasses, ½ bbls., per gal	0 33 0 35

Nuts—Almonds and walnuts are moving slowly and almonds have been reduced 2 cents. Peanuts are going well at the prices quoted, which are according to quality, and rumors are that higher prices may be quoted soon due to the general heavy consumption. All nuts have a good sale during all the seasons in the west and the general tone of the almond and walnut market is expected to revive shortly.

Shelled Walnuts, in boxes, per lb	0 30
" " small lots, per lb	0 31
" Almonds, in boxes, per lb	0 33
" " small lots, per lb	0 34
Peanuts, Virginia, per lb	0 11 0 13

Rolled Oats—It is believed that oats are to be a short crop in the west this year and wholesalers are already boosting the rolled stuff. Within the past week the cereal has gone up several points. Should the report of shortage be more strongly verified, higher prices may shortly be quoted.

Rolled oats, 80 lb. sacks, per 80 lbs	1 90
" 40 " " 40	0 90
" 20 " " 20	0 50
" 80 " (8, 10s)	2 35

Tapioca and Sago—The destruction which is going on continuously on these plants is holding the market high on the products. Rubber production is indulged in extensively to the detriment of all other products. We quote the following.

Pearl tapioca, per lb	0 05½ 0 06
Sago, per lb	0 05 0 05½

Beans—These are weaker but the following prices still hold.

3-lb. picker, per bushel	2 25
Hand picked, per bushel	2 35

Evaporated Apples — Evaporated apples have strengthened up considerably and better prices are expected to prevail until green apples come in at least. The quality of the stocks on hand is good and the price ranges from 8 to 8½ cents to-day.

A Dominion charter has been granted Walter Baker & Co., of Canada, Limited, capitalized at $50,000 with head offices at Montreal to manufacture, buy, sell, etc., coffee and cocoa.

Personal Honor Pledges and Price Protection

How a Famous Manufacturer Maintains Prices Without Using a Contract—He Relies on the Personal Honor of Those to Whom He Sells—Handling of the Recalcitrant Ones.

By Frank H. Holman, in Printers' Ink.

A white-haired, grizzled veteran of business not long ago smiled philosophically at a square-jawed young manufacturer who was exhibiting with great satisfaction a bunch of contracts for price maintenance with dealers and jobbers. "Your contracts," said the old man, with an air of wisdom, "arn't worth the paper they're written on."

The young manufacturer snorted dissent.

"Every honest man whose name you've got signed to those contracts," continued the old man unabashed, "would maintain prices if he promised to do so, contract or no contract; while the crooks and the wishy-washies will break your prices, contract or no contract. Personal honor is a stronger force than imposing contracts, legal seals and foxy clauses. There has never yet been written a contract that couldn't be broken by legal quibble and dishonorable intent. The law is not as omnipotent as you think—and personal honor is a practical business factor that has yet to get its full share of credit."

And then that philosopher-manufacturer quietly pulled out some card index drawers which were simply overflowing with cards containing the names of many thousands of retailers throughout this country, many of them the same as had signed price maintenance contracts with the young manufacturer.

"With every one of these dealers," said the elder manufacturer, "I have a gentlemen's understanding that they will not cut prices, and by far the greater part of them stand by their word—I've tested them for years. I've never asked them to sign their name to a thing."

Soap Price Cutting.

This is no tale from Arcadia—the firm in question is world-renowned and does a tremendous annual volume of business in a wide variety of lines of goods. One of these is soaps—a line in which price cutting is usually especially acute; yet so effectual is the system that the company's eastern manager states that in the course of years of experience he has never met with a single failure to finally line up the dealers upon a strict price-maintenance policy based solely upon spoken pledges.

The men who would admit that they are wilfully dishonest or that their spoken word is not to be trusted, are few and far between, if really they are ever to be met with among prospering business men. In that fact lies the secret of the success of the policy of this soap house. When one of the latter's salesmen closes with a dealer for the initial order, the interview invariably ends with the salesman explaining that it is the established policy of his house to insist upon strict price-maintenance, and asking the dealer point-blank if he pledges, upon his honor, not to cut prices.

Sometimes, indeed, very often, such a dealer will haughtily answer that he is not a "price-cutter" and "never has cut prices." But such an answer is not accepted as final. Every salesman is explicitly instructed to insist upon a firm "Yes-or-No" answer to his question. If it is "Yes," all right; if it is "No," the salesman's line-o'-talk runs somewhat like this: "Well, Mr. Dealer, I am sorry you cannot see it the way we do, and realize that it is to your own advantage not to cut prices. But, if you persist in your refusal, I am going to ask you not to order any of our goods. In that event, we don't want your order, and really you don't want our goods, for, if you began cutting, all your competitors would have to do the same thing, and there would be no end to it. You are selling enough soaps, as it is upon which you are not meeting selling-expenses or are even losing money."

It is to be noted that goods are not directly refused the man. The proposition is thus never taken off the personal basis, it being up to the personal integrity of the dealer to do The Square-Thing. And it may overjoy the optimist and the believer in the sense of integrity of average humanity to learn that, in the case of this soap house, it is said not one dealer in the course of years of experience has failed to come to the chalk-mark when the matter has been put up to him on this personal basis.

Detecting Violations.

This is not saying that there have not been violations, however, and instances of price-cutting. Such instances have been easily detected, as a rule; and have even been anticipated. The reputation of a dealer who is known as a price-cutter usually goes before him. His contemporaries will give him away. "Are you selling goods to Jones?" is the question asked by Price-cutter Jones' competitor. "Then we don't want any because there can't be any question what he will do." Such an argument is met with the proposition that, if the competitor will telegraph, charges reversed, to the soap house the first time Jones is caught cutting prices, and agree not to cut in the interim himself, the soap house will hustle a salesman to the spot by the very next train to bring Jones to terms. Being a liberal proposal, the suggestion is usually accepted, and thereupon the detective work begins and continues automatically.

When a specific instance of price-cutting, contrary to the spoken-word agreement, is shown, the first possible moment for a personal interview is seized. In many cases the man detected in the act of cutting prices is found in a rather pugnacious mood at the time of such an interview. In not a small percentage of cases he will stoutly deny having ever agreed to maintain prices, anyway. He is then never allowed to believe that his bluff will pass for an instant. "I can see how it may be possible, Mr. Dealer," says the salesman, "that you may really believe you never made an agreement not to cut prices, but I am absolutely positive that you did give your word in the matter—I have not the least shadow of a doubt." Not having been called a liar in so many words, the dealer will then usually come down from his "high-horse," it is found, and meekly admit that "the matter may have slipped his mind."

Gets Second Pledge.

Then the whole proposition is approached anew, and a second spoken pledge, as between two gentlemen, is asked. In case it is refused, which is not often, a little "heavy tragedy" is brought to bear—even a cuss word or two and a show of valor on the part of the salesman. "Oh, well," says the latter, "if that is the kind of a business man you are, sir, and if that is all your word is worth, why all right. But we took you for a gentleman." It is the Bullet that Hits the Invulnerable Spot. Even the grimmest dealer has a sort of commercial Tendon of Achilles where he is sensitive. It is self-respect, his pride in his personal reputation for honesty and for being a man of his word and an honorable man among men. Sneer as the pessimists may at this manner of approach, and this way of doing business, yet the fact remains, and it is testified to by the commercial philosopher referred to, that this appeal has never yet failed to reach its mark. And every new success naturally makes the succeeding one the easier.

In some instances a slightly different angle of approach is taken in case of a point-blank refusal to maintain prices. This manager tells the story of how he lately went to Pittsfield Mass., to see a recreant dealer, and sat in his office, in company with one of his under-salesmen, during business hours, from 11 o'clock one morning until next noon in a successful effort to bring the man to terms. It did the trick. "Sometimes it is better to besiege the enemy and starve them into submission," he says with a smile of reminiscence, "than it is to attempt to attack them directly and blow them to smithereens. That fellow agreed to get rid of us. I'd have camped out there a month otherwise."

Dealers Kept Samples.

This same personal appeal to a dealer's sense of right actions has been extensively used by this same soap house along a little different line in the matter of sampling too. One of its recent big moves was a monster appeal through the mails to the consumers whose names

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WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building, - - - MONTREAL

were provided by the dealers. Along with the letter to them went a coupon redeemable at their dealer's store for a regulation-sized cake of soap, the dealer having been provided in advance with the latter in the necessary quantities. It was cheaper to provide a regulation-sized cake than to make up a special smaller one. As is always the case, the great temptation was for the dealer to steal these sample-cakes, assert that he had not received them from the manufacturer when coupon-holders came, and add them to his regular stock of salable soap.

"But a little careful argument on our part," says this manager "and a little more manipulation of the Appeal-Personal, sufficed to offset this dealer's temptation. By personal interviews and by mail, we explained how we fully appreciated that the dealer in question 'was personally above any such practices,' even if it were not for the fact that it was for his best interests in the end that the soap should be given out as originally intended, as samples. We explained that for him not to give out the soap as samples would mean but to curtail the growth of his ultimate sales just so much in proportion and to miss the Golden Opportunity. And the appeal struck home and, as far as I know, the sample-cakes were used as originally intended in every case."

In this, too, too legal age when lawyers in grim battalions and safes loaded with parchments bearing doubly-witnessed signatures are so frequently relied upon to push through price protection and other sales policies, it seems as if the harking back to the fundamental, personal and moral appeal is both better business and more agreeable and optimistic. It is certainly true that a better feeling must exist between a retailer and a manufacturer whose relations are put on the plane of pure loyalty and honor than between the manufacturer who handcuffs dealers with steel chains of legal documents.

Long ago, in pedagogy, it has been established that you build morality quicker by putting questions up to the personal honor of pupils than by any grim systems of punishments and rules. Evidently business can make use of the same principle.

Overcoming Delay in Finding Out Retail Price

Customers Often Have to Wait a Minute or Two While a Clerk Leaves the Store to Ask the Proprietor—How a Small Indexed Retail Price Book Will Solve the Problem — A Time-Saver Costing Only Five or Ten Cents—May be Customer Saver Too.

It is annoying to a person who asks the price of a particular article in a grocery store to be told by the salesman that he doesn't know, but that he will find out in a minute or two.

Of course, where the proprietor is the sole salesman this seldom happens as he invariably knows the cost of the goods and the selling price. But this situation does not exist often. There is usually an employe in every store who is obliged to inquire day after day what the price of a certain article is. Sometimes the salesman or saleslady, and particularly one who does not take a deep interest in the progress of the business, has to travel into the residential apartments nearby or above the store to make the inquiry.

No customer wants to wait five, four, or even a minute to know the price of an article; and it is far from good salesmanship to have her do so. When she asks a price she wants to know it. Often, as every grocer knows from his experience as a clerk, the customer will say: "Oh, never mind asking Mr. —— about it, I only wanted to know the price." This no doubt loses many a sale for the probability is that she would have made a purchase if she thought the price to be low enough.

How to Overcome This.

This deficiency, therefore, represents a leak in the store business. It is concrete; now the question remains, "how can it be remedied?"

It is almost impossible for any man to learn the different prices of every article, except after having spent several years in a store, and this situation is aggravated by the fact that there are always new lines of package goods coming on the market, the prices of which, in the different sizes of cans or packages, are hard to remember.

The only solution that presents itself is the use of an indexed price book by the salesman.

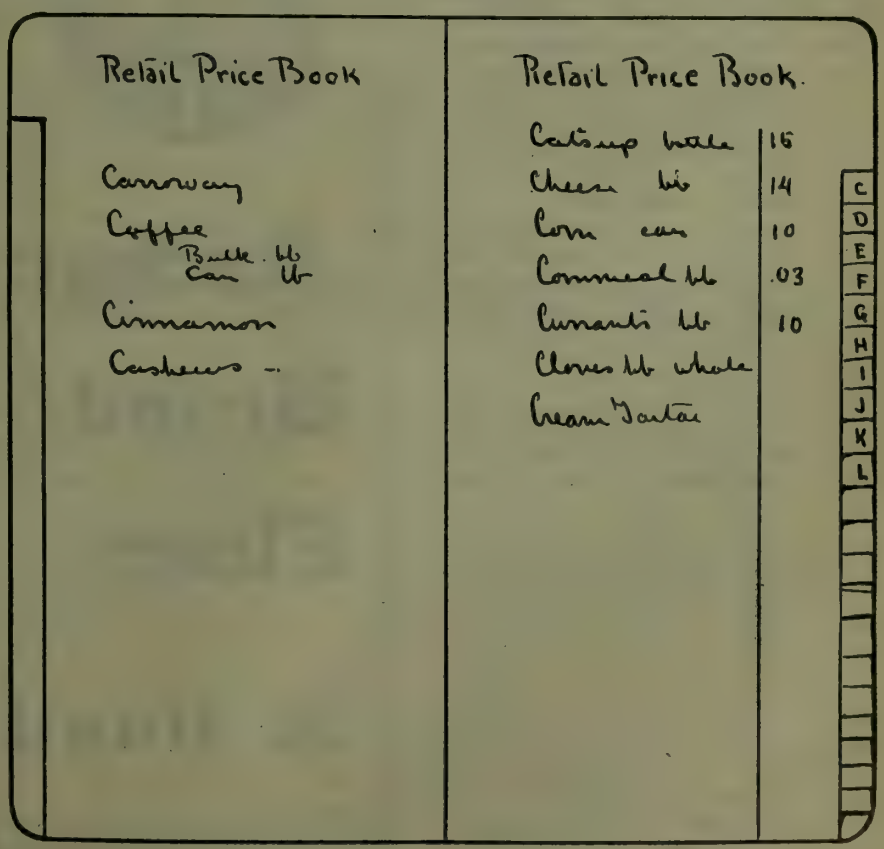
This would solve the difficulty since in a moment a clerk can turn to the exact page containing any article and find the price. Many articles of food have now established prices; they do not change once in a blue moon and it would therefore not be necessary to change their price in the indexed price book very often. The prices of rapid sellers, of course, are soon fixed in a salesman's memory, but in other cases it is difficult to remember them from one sale to another.

This is where the book would be valuable. It would prevent delay on the part of the salesman or saleslady, which would tend to make a satisfied customer and every satisfied customer adds to the general good-will of the business.

Little Expense Necessary.

This price-list book might consist of a small ruled indexed book as shown in the accompanying illustration. This would only cost 5 or 10 cents. A double page could be given over to articles beginning with a certain letter and if the words were written small there should be enough space for everything.

Editorial Note.—The above article was suggested by an actual occurrence in a Canadian grocery store. A consumer was purchasing some groceries from a woman clerk. On two or three occasions the latter had to leave the grocery department to determine from the manager the retail prices of different articles. The purchaser was much annoyed at the delays, all of which goes to prove that customers want to be served promptly and efficiently.



Suggestion For An Indexed Price Book to Keep Clerks Posted on Current Retail Prices.

The Inspection of Canadian Eggs is Proposed

Writer of Letter Sent to Government Analyst Advocates That They Should be Included in Food Standards — Estimate of Annual Production in Canada and Comparison With Losses.

There is a movement under way to include egg inspection under the new Food Standards which are being prepared at Ottawa under the supervision of Chief Analyst A. McGill.

The following letter has been sent to Mr. McGill by a man interested in the egg trade:

"We would like to bring to your attention the urgent necessity for some action being taken to prevent the sale of bad eggs, and would recommend that in the Food Standards now under consideration, provision be made covering this very important article of food.

"Competition in buying eggs throughout Canada, Ontario particularly, during the producing season, has become so keen that the buyers throughout the country are afraid to insist on their being allowed to reject bad eggs, when taking delivery from the store-keepers, and the majority of the storekeepers in turn will take anything the farmer brings in, knowing that he will be able to pass off the bad eggs to the buyer. The result is that the large firms for whom the eggs are bought, suffer a loss annually of an enormous sum in bad eggs paid for as good, and while realizing the injustice of this state of affairs, no one of these firms is able to take a stand that they will not pay for bad eggs, as it would mean cutting off all sources of supply. One of the largest dealers in Canada made the statement a short time ago, before a Farmers' Institute meeting, that his firm buried each year bad eggs which had cost enough to buy the best farm in his county. His experience is the experience of every dealer to a greater or less degree, according to their volume of business in eggs.

Should be Penalized.

"We think you will agree with us that the offering of bad eggs for sale, whether by farmers, storekeepers, merchant or retailer, should be made subject to heavy penalty, and it is only in this way that justice can be done to those in the egg business, and the consumer properly protected, for it is getting every year to be more a practice for farmers and country storekeepers to send their eggs direct to retailers in the city.

"It may be of interest to you in this connection to note the bulletin issued by the Nebraska State Food, Dairy and Drug Commission, and of which we enclose a copy. We understand similar legislation is in effect in several of the states, and is likely soon to be extended to a number of others. No injustice could be done to the farmer, or anyone interested in the business, by the prohibition of the sale of bad eggs, for the dealers who buy the eggs, if they knew the quality could be depended upon, would be willing and able to pay the farmers a higher price for guaranteed stock."

The same writer has compiled figures showing the estimated production and loss due to want of care in handling. He says:

"We have no authentic information at our disposal covering the total production of eggs in Canada, but suppose, for the purpose of computing our losses, that we put it at 3,500,000 cases each year, or a fraction over 100,000,000 dozen. Prof. Elford, of Macdonald College, agrees with me that this estimate is well inside the mark. Milo Hastings, of the United States Department of Agriculture, Washington, in a pamphlet recently issued by him reviewing the egg trade of the United States estimates that the average preventable loss totals 17 per cent. of the whole. This is made up as follows:

	Per cent.
Dirties	2
Mouldy and bad flavor	½
Breakage	2
Chick development	5
Held eggs	5
Rotten	2½
Total	17

"On the basis of the aggregate stock totalling what we have estimated it at, this would show that a total of 17,000,000 doz. in Canada alone are affected each year. It is quite true that from dirties, shrunken and held eggs some revenue is secured, but there is 8 per cent. which is an absolute, total loss.

Nearly Two Millions Lost.

"In addition to this there is the loss that is represented by the cost of buying, labor and freight to be added. Figuring only the total loss of 8 per cent. at an average price of 18c per dozen, you have the magnificent sum of over $1,400,000. Now it would be safe to figure that the remaining 9 per cent. of affected eggs would show an average loss of 5c per dozen, which would make an additional $450,000; add this to the $1,400,000 and you have a total of $1,850,000, which could, and ought to be saved to the farmers of Canada each year. I am satisfied that these figures are a very conservative estimate, and when you add to that the additional expense of labor and freight as already referred to, you have a total which is staggering.

LEITCH ANCHOR BRAND OAK LAKE

A Good Resolve

Anchor Brand Flour

Resolve never to be Second Class in anything. No matter what you do, try to be a King in it; Resolve to have nothing to do with the Inferior. Do your best in everything—deal with the Best; choose the Best; live up to the Best, and you cannot help but succeed.

These are the sentiments that govern the manufacture of ANCHOR BRAND FLOUR and those that use it. If you deal with the Best they will help you to choose the Best and carry out

A Good Resolve

Manfd. by
Leitch Brothers Flour Mills, Oak Lake, Manitoba.

11

"The Early Bird Catches the Worm"

Every line of Business is not done to death in the West, and there's plenty of room for your goods if their quality and prices are right.

There is no business enterprise so successful as the one which gets in on the 'ground floor.' May we assist you, Mr. Manufacturer and Mr. Shipper, of the East, to introduce your products to the Great growing West? We have the facilities, the business ability, and the financial standing to guarantee you conscientious and efficient service. Our record speaks for itself.

We have extensive track warehouses at all the western strategic business points, and are prepared to store all kinds of merchandise.

Write us to-day fully. Our expert advice is at your disposal.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY EDMONTON FORT WILLIAM

Storage for all classes of merchandise. **Cars distributed from Calgary, Winnipeg, Regina, Edmonton, Fort William**

100 per cent. PURE



Here is a recommendation that carries enormous weight with the largest section of the buying public—the people who demand *pure foodstuffs.* We don't have to rely on our own unsupported statement that

"E.D.S." Brand
Jams, Jellies, Grape Juice and Catsup

E D S

are as pure as care, skill, up-to-date and sanitary methods can make them. Look after your own interests by sending to the Department of Inland Revenue for Bulletin No. 194. You can have no more forcible recommendation than this to feature "E.D.S." Brand. Get a copy of this Bulletin to-day. It will open your eyes, and convince you that you'll have to find liberal shelf rooms for "E.D.S." goods if you wish to cater for the 'particular' customer.

Made by

E. D. SMITH

at his own Fruit Farms—WINONA, Ont.

AGENTS—N. A. HILL, 23 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N. S. J. GIBBS, Hamilton

SPECIAL

FOR ONE WEEK ON

SMOKED SKINNED BACKS

GUARANTEED "GUNNS QUALITY"
MILD CURED

19c.

PEAMEALED IF DESIRED

Order to-day, and let us send along with the backs some **Hams, Rolls, Breakfast Bacon, Cooked Hams, Jellied Meats, Pure Lard,** etc.

GUNNS LIMITED — PORK AND BEEF PACKERS TORONTO

For Camping and Summer Cottage Trade

We can recommend ***Fearman's English Breakfast Bacon*** as the best Bacon on the market and something that will be sure to give your customers every satisfaction.

F.W. Fearman Co.
LIMITED

Hamilton

THE MILK

Everywhere acknowledged to be

Richest and Best



Reindeer Condensed Milk

The dealer wins customers by selling reliable goods that give satisfaction.

The Truro Condensed Milk Co., Limited, Truro, N.S.

MILD CURED

Breakfast Bacon Skinned Backs and Hams

Finest Quality. Made from Selected Hogs. Made under Government Inspection.

The WM. RYAN CO.
LIMITED

PACKING HOUSE:
FERGUS, - - ONT.

HEAD OFFICE:
70 and 72 Front St. East, TORONTO

New Quotations for Honey Will be Out Soon

Prices for the Spring Make are Being Awaited—Production of Butter and Eggs Continues Heavy, But the Shrinkage of the Latter is Rather Serious—Output of Cheese has Declined of Late, Contrary to Expectations, and Total Make for the Year May be Below Last Year's Figures—Easier Tone in Provision List.

The various branches of the provision market are running along smoothly with trade reported normal. The weather seems to have a depressing effect. Dealers in eggs are reporting heavy shrinkages and in point of quality they have deteriorated considerably. Production of butter continues heavy, but trade is only normal. There have been no changes in regard to prices The make of cheese has fallen off, although it is thought that a longer season will bring the present up to last year's mark. The export demand is favorable. There has been a slightly easier feeling at country points.

A rather easier tone exists in pork products. On the whole the past week has not witnessed any big changes in these markets.

Quotations for this year's honey are expected soon. It is believed that prices will not differ materially from those of last year. While there have been reports of a falling off in supply, there is but little credence placed in them.

MONTREAL.

Provisions—There is a drop of ½c in both pure and compound lards. A light demand is responsible, according to local men. Also a slight easing in the price of live and dressed hogs may have had something to do with it. Altogether the situation is somewhat weak, as is only natural to expect at this time of year.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " 5 " "	0 15½
" " 3 " "	0 16
Pails, wood, 20 lbs. net, per lb	0 16
Pails, tin, 20 lbs. gross, per lb	0 16½
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 12½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13½
" 5 " " "	0 12½
" 3 " " "	0 12½
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 11
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	30 00
Bean pork	2 00
Canada short cut back pork, bbl. 45-55 pieces	29 50
Clear fat backs	32 50
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 16½
Long clear bacon, heavy, lb	0 15½
Long clear bacon, light, lb	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 17
Large sizes, 18 to 25 lbs., per lb	0 18
Medium sizes, 13 to 18 lbs., per lb	0 19
Extra small sizes, 10 to 13 lbs., per lb	0 20
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 20
Windsor bacon, skinned, backs, per lb	0 22
Spiced roll bacon, boneless, short, per lb	0 17
Hogs, live, per cwt	9 75
" dressed, per cwt	13 00

Butter.—There is little export inquiry at present, though some few large orders have been filled. Locally in the primary market prices are slightly higher, but as yet this has not affected the retailer.

Receipts for the week are 22,308 packages, as against 18,571. For the season they are 166,929, as against 139,967 both showing an increase.

New milk creamery	0 23½ 0 24
Dairy, tubs, lb	0 21
Fresh dairy rolls	0 21

Eggs.—The quality of eggs arriving is said to be very poor and that, in view of the large receipts, is having a weakening effect on prices. As yet no change has taken place, but it would not be unlooked for.

Receipts for the week are 6615 cases as against 5695 same week last year. For the season they are 101,775 cases, as against 104,275 same season last year.

New laids	0 23 0 24
Selects	0 21 0 21½
No. 1	0 19½

Cheese.—There is a good inquiry for export, but it is gradually lessening. An explanation of this is advanced that some short sale covering in England caused it. In the primary market prices are ½c higher.

Receipts for the week are 95,409 boxes, as against 112,484 same week last year. For the season they are 574,832 boxes, as against 583,426 same season last year.

Quebec, large	0 11½ 0 11¾
Western, large	0 11½ 0 11¾
" twins	0 12
" small, 20 lbs	0 12
Old cheese, large	0 13

Maple Products.—There has been no change in this market.

Compound maple syrup, per lb	0 04½ 0 05
Pure townships sugar, per lb	0 10 0 11
Pure syrup, 8½ lb. tin	0 70
" " 10½ lb. tin	0 85

Honey.—The same situation as for some time past still obtains.

White clover comb honey (nominal prices)	0 15 0 17
Buckwheat, extracted	0 08½ 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11½
Buckwheat comb	0 12½ 0 13

WINNIPEG.

Lard.—The output is not heavy but a revival is noted over the past few weeks. Butter is being exported and lard is taking its place largely for cooking purposes. The June stuff has always a fair market. We quote :—

Pure, 20-lb. pails	3 35
" 3-lb. tins, 60-lb. cases	10 25
" 10-lb. tins, 60-lb. cases	10 15
Compound, 20-lb. pails, per pail	2 80
" 5-lb. tins, 60-lb. cases	8 80

Butter.—There is a good supply of creamery and the local consumption is heavy. Retailers are paying 24 cents for creamery. The dairy No. 1 is well maintained at 21 cents and large shipments are going east for export purposes. Picnics and excursions are keep the demand and no lower prices are in sight.

Eggs.—There is an abundance of eggs on the market and the jobbing price for candled is 18 cents to-day. There are no eggs leaving the province.

Cheese.—The price for the local stuff is unchanged at 12 cents and the consumption is fair. Ontario cheese is in large quantities and it is jobbing at 13½ cents.

Honey.—The trade is not heavy only small orders being put up. The supply of Manitoba honey is greatly increased over last year and although lower prices are not looked for a revival is not looked for until the fall at the earliest.

Honey, 2½ lb. tins, per tin	0 37
" 5 " "	0 65
" 12 oz. jars, per dozen	2 10
" 60-lb. tins, per lb	0 13

TORONTO.

Provisions.—Although a slightly easier feeling is apparent in this market there have been no changes of account. Live and dressed hogs are fairly plentiful. The demand for some lines of pork products remains good but there has been a decline in demand for lard,

Long clear bacon, per lb	0 15 0 15½
Smoked breakfast bacon, per lb	0 19 0 19½
Pickled shoulder	0 11½
Roll bacon, per lb	0 15 0 15½
Light hams, per lb	0 18 0 18½
Medium hams, per lb	0 18
Large hams, per lb	0 17 0 17
Cooked hams	0 26 0 26½
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 19 0 19½
" pea meal	0 19½ 0 21
Heavy mess pork, per bbl	28 00 29 00
Short cut, per bbl	30 00 31 00
Lard, tierces, per lb	0 14½
" tubs "	0 15
" pails "	0 15½
" compounds, per lb	0 11½ 0 12½
Live hogs, at country points	8 75
Live hogs, local	9 00
Dressed hogs	12 25 12 50

Butter.—There is not much enthusiasm among butter dealers this week. The market is inclined to be slow and the demand is not what it might be. The production keeps up well but there have been no changes in prices.

	Per lb.
Fresh creamery print	0 23 0 24
Farmers' separator butter	0 19 0 20
Dairy prints, choice	0 18 0 18½
No. 1 tubs or boxes	0 19 0 20
No. 2 tubs or boxes	0 17 0 18

Eggs.—Deliveries have been received in rather poor condition resulting in considerable shrinkage. The demand has also fallen off although prices are holding their own. Supplies are still liberal.

Selects	0 21 0 22
Fresh eggs, doz	0 16 0 20
Second grade, doz	0 15 0 16
Chips, doz	0 15

Cheese.—The only feature in regard to cheese is the fact that there has been a falling off in production contrary to probably all expectations. The demand is not all it might be. Reports from the country state that pastures are in good condition and it is believed by some that the season of heavy supply will extend longer than last year. Prices are firm.

Old cheese—		White	0 14
Large	0 13½	New cheese—	
Twins	0 13 0 13½	Large	0 11½ 0 11¾
Stiltons	0 15 0 16	Twins	0 12 0 12½

Poultry.—The market is fairly steady with a rather good demand for chickens. Spring ducks are also in demand.

Spring broilers, live	0 18 0 20
Hens, per lb. live	0 14 0 15
Turkeys, per lb., large, dressed	0 19 0 20
Spring duck, lb., live	0 20

Honey.—The season for the new honey is about open. Some of the trade have received enquiries from bee-keepers' associations and have offered quotations for the new stock but there is nothing definite as yet. The demand has not im-

proved and this condition does not add an impetus to business.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11 0 12
" " " 5 lb. pails	0 11½ 0 12
" " comb, per dozen	2 00
Buckwheat honey, lb	0 07

CLAIMS COMBINE IN EGGS.

Nelson Board of Trade May Investigate —What The President Says.

Nelson, B.C., July 14.—It is probable that the board of trade of Nelson will take up the question of an alleged combine in the egg market in the Kootenay, which is said to have resulted in high prices. Speaking of this matter, F. A. Starkey, president of the board, says that there are all the marks of the operations of a combine. "Ask for quotations," he remarks, "from any of the leading egg firms and they all quote the same terms and conditions and submit the same kind of contract. Moreover, the prices they quote are $1.50 a case higher than prices in St. Paul. Adding the duty and freight, the price laid down in Nelson is 70 cents less for eggs purchased in St. Paul, than for eggs purchased on this side of the line. As a consuming community we are naturally in a position to be toled by any combine. Whether the poultryman in the east gets any benefit or whether the combine forces him to take lower prices is another matter. The situation is certainly one that should be investigated."

WORTH MANY TIMES ITS COST.

W. M. Howe, a successful retail grocer in Arnprior, Ont., who is just retiring from business, writes as follows:

"After being a subscriber of The Canadian Grocer for a great number of years I have no hesitancy in saying that I consider it the grocer's friend. It is a great assistance to any grocer, and is worth many times over its cost. Every number has been full of new, up-to-date articles regarding the conducting of a successful grocery business, besides having the very latest market reports.

"No person conducting a grocery business should be without it."

Subscribers are requested to carefully study The Grocer every week; unless it is read the profitable information referred to by Mr. Howe, will be missed.



The New Flavor

MAPLEINE

Better Than Maple

The Crescent Mfg. Co.
Seattle, Wash.

Order from your jobber, or

Frederick E. Robson & Co.
26 Front St. E., TORONTO



You can strongly recommend

WILSON'S FLY PADS

to your customers. Every ten-cent packet is capable of killing more flies than $8.00 worth of sticky paper.

FELS-NAPTHA

really makes clothes cleaner, sweeter and whiter than other soaps.

But the great advantage is that it does so with less labor, and without any hot water.



Quality and Consistency

are the two things to bear in mind regarding our biscuits. Always good and always equally good. A steady money-maker.

THE CANADIAN BISCUIT CO., :: LA PERADE, QUE.



The Difference—"Quality"

There is some difference in everything, and this is especially true of baking powder. The important difference is—Quality. Baking Powder containing alum (or its various aliases) is condemned by food scientists as unfit for use in foods.

Magic Baking Powder contains no alum, and sells to the consumer at the same price as those that do contain alum. By protecting your customers you retain their patronage.



MAGIC BAKING POWDER

CONTAINS NO ALUM.

MAGIC is a medium-priced baking powder and the only well-known one made in Canada that does NOT contain Alum.

E. W. Gillett Co. Ltd.

Winnipeg — **Toronto, Ont.** — Montreal

FIRST AND STILL THE BEST



MADE IN CANADA

THE McCASKEY

CREDIT REGISTER SYSTEM
DOES THESE THINGS:

It eliminates book-keeping. (Copying and posting from one book to another.)
It prevents forgotten charges.
It prevents disputes with customers over their accounts.
It is an automatic collector.
It is an automatic credit limit.
It proves your loss and helps collect your insurance, if you store burns.
It draws new trade.
Can you afford to be without it?

DOMINION REGISTER CO., Limited
Successor to the McCaskey Register Co. in Canada
96-104 Spadina Avenue - TORONTO, Can.

YOU CAN UNHESITATINGLY RECOMMEND

Clark's Pork and Beans

to your customers.

For summer use they are better than butcher's meat.

Good in the home—
Good on picnic parties—
Good on camping parties—
Good on all occasions—
Good for everybody—

CLARK'S PORK and BEANS are extensively advertised.

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

GROCERY NEWS IN BRIEF.

Items Gathered From Atlantic to Pacific —Many Businesses Change Hands.

Ontario.

John Doyle, grocer, Toronto, has retired.

A. Cochrane, grocer, Ottawa, is succeeded by A. D. Wishart.

Wm. J. Hodgson, grocer, Toronto, is closing out his business.

The business of Duncan Bush, grocer, Hamilton, Ont., is in the hands of a bailiff.

The stock of R. Finley & Son, general merchants, Meaford, Ont., is advertised for sale.

Quebec.

D'Aragon & Frere, grocers, Montreal, have registered.

O. Leger & Co., grocers, Montreal, have dissolved.

Dion & Co., grocers, Quebec, Que., have compromised.

Longeway & Lewis, grocers, Montreal, have assigned.

J. E. Gingras, grocer, St. Romuald, Que., has registered.

Philias Boucher, general merchant, St. Moise, Que., have assigned.

Fortin, Henri & Co., grocers, Black Lake, Que., are registered.

Demand of assignment has been made on John Barclay, grocer, Montreal, Que.

The assets of Grace & Co., general merchants, Masham Mills, Que., are to be sold.

Western Canada.

W. Tweddle & Son, general merchants, Heward, Sask., have assigned.

D. E. Price, grocer, Durban, Man., has sold to J. B. Moore.

L. C. Teeple, grocer, Carlyle, Sask., has sold to D. G. Scott.

Stamp & Smith, grocers, Creelman, Sask., have dissolved partnership.

Williamson Bros., grocers, Winnipeg, Man., are succeeded by Sargent & Brommell.

E. D. Earle, general merchant, Maidstone, Sask., has sold to Wilson & Magee.

L. Goldin, general merchant, Star City, Sask., is succeeded by the Star City Trading Co.

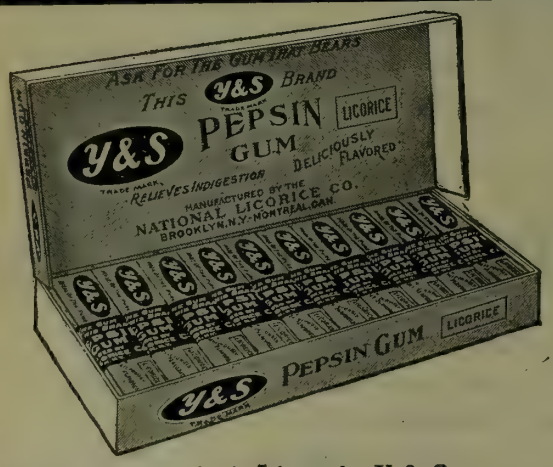
The system of selling by weight adopted by practically all of the grocers of Cleveland, O., has proved satisfactory to them and it is believed that it will entirely supersede the dry measure plan. Merchants in other cities are adopting it or are considering the question of adopting it.

TO TEST B.C. COMPANIES ACT

Vancouver, July 14.—Protests of brokers and manufacturers' agents against the enforcement of the Companies Act have been ineffectual and it went into effect on the first of the month. For the last two months there has been a general agitation in both Vancouver and Victoria among the members of the boards of trade, the brokers and all representatives of outside companies to at least have the penalties of the act suspended for six months, but the attorney-general has refused to give favorable consideration. It is now proposed to make a test case, eminent counsel having already been engaged and the constitutionality of the act will be brought before the highest courts.

Those opposed to the act on the coast will have support in the east, and they regard as encouraging the action of manufacturers in Toronto and Montreal who are naturally opposed also, since they are compelled to incorporate in British Columbia.

One broker told The Grocer, it will mean the elimination of the small commission man, since his dealings were not sufficient to warrant the expense of registration, and trade will be confined in certain and larger channels, which he claims will promote monopoly. This will result in higher prices to the consumer, he says, since the additional cost of operation will doubtless be added to the selling price.



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver

Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

Flour Has Advanced 40 Cents in Two Weeks

Persistency of Reports Regarding Weather and the Partial Authenticity of the Same has had the Result Expected—Market is Unsettled Under Uncertain Condition of Western Crops—Some are More Sanguine Than Others — Another Advance in Flour May Occur at Any Minute.

Recent changes in the wheat markets have affected flour and the advance has been appreciable. Previous to the latter part of June there seemed to be such a favorable aspect to the coming crop situation that millers in many places disposed of a large amount of their holdings expecting a steady decline, but now they have to repurchase in some cases at higher prices.

The feeling apparently prevailing among the millers is that flour is going to go higher. At present an advance is about due owing to the price of wheat being high. Should another increase in the price of wheat be recorded it will prove the undoing of the existing flour prices. Conditions practically similar to those in the Northwest are reported from Russia, where it is stated the ctops are suffering from dry hot weather. The market is still unsettled owing to the uncertainty regarding the extent of the damage to the western crops and in many quarters the feeling is more optimistic than the spirit of some of the reports that have been sent out.

MONTREAL.

Flour.—Flours are all up 10c this week. This is the result of the continued rise in the wheat market. Even at the increase trade continues very good with a decidedly firm tone. For export there is a good steady demand, which promises still further improvement.

Winter wheat patents, bbl	5 65
Straight rollers, bb	5 40
Extra, bbl	4 90
Manitoba spring wheat patents, bbl	5 90
" strong bakers, bbl	5 40

Rolled Oats.—While there is no present change in quotations of rolled oats, there seems to be a distinct possibility of some such occurrence in the near future. Local trade is holding its own well and demand for export seems to be on the increase. It looks like a higher market.

Fine oatmeal, bags	2 20
Standard oatmeal, bags	2 20
Granulated "	2 20
Golddust cornmeal, 98-lb. bags	2 10
Bolted cornmeal, 100-bags	1 65
Rolled oats, bags	2 00
" barrels	4 25

TORONTO.

Flour.—The market has continued to grow stronger with each succeeding week. Since July 1st the price of Manitoba wheat flour has advanced forty cents, and local millers assert that if the quotations for wheat reach larger figures, flour is bound to go higher. The demand is fairly good, but many of the millers are short. The conditions previous to the first alarm sounds were so auspicious that they disposed of their holdings. Now they are buying in at a loss according to statements that have been made by prominent millers. The flour market is very interesting at present.

Manitoba Wheat.

1st Patent, in bags	5 80
2nd Patent, in bags	5 60
Strong bakers, in bags	5 20
Feed flour, in bags	3 10 3 30
2 cents dearer in bbls.	

Winter Wheat.

Straight roller	5 20
Patents	5 30
Blended	5 10

Cereals.—The cereal market is steady but there have been no price changes nor any new features.

Rolled oats, small lots, 90 lb. sacks	2 00
" " 25 bags to car lots	1 90
Rolled wheat, small lots, 100 lb. brls	3 00
" " 25 brls. to car lots	2 90
Standard and granulated oatmeal, 98 lb. sacks	2 20

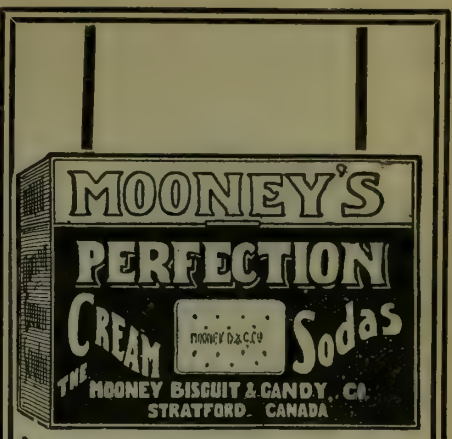
DIFFERENT FROM RED ALASKA.

The definition of what Sockeye salmon is in comparison to Red Alaska has created considerable discussion in Australia, according to Canadian Trade Commissioner, D. H. Ross. He says that in 1907 a difficulty arose in regard to the definition of the term 'Sockeye,' as applied to canned salmon imported into Australia from British Columbia and Puget Sound ports. As the result of data submitted by this office, the Commonwealth customs adopted a ruling which has, in the interval, been entirely satisfactory to Canadian exporters who continue to supply the bulk of the Australian importations of this high grade fish. Recently the question has been re-opened by representations made to the authorities in Melbourne—strongly supported by expert United States opinion—on behalf of Alaska packers, in which it was contended that Sockeyes and Red Alaska salmon were of the same species and permission was desired to apply the significant term 'Sockeye' to salmon packed in Alaska. As the ultimate decision was of almost vital importance to British Columbia packers interested in exporting salmon to Australia, an exhaustive report dealing with the subject—containing complete evidence of the disparity in quality and price of the two brands of fish—was submitted to the Commonwealth customs department by this office.

The decision was conveyed in a reply received on May 31, in which it was stated that the Commonwealth customs declined to permit the use of the term 'Sockeye,' on Alaska salmon upon the ground that it was considered such a definition would not be a proper trade description.

Bad accounts are responsible for the most of the troubles of the grocer. They, likewise, are the direct causes of not a few of the failures that are regularly reported.

An English grocer at Tredgar recently appeared in the bankruptcy court, and during his examination attributed his failure to bad debts, high prices of provisions, and damage to goods by rats. During his grocery career he managed to lose $2,500 in several locations.



There's always a big demand among campers and picnickers for a good Soda Biscuit!

Are you stocking

Mooney's "Perfection" Cream Sodas

the kind that always reaches your customer in a crisp and fresh condition?

It's a line that never fails to satisfy, and leaves a good margin of profit.

They are pleasantly palatable and perfectly pure.

See to your stocks.

The MOONEY BISCUIT & CANDY CO., LTD. Stratford, Can.

Cox's Gelatine

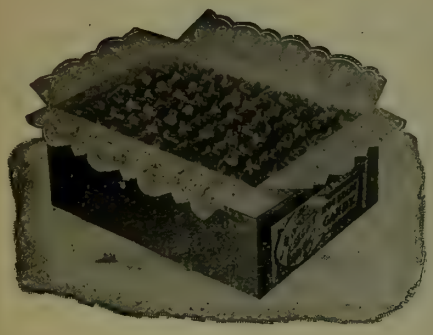


COX'S GELATINE is a STEADY SELLER; therefore should always be in your STORE

PURITY GUARANTEED BY THE MAKERS

Canadian Agents:
C. E. Colson & Son, Montreal
D. Masson & Co.
A. P. Tippet & Co.,

J. & G. Cox, Ltd.
Gorgie Mills, EDINBURGH



A THOUGHT:

We have been successfully marketing

Chocolate "BORDO"

for 25 years.

A MORAL:

Doesn't it stand to reason you can profit by selling it?

The Montreal Biscuit Co.

(The Originators)

Brewster Ave.

MONTREAL.

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited

MAIL BUILDING, TORONTO

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52 Highest Awards In Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Limited

Established 1780, Dorchester, Mass.

Branch House, 86 St. Peter St.

MONTREAL, CANADA

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order our expense

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, MANAGER

W. H. ESCOTT

WHOLESALE

Grocery Broker

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

MAPLE SYRUP!

Small's Maple Leaf Brand is the Standard the world over.

CANADA MAPLE EXCHANGE Montreal

Cheese for 5000 Grocers

Roquefort, Gruyere, Camembert, Oka, Parmasan, Edam, Stilton.

WE ARE SPECIALISTS FOR THE TRADE.

Write, Wire or Phone.

THE ST. LAWRENCE GROCERY

395 St. Lawrence Boulevard Montreal

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO., Montreal Agents.

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.

Prompt attention to all orders.

J. W. EWEN, - Uxbridge, Ont.

FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance

WRITE TO

P. POULIN & CO.

39 Bonsecours Market, - Montreal

WE SELL FEATHERS TO

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.



You are quite right, Brother Grocer—

FIVE ROSES

is not, never was, and never will be, a Bleached Flour

Lake of the Woods Milling Co., Ltd.
Montreal

Georgia Elberta Peaches

Fancy Stock—Good Shippers

Six-Basket Crates

We can take care of your orders.

Canadian Fruits

Raspberries, Gooseberries
Cherries, Red Currants

California Fruits

Peaches Pears Plums

Oranges Valencias — **Lemons** Verdilli — **Bananas** Jamaica

Vegetables

Watermelons and Cantaloupes

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. - TORONTO
Carload Importers

HOT WEATHER

like this almost any kind of LEMONS will sell, but mind you—Hot or Cold, there's more real worth and satisfaction in a box of

"St. Nicholas"

or

"Home Guard"

than you are likely to get under any other brand.

BUY THEM

J. J. McCABE

AGENT

32 Church Street, Toronto.

Raspberries Now Leading the Fruit Market

Have Replaced Strawberries and are in Heavy Demand—Lemons Take Another Advance and Unless Weather Becomes Cooler Will Not Stop at Present Mark—Imported Tomatoes are Not Giving General Satisfaction—New Vegetables are Being Offered Freely—Trade in the Season's Fruits and Vegetables is Good.

Fruits are now claiming general attention. The trade is not only for the present but for the future. The storing away of preserved fruit for the coming winter is the feature that is responsible for the heavy demand. Throughout the length and breadth of the country reports emanate to the effect that trade is heavy and there is no doubt that the grocer is receiving his share in spite of the efforts of the street hawkers in places where they have full sway.

Raspberries are coming in and are dividing first honors on the market with cherries. The grocer who knows how to handle the new fruits profitably should not overlook the opportunity that is now presented. Lemons are at a high figure in some places being dearer than others. Continued warm weather will send them up still higher. Oranges are a little firmer and would be higher, but for the exceedingly heavy demand for plums, pears, etc. Shipments of deciduous fruits from California up to June 29th totalled 1,300 cars compared with 990 during the same period last year.

There is also a good demand for new vegetables, and as supplies are coming in freely business is good.

MONTREAL.

Green Fruits.—Trade in green fruits has been exceptionally good in some lines. Those which have felt this the most are California deciduous, which are having their usual summer sale. Bartlett pears are expected some time this week, and will probably range about the $4 mark.

The strawberry season is slackening somewhat, and the grade of the late arrivals is very mediocre. Bananas are proving even more popular than usual this summer.

Apples—			Palermo	4 00	
Russets	7 00		Messinas	3 00	3 25
Spies, per bbl	8 00		Oranges—		
Bananas crated, bunch	2 00	2 25	Floridas	3 00	
Cranberries, bbl.	11 00		California navels	3 00	4 50
Cocoanuts, bags.	4 25		Porto Ricos	2 50	
Grape fruit—			Mexicans	2 25	
Florida, box	7 00		Sicily bitters, box	2 25	3 00
Grapes, Almeria, per keg	8 00		Jamaica, bbl	3 75	4 25
Limes, per box	1 00		Valencias, large, per case	4 50	5 00
Lemons—			Pineapples—		
Sicily bitters, box	1 75	2 25	Floridas, case	2 50	2 75
orrento	2 20	2 50	Strawberries, qt.	0 08	0 10

Vegetables.—There has been a good steady demand for standard lines of vegetables during the past few days, but it seems to be slightly less than at this time last year. Potatoes seem to be a little above the average, however. New ones are being quoted at $3. Cucumbers are now 40c to 50c per doz. Other lines are about the same as last week.

Asparagus, doz.	1 00	5 00	Mushrooms, lb	0 75	1 00
Beans, green, basket		2 00	Onions—		
Beans, wax		2 00	Egyptian, lb	0 03	0 03½
Beets, bag	0 50	0 75	Potatoes—		
Beets, new, doz.	0 75	1 00	Montreal, bag	0 65	0 75
Carrots, bag		1 75	Potatoes, new, per bbl		3 00
Carrots, new, doz	0 50	0 60	Parsley, dozen	0 25	0 40
Cabbage, new, ct	1 25	1 50	Parsnips, bag	1 25	1 50
Washed celery, dz		1 50	Radishes, dozen bunches	0 15	0 20
Cauliflowers, doz.		6 50	Rhubarb, doz	0 25	0 35
Cauliflowers, Montreal	2 00	3 00	Spinach, bbl	1 50	2 00
Cucumbers, doz.	0 40	0 50	Tomatoes—		
Garlic, per lb	0 25	0 30	Flor das, crate	3 25	3 50
Green Peppers, basket		0 75	Cubans, crate	2 25	2 50
Lettuce—			Mississippi, 4 basket carriers		1 50
Montreal, doz	0 20	0 40	Turnips, bag	1 50	1 70

Fish.—The salmon season is about finished, and what sales are made are at increased prices.

Lake fish continue scarce, and the few arrivals are snapped up on sight. Few brook trout are to be had. Halibut and mackerel on the contrary seem to be coming in more freely, but so far have been taken up quickly.

Winter caught dore are scarce and are holding at higher prices. Demand is light for other lines of frozen.

Trade all through is only fair.

FRESH

Shad, 'Roe,' ea.	0 35	Brook trout	0 25
Shad, 'Buck,' ea.	0 20	Lake trout	0 12
Pike	0 08	Whitefish	0 12
Perch	0 08	Mullets	0 06
Steak cod	0 06	Haddock	0 05
B.C. salmon	0 13	Halibut	0 09
Gaspe salmon	0 16	Bullheads	0 10
Market cod	0 04	Carp	0 06
Sturgeon close season		Dore	0 12
		Mackerel	0 10

FROZEN

Codfish	0 04	0 04	Pike	0 07
Dore, winter caught, per lb		0 10	Salmon, B.C., red,	0 10
Haddock		0 04	Gaspe salmon, per lb	0 18
Halibut, per lb.		0 08½	Smelts, 10 lb. boxes	0 07½
Herring, per 100		1 25	Whitefish, large, lb	0 09
Market cod		0 04	Whitefish, small	0 07
Steak cod		0 05		

SALTED AND PICKLED

Green cod, No. 1, bbl	6 00	6 50	Salmon, B.C., red, bbl	14 00	
Labrador herring, bbl	5 00		" " pink, bbl	12 00	
" " ½ bbl	2 85		" Labrador, bbl	17 00	
Labrador sea trout, bbls		11 00	" " ½ bbls	8 50	
Labrador sea trout, half bbls		6 00	" " tros., 300 lb		23 00
No. 1 mackerel, pail		2 00	Salt eels, per lb	0 07	
" " ½ bbls	8 00		Salt sardines, 20 lb. pls	1 00	
No. 1 pollock, bl	4 00		Scotch herring, bbl	8 50	
			" " keg	1 00	
			Holland herring, bbl	5 50	
			" " keg	0 75	

SMOKED

Bloaters, large, per box	1 00
Haddies	0 08
Herring, new smoked, per box	0 13
Kippered herring, per box	1 15

SHELL FISH

Clams, Quahogs, per bbl	6 50
Clams, Little Necks, per bbl	11 00
Shell oysters, bbl	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 50
" Selects, Imp. gal	1 60
" "Sealshipt," standards, per Imp. gal	1 75
" " select, per Imp. gal	2 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5½, 6, 8, 9 & 10c. per lb.	
Shredded cod, per box	1 80
Skinless cod, 100 lb. case	5 50

WINNIPEG.

Green Fruits.—The demand was never greater in Western Canada than it is at present. The stock on all lines is the choicest and preserving is extensive. The trade is truly at its zenith just now and jobbers can scarcely fill orders. The following prices hold this week.

Bananas	2 50	Apricots, case	2 00
Cranberries, bbl	8 00	Cherries, case	2 50
Cocoanuts, doz.	0 90	Oranges, Valencias	5 50
Grape Fruit, Cal., box	7 00	Pineapples, case	5 50
Lemons, Cal.	10 00	Raspberries, cs.	3 00
Peaches, case	1 75		

Green Vegetables.—Home grown vegetables are forming the bulk of the trade just now and prices are well maintained, due to the exceptionally heavy consumption.

Asparagus, doz.	1 50	Onions, Egyptian, per lb.	0 03½
Butter beans, lb	0 07	Potatoes, new, bs	1 75
Carrots, Orleans per box	2 00	Parsley, per doz.	0 25
Cabbage, new, lb	0 03	Radish, dozen	0 20
Cucumbers, doz.	1 25	Rhubarb, lb	0 03
Lettuce, doz.	0 20	Tomatoes, crate	2 00
Mint, doz.	0 30		
Onions, green, per dozen	0 25		

Fish.—There is little meat moving now as compared to the output in winter months. Fish as a consequence is having a heavy sale at present and firm prices rule the market.

Halibut	0 09	Whitefish	0 08
Salmon Trout	0 11	Smoked—	
Whitefish	0 08	Bloaters, basket	1 50
Haddock	0 06	Fillets, lb	0 20
Lake Frozen—		Haddie, Finnan	0 08
Goldeyes	0 03½	Herring, Digby, bdls	0 95
Yellow Pickerel	0 07		
Pike	0 03½		

TORONTO.

Green Fruits.—Red raspberries are supplanting strawberries, which by next week will be off the market. Dealers are receiving new red raspberries of good quality, but this fruit has not

CALIFORNIA FRUIT

Fine varieties now arriving, Bartlett Pears, Plums and Peaches, 6 cars due to arrive to us this week.

GEORGIA and TEXAS PEACHES

Several Cars Rolling

Prices moderate

WHITE & CO., Ltd.

The Fancy Fruit and Produce House. **TORONTO**

MAIL ORDERS.

Cherries

Black English Sweet

White English Sweet

Red Richmond Preserving

Buy your cherries this week. They are at their best and crop is light this year.

Raspberries

A few coming of good quality. Wire, phone or mail your orders to

Stevens & Soloman

Growers and Shippers of CANADIAN FRUITS

HAMILTON, - - - ONT.

Phones 1990 and 2700

FANCY RIPE

PINEAPPLES
FLORIDA TOMATOES
BANANAS

FRESH

LETTUCE
RADISH
RHUBARB
GREEN ONIONS

Finest Oranges and Lemons

HUGH WALKER & SON

Established 1861) **GUELPH, ONTARIO**

BUSTER BROWN





The Brand of Lemons

to order from the wholesale.

FOLLINA BROS., PACKERS

W. B. STRINGER, SALES AGENT.

yet come to its best yet. There seems to be a strong opinion that raspberries will be a heavy crop. The recent general rains will be of great assistance and arrived at a most opportune time. It is only a matter of a few days or probably a week when raspberries will be reaching their heaviest production and grocers should watch the market carefully in order to get as much as possible out of it.

Lemons have gone even higher than last week. The $6.50 mark has been reached and the citric fruit from sunny Sicily in the opinion of some may reach $7. The weather will have the deciding effect. Should it continue warm the market should keep on rising. On the other hand a relapse to cooler conditions should relieve the demand and allow prices to return to former levels.

Bananas are somewhat stronger and even in the market, the range of prices is higher, extending to two dollars. The weather makes business risky to a certain extent and there is not the same heavy supplies. Canadian cherries are in good demand and at reasonable prices. Grocers have now the opportunity of handling these to advantage. California deciduous fruit is moving rapidly and is being received in larger quantities than ever. Pineapples are practically done. Peaches, pears and plums are in good demand. The whole fruit market is in a healthy condition and from all appearances is likely to continue so for some time.

Bananas	1 50	1 75	Lemons—		
Cantaloupes, Cal.—			Verdelli	6 00	6 50
Pony crates	4 00	4 50	Limes, box		1 25
Large crates	5 00	5 50	Oranges—		
Cherries, sour—			Mexican	2 50	2 75
Small basket		0 50	Valencia		4 50
Large basket		1 00	Peaches—		
Cherries, sweet—			Georgia		2 50
Small basket	0 50	0 75	California	1 25	1 50
Large basket	1 00	1 50	Pears, box		4 50
Cocoanuts, sack		4 50	Pineapples, case	2 25	3 00
Red currants,			Plums, case	1 50	1 75
small basket		0 75	Raspberries	0 12	0 14
Gooseberries, bas	0 75	1 50	Watermelon, ea.	0 40	0 50
Grape Fruit—			Strawberries—		
California	3 75	4 75	Canadian, box	0 05	0 07

Vegetables.—The new vegetable season is rapidly reaching its height. People generally are eagerly waiting for each vegetable as it arrives. The imported goods served for the time being, but there was something lacking—they were not home grown. Then radishes and onions arrived. Now beans and peas are being enjoyed with lettuce and cabbage. Carrots, beets, etc., are also finding places on the family board and potatoes, tomatoes, cucumbers and few others alone remain. With a natural craving for these articles existing among the buying public, no trouble should be met in disposing of them. Prices have taken a mighty slump in some lines. The difference between the prices for the imported vegetables and for those which our own soil is now producing was very appreciable, so much so that what a few months ago was only the rich man's delicacies are now finding their way into even the humblest home.

New potatoes are expected before long. The imported tomatoes are not giving the best of satisfaction according to some of the wholesalers. They are being received from Texas and Tennessee. The tendency is toward easier prices down the entire list. Old potatoes are almost "dirt" cheap, Ontario stock selling at from 20c to 30c per bag.

Beets, doz	0 25	0 30	Potatoes, Delaware		0 75
Beans, wax, per 11-qt. basket	0 85	1 00	Potatoes, Virg	2 50	2 75
Cabbage, case—			Parsley, per doz bunches	0 25	0 30
Canadian	2 00	2 25	Radishes, doz		0 25
Carrots, Canadian, doz		0 30	Peas, green, per 11-qt. basket		0 35
Cauliflower, dz		2 25	Rhubarb, doz	0 15	0 25
Cucumbers, hpr		2 00	Spinach, hamper		0 60
Lettuce, Canadian, head	0 25	0 30	Tomatoes, Canadian, h h., lb.		0 17½
Onions—			Turnips, bag		0 40
Texas Bermudas per crate		2 50	Tomatoes, Texas crate 4 basket		1 75
Egyptian, sack	2 75	3 00	New turnips, p r 11-qt. basket		0 50
Potatoes, Ontario, bag	0 20	0 30			

Fish.—Summer should be a good season for fish and it is a fact that there is a heavier demand for it on account of its qualities compared with meat, but during weather such as has been experienced of late there is some trouble in handling it. Trade is only fairly active. Supplies are not heavy and are readily picked up. There have been no changes in prices.

FRESH CAUGHT FISH

Halibut	0 09	0 10	Steak cod		0 08
Salmon trout		0 11	Perch		0 07
White fish	0 11	0 12	Haddock		0 07
Herring		0 06	Mackerel	0 22	0 23

FROZEN LAKE FISH

Pickerel yellow	08	Pike	0 07
		Whitefish, frozen	0 09

OCEAN ISH (FROZEN)

Herring, per 100	1 5	Salmon, pink, per lb.	0 08
		" red	0 09

SMOKED, BONELL AND PICKLED FISH

Acadia, tablets, box	1 60	Cod, Imperial, per lb.	0 05
		Fillets, per lb	0 11
Codfish, Bluenose, "	1 40	Haddie, Finnan	0 07
Cod steak, per lb	0 07	Quail on toast, per lb.	0 05

The canning industry is growing in Brazil, but the imported brands are so superior to the home variety that in spite of lower prices of the latter, competition is not overcome.

A push cart peddler in New York was arrested in front of a tenement of which he was the owner. It is claimed that his scales were 1¾ oz. short.

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

SEASON 1908-9

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

Highest price paid for

DRIED APPLES

O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular

TRY LEARD'S LOBSTERS and CANNED CHICKEN
Write for Prices
W. A. LEARD
Summerside, - P.E.I.

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

CARTER'S
EXTRA CONCENTRATED
LEMON SYRUP
"BIG WHEEL"
LEMONADE.
CRYSTALS OR POWDER.
H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor, and because there is an absolute guarantee of purity of contents given with each tin.

Each tin is provided with a spare lid for use after the tin has been opened.

"CONCORD" SARDINES will more than please your better-class customers, and will prove a remunerative line to handle.

CCC
Norwegian Canned Goods

LIST OF AGENTS:
S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.



BRUNSWICK BRAND BUILDS UP BUSINESS



Because the most carefully selected smallest and sweetest fish is the sardine herring caught in weirs or traps in Passamaquoddy Bay. And in the **BRUNSWICK BRAND** they are canned in such a manner that the natural flavor is preserved. This is the brand, Mr. Grocer, you can handle with credit to your store and with increasing profit to yourself.

BRUNSWICK BRAND
Are Quality Goods

CONNORS BROS., Limited, Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

First Prize Essay on Meeting Outside Competition

Winner in the London, (Eng.), Grocers' Exhibition Lays Stress on Buying, Selling and Personality — Advises Prompt Payments and Judicious Advertising—Touches on Stale and Fresh Goods.

"How to meet the retail competition of limited companies and branch shops," was a subject on which competitors in the recent London (Eng.) Grocers'- Exhibition wrote. The first prize went to Samuel Snowcroft, who as some of the trade will remember, visited Canada about three years ago. It may be possible that he secured a few of his ideas here. His essay was as follows :

"First—Meet it with skillful buying.

"Some knowledge of goods—their grades, values, seasons, preparations, and uses—is indispensable.

"Intelligent study of newspaper market reports and trade papers makes an alert, up-to-the-minute, well-informed buyer.

"Remember, stale goods disappoint ; fresh goods win customers. Never overbuy. Well assorted stocks and prompt display of novelties win valuable reputation for up-to-dateness. Cover needs when market advances ; sit tight when it falls.

"Pay promptly, securing cash discounts and wholesaler's confidence—both are wanted.

Selling Important.

"Second—Meet it with enthusiastic selling.

"Have confidence in your goods, your assistants, yourself.

"Begin promptly, work systematically. Be clean and sunny, neatly attired, patient with customers, diplomatic with grumblers, courteous to all.

"Cast up accounts accurately—mistakes annoy. Parcel goods securely, enclosing neat, printed advertisement. A card of thanks for the purchase is always appreciated and brings customers again. Fulfil all promises conscientiously.

"Have outside and inside of shop scrupulously clean, stock attractively displayed, window tastefully dressed with choicest goods and leading lines ; change often, and ticket everything.

"Advertise judiciously. Tell your tale frankly without exaggeration, sentimentalism, or sensationalism. Back up every advertisement with a better-than-I-promised performance.

"Third—Meet it with an attractive personality.

"Keep well in front of your business. Your multi-shop competitors lack this personal element.

"Cultivate character. Shun liquors, gambling and gossip. Never display anger ; do not be disappointed ; be industrious, enterprising, persevering, tactful, sincere, resourceful, sunny. Pleasantness attracts ; sincerity convinces. Moral excellence is a powerful element in business.

"Whoever lacks these qualities may acquire them.

"Their possessor succeeds—always, everywhere."

Mr. Snowcroft was the winner of several other first prizes and more of his essays will appear later in The Canadian Grocer.

TOO MUCH WATER IN TOBACCO.

Co-operative Society Fined For Selling It—One Way of Swelling Profits.

An Old Country co-operative society has been fined for selling tobacco containing more moisture than the law allows. This may be one method used by these institutions to assist in the declaring of their dividends.

The story of the conviction and fine is as follows: "The Excise authorities charged the Bradford Co-operative Society at the City Court there with adding an excessive quantity of water to some tobacco. The tobacco referred to contained 33.7 per cent. of moisture, whereas according to law it should not at a heat of 212 degrees Fahrenheit have contained more than 32 per cent. The legal per centage was 35 formerly; it was reduced because it was found that tobacco containing that amount of moisture made burning impossible. According to defendants, the tobacco was obtained from the Rochdale Equitable Provident society, but samples taken from that company's stock were found to be in order. For the defendants, Sydney Neumann admitted the offence, while he alleged

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
A perfect article. Sell it.
Insist upon having McDougall's,
D. McDougall & Co., Ltd.
Glasgow, Scotland

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

JAMAICA CIGARS and CIGARETTES
"La Retreat" Brand
Made from the finest and choicest tobacco.
La Retreat Factory Co.
7 Port Royal St.
Kingston, Jamaica, B. W. I.
Agent required for these Products in Canada.
Special inducement to financially responsible party.

TANGLEFOOT

The Original Fly Paper
For 25 years the Standard in quality
All others are Imitations

Black Watch
The Big Black Plug Chewing Tobacco

"A Trade Bringer"
Sold by all the Wholesale Trade

that the fault lay with the Rochdale Society, and that it had offered to refund the fine. Prosecutor pointed out that 1 per cent. of water above the maximum meant ½d per pound additional profit. Annually there were sold throughout the country 50,000,000 pounds of this tobacco; an addition of 1 per cent. moisture gave a super-profit of £100,000 per annum. The store manager spoke of the weekly sale of tobacco as 800 lbs.; some 50 lbs. of that was cut caked. The magistrates inflicted a fine of £10, including costs."

The system of selling all vegetables by weight is, according to the Lethbridge (Alta.) Herald, growing in Western Canada.

N.B. GUILD OFFICERS.

Canned Goods Agreement — Maritime Guild Meeting in Halifax.

St. John, N.B., July 13.—The New Brunswick Wholesale Grocers' Guild held their annual meeting in the office of the permanent secretary, S. A. Corbett, Prince William street, on Thursday, July 7, when the following officers were elected: R. F. Randolph, Fredericton, president; Thomas Gorman, St. John, vice-president; R. N. M. Robertson, St. John, treasurer; G. E. Barbour, W. L. Harding, Andrew Malcolm, St. John, and J. F. Edgett, Moncton, executive. The reports for the year were presented and routine business transacted. When the new quotations on canned goods are received, probably in a few days, the guild will have a fixed schedule of prices. For the last year or so there has been no working agreement.

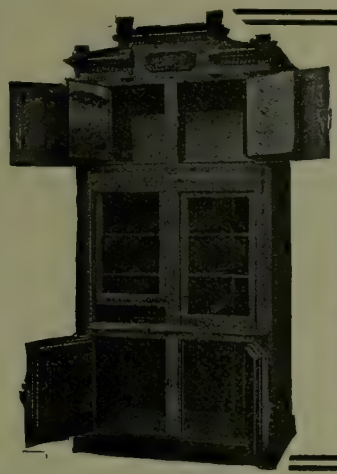
There will be a larger attendance of members from St. John at the annual meeting of the Maritime Wholesale Grocers' Guild, which meets this year in Halifax, on July 21 and 22, than at any previous meeting. At least a dozen of the local merchants have signified their intention of going over. A special programme is being prepared and a number of papers will be read by local dealers, and discussion invited. It is expected that Hugh Blain, of Eby, Blain & Co., Toronto, will be present and address the meeting.

DAIRY BUTTER WANTED

Either in carload or less than carload lots.

If you have any to offer, quote us your prices.

F. R. Stewart & Co.
VANCOUVER, B.C.



YOUR PROFITS
in the handling of your perishables, such as butter, eggs, etc., are secured if you are using an

ARCTIC Refrigerator

The 'Arctic' is the 'last word' in scientific refrigerator construction, and is moreover a handsome ornament to any store.

Arctic Refrigerators for All Purposes.

JOHN HILLOCK & CO.
Queen and George Sts., TORONTO
Agents for Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from Imported Leaf Exclusively

The Geo. E. Tuckett & Son Co., Limited
HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

ADDING MACHINE.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

AGENTS WANTED.

WANTED—Grocers to sell Nation's Custard Powder. Retail 5 cents per packet. ½ and 1-lb. patent measure tins. Gives big profit. Satisfies customers. Increases sales. Wholesale Agents:—Green & Co., Toronto; W. H. Escott, Winnipeg; W. H. Malkin Co., Vancouver. (34)

AGENCIES WANTED.

A FIRM OF COMMISSION AGENTS in Jamaica are desirous of representing Canadian firms manufacturing groceries, biscuits, condensed milk, etc. Can influence large turnover in these lines. Highest references given. Box 343, CANADIAN GROCER, Toronto. (tf)

MALE HELP WANTED.

WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

BUSINESS CHANCES.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

COUNTER CHECK BOOKS.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

FOR SALE.

FOR SALE—Automatic Computing Scale. S. H. Fagan, Windsor, Ont. (29)

MISCELLANEOUS.

A book-keeping staff in itself—doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge Street, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

MISCELLANEOUS.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

ATTRACTIVE fixtures sell your goods. Walker Bin Fixtures and Show Cases prove invaluable in economising store space, and by compelling custom, assist materially in effecting sales. Send for catalog. Estimates for fixtures submitted. Walker Bin and Store Fixture Company, Ltd., Berlin, Ont.

AT LAST—A really practical pencil sharpener. The "Spiro" sharpener built on a new principle, positively does not break the lead. Ten blades. Sharpener lasts a lifetime. Every pencil user needs one. Your pencil sharp ina second. Ask your stationer or write us direct. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

EVERY RETAIL MERCHANT should use a Typewriter and every retail merchant would use a Typewriter if he knew the liberal proposition we are prepared to make. A simple request will bring it. The Monarch Typewriter Co., Ltd., 98 King St. West, Toronto, Ont.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MISCELLANEOUS.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 338 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 111-127 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS. $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 111-127 University Ave., Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

5-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz.	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	



ROYAL BAKING POWDER

Sizes.	Per doz.
Royal—Dime	$ 0 95
¼ lb.	1 40
" 6 oz.	1 90
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb	4 90
" 3 lb.	13 80
" 5 lb	22 80

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
Strawberry	1 90	Pear	1 70
Raspberry	1 90	**Jellies**	
Black currant	1 80	Red currant	2 40
Red currant	1 80	Black currant	2 40
Raspberry & red currant	1 80	Crabapple	1 70
		Plum	1 70
		Grape	1 70
Raspberry and gooseberry	1 80	**Marmalade**	
Damson plum, stoneless	1 70	Scotch	1 40
		Orange Jelly	1 75
Greengage plum, stoneless	1 70	Green Fig	2 25
		Lemon	1 80
Gooseberry	1 80	Pineapple	2 25
		Ginger	2 25

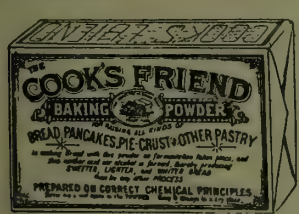
Pure Preserves—Bulk

	5's & 7's per lb.	14's & 30's per lb.
Strawberry	0 11	0 10½
Black currant	0 11	0 10½
Raspberry	0 11	0 10½
Other varieties	0 09	0 08½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

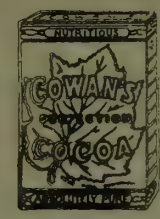
White Swan Flaked Peas, per doz. $1 00

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations or Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" 8's " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpare l wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz 0 90



Mott's breakfast cocoa, 10c. size	20 per dz.
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Soluble cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.

	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes	0 28
¼ lb. packages, assorted, in 5 lb. boxes	0 29
½ lb. packages, assorted, 5,10,15 lb. cas	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 18
Macaroon	0 17	....	0 17
Desiccated	16	....	0
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 16
Shredded	0 15
In packages 2-oz., 4 oz., 8-oz., lb.	0 18

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED.

"Jersey" brand evaporated cream per case (4 doz.)	$4 00
"Reindeer" brand per case (4 doz.)	5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend



1-lb. decorated tins, 32c. lb

Mo-Ja, ½-lb. tins 30c. lb.

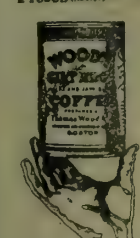
Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars per doz., $4

Presencation—with 3 tumblers), $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 35
"Gilt Edge" in 2 lb. tins	0 32
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz.. 8 25

Medium size jars, per doz 4 50

Small size jars, per doz 2 40

Individual size jars per doz 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks dozen	2 35
Medium blocks dozen	1 40



Ground or bean,	W.S.P.	Ret. P.
1s	0 32	0 50
2s	0 33	0 50
1s	0 29	0 40
2s	0 30	0 40
1s	0 22	0 30
2s	0 23	0 30

Packed in 30s and 50-lb. cases
Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	1 35
" " 10c cakes, 36 in box "	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" No. 2, "	0 25
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b Toronto

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co Ltd Toronto. C. O. Beauchemin & Fils, Montreal

$2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 0½
100 books and over	each 0¾
500 books to 1000 books	0¾

For numbering cover and each coupon, extra per book ¼ cent

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors),	doz.	1 00
2 "	"	1 75
2½ "	"	2 00
4 "	"	3 00
5 "	"	3 75
8 "	"	5 50
16 "	"	10 00
32 "	"	18 00

Discounts on application

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD, TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails, per lb	0 06½
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails	0 06½

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. 1$0. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 8 jars, doz. $1 40



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 dz.

FRIENDS—NOT GROWLERS



RISING SUN Stove Polish in Cakes never comes back to you with growls from the housekeeper. It is always up to the same high standard maintained for forty years, and is always just right. That's why we have the thousands upon thousands of grocers pushing it everywhere. Grocers don't wish to run the risk of losing a good customer by passing out an inferior stove polish, which is wrong more often than it is right. RISING SUN makes friends for you and for us in every household where you put it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

You Must Realize

that an article which has a huge amount of consumer advertising behind it to pull it through the stores, as has

2 in 1

The World's Best Shoe Polish

must be a profitable and quick-selling line to handle.

But in addition to this ad-pulling force, "2 in 1" has sterling merit behind it. It preserves the boots and makes them pliable; is waterproof; shines quickly and lasts a long time; does not soil the clothes or clog the brush, and is just now in increasing demand.

You can't afford to be without "2 in 1" on your shelves.

The F. F. Dalley Co.

LIMITED

Hamilton, Canada, and Buffalo, N. Y.

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

Molassine Meal

Molassine Dog and Puppy Cakes

Molassine Terrier, Hound and Puppy Meal

Molassine Chicken and Poultry Food

Are reliable foods for horses, cattle, dogs and poultry.

Sole Canadian Importer:

ANDREW WATSON

81 YOUVILLE SQUARE, MONTREAL

NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

R. B. Wiseman & Co.

123 Bannatyne Avenue East WINNIPEG, MAN.

Reference—Bank of Ottawa, Winnipeg

BROOMS OF QUALITY

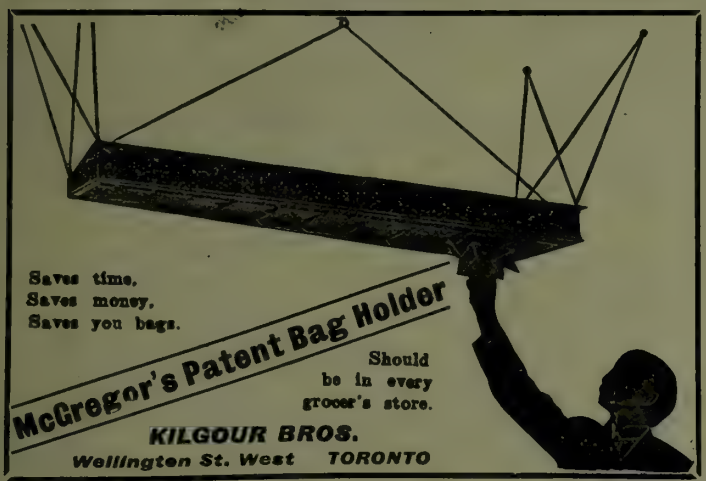
WE make them! **YOU** should sell them!

YOUR customers will appreciate them! **OURS** do

and keep our factory going on FULL TIME

A postal will bring you information.

Walter Woods & Co. - **Hamilton and Winnipeg**



Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.

Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY

Technical Book Department

143-149 University St. - Toronto, Canada



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

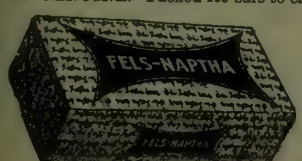
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Fly Pads.

WILSON'S FLY PADS

In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.80; 5 boxes $4.75.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 12½
½-bbls.	0 12½
Tubs, 60 lbs.	0 12½
20-lb. Pails.	2 60
20-lb. tins	2 50
Cases 3-lb.	0 13½
" 5-lb.	0 13⅜
" 10-lb.	0 13¼



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 12
Tubs	0 12½
20-lb. pails	0 12½
20-lb. tins	0 12
10-lb. "	0 13½
5-lb. "	0 12⅝
3-lb. "	0 13
1-lb. cartons	13¼

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy box, 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 5lb. glass jars	1 75
" " 25 5-lb. cans	1 90
"Purity" licorice, 10 sticks	1
" " 100 sticks	....
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7½c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

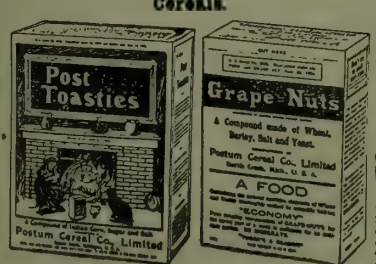
"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35

"Shredded"—

1-lb. glass, doz.	1 90
3-lb. " "	5 10
7-lb. tins, "	8 25

Cereals.



Grape Nuts—No. 22, $2.00; No. 33, $4.50.
Post Toasties—No. T3, $1.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb. tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ¼-lb. tins	per doz.	0 85
" ½-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—

Minerva, qts. 12's	$ 5 75
" pts. 24's	3 00
" ½-pts. 24's	1 85

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box, $3 00

Case of ½-lb. containing 120 pkgs. per box, $3.00

Case of 1-lb and ½-lb. containing 36 1-lb. and 60 ½-lb. pkgs. per box $3.00

Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, "	120 ½-lb. "	2 60
No. 3, "	{30 1-lb. " {60 ½-lb. "	3 00

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	1 00
5 cases	4 75

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. **Montreal**

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



8 doz. to box $3 60

6 doz. to box $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

	Per lb
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg.	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs.	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 06
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 07
Barrels, 200 lb	0 06½
Kegs, 100 lb	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb	0 07½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks in case	0 08
Kegs, ex. crystals, 100 lb	0 07
Brantford Gloss—	
1-lb. fancy boxes, cases 35 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	1 00

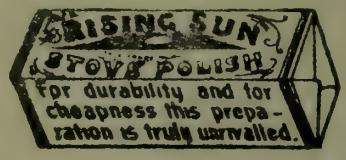
Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ½ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD
6a size, gross, $2.40. 2a size, gross, $2.50

Boot Polish



PACKARD'S BOOT AND SHOE POLISHES

Mon-Ami, $9 gross; Black "O," $9 gross; Large Combination, $20 per gross; Pony Combination, $10; French Glycerine, $9; Ladies' Special, $20; Pat. Lea. Cream $20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03½ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼ barrels, 175 lbs	0 03¾ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—	Per ca. s.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5 10 and 20 lb. tins have wire handles.)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Yellow Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's and ½'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ¼'s	0 55	0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.



EMPIRE PACKAGE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c	1s, 20c.; ½s, 21c.
30c	1s and ½s, 23c.
40c	1s and ½s, 28c.
50c	1s and ½s, 35c.
75c	1s and ½s, Vulcan, 50c.

100 lb. lots freight paid.



Blue Label, ½'s	31	0 36
Orange Label, 1's and ½'s	0 25	0 40
Rich Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s and ¼'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	007	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters

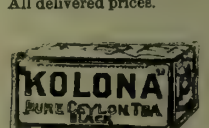
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	35c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

Black, green, mixed—⅛s, wholesale 70c., retail $1; ¼s, 55c. and 80c.; ½s, 44c. and 60c.; 1 lbs and ½s, 40c. and 60c.; ½s, 38c. and 50c.; 1 lbs. and ½s, 35c. and 50c.; 1 lb., ½s, 30c. and 40c.; ½s, 32c. and 40c.; ½s, 25c. and 30c.; 1 lbs., 24c. and 30c. We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's) $3. case; Quaker oats, 20's, (with premium) 4.10; Quaker Best Y. Cornmeal, 24's, 2.40; Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90; Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, bris., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

CASH or PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will install a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 116 HOLBORN LONDON E.C. ENG.

THE "WALKER BIN" SYSTEM

WALKER PATENTED BINS

Provides for the Complete Equipment of the Modern Grocery.

Write for Illustrated Catalogue showing some of the stores we have fitted up.

Walker Bin & Store Fixture Co. LIMITED

BERLIN : ONTARIO

The West Indies

If you have anything to ship to the West Indies we will handle it promptly and get you the top price.

If you are a manufacturer and wish to place your goods on the West Indian markets our travellers will do it for you.

If you want information of any kind about the West Indies do not hesitate to write us for it.

T. Geddes Grant

Port of Spain - Trinidad

The Cook's Favorite!

Keep a liberal supply on your shelves of

ORDER FROM YOUR JOBBER

DWIGHT'S BAKING SODA

"COW BRAND"

BAKING SODA

No other line on the market can approach it in strength, purity and reliability.

"Cow Brand" is a line you can handle and stock without hesitation.

SEE TO YOUR STOCKS.

CHURCH and DWIGHT

Manufacturers LIMITED

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Agents for Quebec and Ontario

B. & S. H. THOMPSON, Ltd., St. Paul St., Montreal

Don't Worry About Your Bad Debts!

Give them to us, and we will likely get you more out of them than your most sanguine expectations.

The Beardwood Agency LIMITED

Collections, Accounting and Liquidations a Specialty.

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SALT

Promptly Shipped

Best Qualities
Any Assortment
Car Lots

Verret, Stewart & Co.
Limited
Montreal

The average consumer is every day becoming more and more discriminating, and demands that the food products offered shall be pure, wholesome, and—above everything—free from any contamination.

WETHEY'S CONDENSED MINCE MEAT

Wrapped and packed
in sanitary packages

SOLVES THIS QUESTION

Quality Unexcelled.
Three dozen to a case.
Absolutely Dust-proof.
All jobbers.

J. H. Wethey, Ltd.
ST. CATHARINES, ONT.

Charge
All
Phone
Messages
to us

Use this Now



GEO. E. BRISTOL & CO.
Wholesale Grocers
HAMILTON - - ONTARIO

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

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London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, JULY 22, 1910. NO. 29.

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AND

KEEN'S 

OXFORD BLUE

has proved a world winner because of its satisfaction-giving qualities. Keen's goes further than any other blue, and is just the line to handle to build up the trade you are after—the steady familytrade.

See to the stocking of your shelves. For sale by all the Canadian jobbing trade.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL
Agents for the Dominion of Canada

DRIVE THESE TANDEM

BENSON'S "Prepared" Corn STARCH
and
EDWARDSBURG "Silver Gloss" STARCH

They are the leading Laundry and Cooking Starches in Canada, and are noted for their purity and ease in handling. Moreover, they leave a "worth-while" profit for the dealer. Order from your jobber.

EDWARDSBURG STARCH CO., LIMITED
ESTABLISHED 1858
53 Front Street East, Toronto, Ont. Works: Cardinal, Ont. 164 St. James St., Montreal

UPTON'S
Pure
Jams and Marmalades

In Bulletin No. 194, issued by the Canadian Government, the chief analyst declares Upton's Pure Jams and Marmalades absolutely pure. In addition to this we give you our guarantee that these preserves are put up in season from clean, sound fruit and granulated sugar, and are the finest preserves that can be produced.



Look at these prices and place your order at once, if you want high-grade preserves :

UPTON'S PURE JAMS AND MARMALADES

GUARANTEED FINEST QUALITY

	16 oz. Glass 2 doz. in Case.	5 lb. Pails 8 Pails in Case.		16 oz. Glass 2 doz. in Case.	5 lb. Pails 8 Pails in Case.
Raspberry Jam	$1.90 per doz.	55c per pail	Peach Jam	$1.70 per doz.	50c per pail
Strawberry Jam	1.90 per doz.	55c per pail	Plum Jam	1.60 per doz.	40c per pail
Black Currant Jam	1.90 per doz.	55c per pail	Assorted Jam	1.75 per doz.	50c per pail
Red Currant Jam	1.70 per doz.	50c per pail	Grape Fruit Marmalade	1.60 per doz.	45c per pail
Gooseberry Jam	1.70 per doz.	50c per pail	Orange Marmalade	1.45 per doz.	37½c per pail
			Apple Butter		37½c per pail

Freight prepaid on five cases or more shipped direct from factory to Windsor, Owen Sound, Collingwood, Gravenhurst, Ottawa, Montreal, and all intervening points in Ontario. To all other points a freight allowance of 25c. per cwt. will be made.

TERMS: Net, No Discount

The T. UPTON CO., Limited,
HAMILTON, CANADA

Profitable

Palatable



As Supplied to His Majesty The King

As Supplied to the British House of Commons

"Stower's" Lime Juice Cordial

Few persons would purchase plain Lime Juice if they once tried a bottle of STOWER'S LIME JUICE CORDIAL, which is all ready for use, blended just right to suit the taste of the most fastidious, and so convenient.

LIME JUICE CORDIAL is one of the most popular drinks. It is delicious—quenching thirst—keeps the blood and digestive organs in an excellent state.

STOWER'S LIME JUICE CORDIAL is prepared from the freshly squeezed juice of the Lime Fruit, with every impurity carefully removed. **It will not ferment and is sweetened with the best refined loaf sugar.**

NO MUSTY FLAVOR

ARTHUR P. TIPPET & CO.

SOLE AGENTS



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Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



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BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

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—

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ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

CLARE, LITTLE & CO.,

WESTERN DISTRIBUTORS

Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

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H. B. BORBRIDGE

Wholesale and Retail Grocery Broker

OTTAWA

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Wholesale Commission Merchants and Importers

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Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

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Live Representation !

Do not neglect the Eastern Townships. Am open for another good agency. Know the trade. Have three travelers,

E. H. BOWEN, SHERBROOKE, QUE.

Manufacturers' Agent and Broker.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

SALMON—We can quote you on different lines, and as salmon is likely to be very much higher, our prices will interest you.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

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Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

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Trade Established 12 Years.

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Limited

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Where Business is Booming ?

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EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to the Retailer Track connections with all Railroads.

At your service———

J. F. EBY,
President
HUGH BLAIN,
Vice-Pres.

While our travellers are enjoying a well earned holiday for the next two weeks,

July 23rd to Aug. 8th

we would appreciate your orders by

Telephone or Telegraph at our Expense

All our facilities for making prompt shipments are yours to command.

EBY-BLAIN, LIMITED

Wholesale Grocers - - - - - Toronto

It is to Your Advantage

To develop your High-Class Trade with a superior brand of Tea

RAM LAL'S PURE TEA

has all the qualifications to increase your sales, and to effectively aid in sustaining your reputation for dealing in high-class merchandise.

Send to us for Samples and Particulars.

RAM LAL'S PURE TEA COMPANY, LIMITED

Montreal, Canada

The Most Particular Home Cooks

in an ever-increasing multitude are buying

PURITY FLOUR

because they like the big, bulky, snow-white, delicious loaves that it makes—and because they can rely on the uniformity of PURITY FLOUR.



The price of PURITY FLOUR is higher than for ordinary flour, but the quality is higher, too. And, by actual results, PURITY FLOUR is the most economical, for it makes

"More Bread and Better Bread"

You can build up a highly profitable trade with the best class of home cooks by selling them PURITY FLOUR. Begin talking PURITY FLOUR to-day.

Western Canada Flour Mills Co., Limited

TORONTO MONTREAL WINNIPEG ST. JOHN, N.B. GODERICH BRANDON

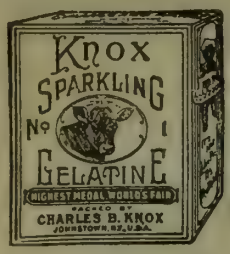
WHEN you buy your Canned Goods, see that you get those packed by Dominion Canners, Limited. Quality is guaranteed. You take no risks.

Leading Brands :

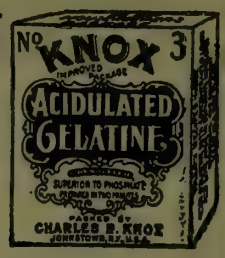
"Aylmer"
"Little Chief"
"Log Cabin"
"Simcoe"
"Delhi"

ETC.

DOMINION CANNERS
LIMITED
HAMILTON.



WHAT KNOX GELATINE $ BRINGS TO YOU



KNOX GELATINE sells at 15 cents a package, paying you a good profit, and **IT SELLS ALL THE TIME,** so you make your profit often. We guarantee it will please your customers or we'll return their money, but we never have to return any because those who try it once want it always. And we're constantly advertising in the best magazines to make more people try it. These facts mean that it will pay you to push **KNOX GELATINE,** because it will bring you a steadily increasing volume of profits.

CHARLES B. KNOX CO. - Johnstown, N.Y.



Your Attention!



These goods we can highly recommend for quality and attractive style of packages.

The range is a large one, including Ox Tongues, Potted Meats, Galantines, etc., put up in both glass and tin.

Price list on application.

Poulton & Noel Limited

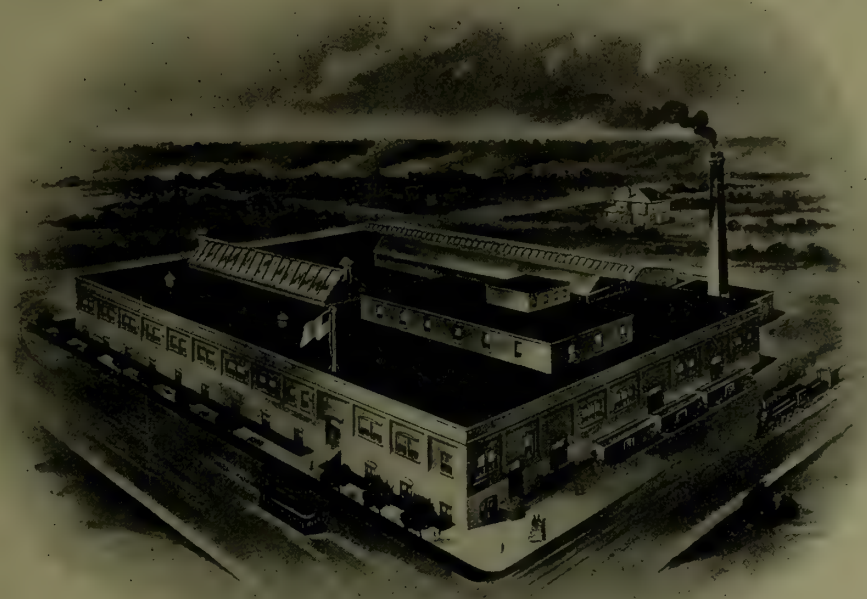
ENGLISH PRESERVED PROVISION MANUFACTURERS

LONDON, ENGLAND

Rose & Laflamme, Limited, Montreal & Toronto

CANADIAN SELLING AGENTS

Copper Copper



Silver Silver

Gold Gold

The most modern and up-to-date Fruit-Preserving Factory in Canada

Wagstaffe's Fine Old English

Strawberry, Raspberry
Black Currant
Red Currant

JAM

ETC.

New Season Pack Now Ready **Order Quickly**

1910 Pack will be Prepared in Copper Kettles, Boiled in Silver Pans, and Packed in Gold-Lined Pails.

FREE FROM COLORING PRESERVATIVE OR GLUCOSE

Before buying new season Strawberry, Raspberry, or any other kind, see Wagstaffe's.

WAGSTAFFE LIMITED

Pure Fruit Preservers, : : : : Hamilton

JAPAN TEAS

EARLY MAY PICKINGS NOW IN STOCK AT INTERESTING PRICES

WE OFFER

125 Half Chests Japan Tea, fair style and cup quality, at .. 16½c. per lb.
75 Half Chests Japan Tea, good style and cup quality, at .. 17½c. "
85 Half Chests Japan Tea, extra good style and cup quality, at 18½c. "

CEYLON GREEN AND BLACK TEAS

Extra values, at ..... 16½c. - 18½c. per lb.
High Grade Ceylon Green and Black Teas in Half Chests, at .. 28c. "

CHINA GREEN AND BLACK TEAS

We have a large assortment which we can offer at
12½c., 14c., 16½c., 18½c. per lb.

We are noted for giving extra values in Teas, Coffees, Spices, etc. We will gladly submit samples and quotations upon application.

(FORMERLY OF GUELPH) **R. SIMPSON & CO.** Telephone 3541

Cor. Gore and Hughson Sts. - - - HAMILTON, ONTARIO



Balaklava Brand Beans

Are the pick of the crop, put up in a sanitary factory by experts who know how to pack them so as to make them most delicious.

WITH OR WITHOUT TOMATO SAUCE.

The Eastern Canning Co.

Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

You Won't Be Getting a Call From Our Travellers

for the next two weeks, as this is the holiday season fixed by the Wholesale Grocers. There is no need, however, to run short of our lines.

....Cases RICHARDS PURE SOAP
....Cases QUICK NAPTHA SOAP
....Cases SNOW-FLAKE CHIPS (100 pkgs)
....Cases TELEPHONE SOAP (100 cakes)
....Cases COMET SOAP (100 cakes)
....Cases GOLD DUST SOAP (30 2lb. bars)
....Bbls. SNOW FLAKE CHIPS (loose)
....Boxes 50 Lbs. SNOW-FLAKE CHIPS (loose)
....Boxes NEUTRAL SOAP CHIPS "
....Bbls. NEUTRAL SOAP CHIPS "
....Cases AMMONIA POWDER (3 doz. in cartons)
....Cases 100% PURE LYE (4 doz. in tins)

Toilet Soaps

.....Gross 33% GLYCERINE (3 to box)
.....Gross TWIN-BAR CASTILE (loose)
.....Gross TWIN-BAR OATMEAL (loose)
.....Gross SKIN-FOOD GLYCERINE (loose)
.....Gross SULPHUR CREAM (loose)
.....Gross CARBOLIC (single cartons)
.....Gross MECHANICS PINE TAR (single cartons)
.....Gross BUTTERMILK & GLYCERINE (3 to box)
.....Cases MEDICATED TABLETS (2 gross to case)

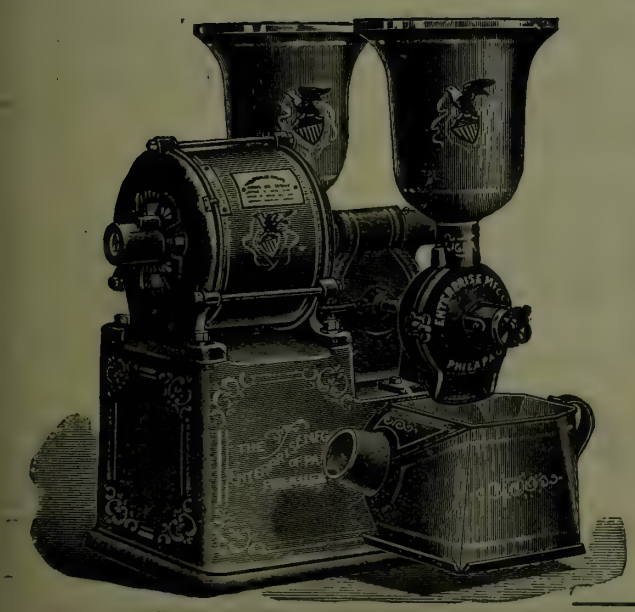


Just fill in your requirements on the form printed on this ad., and mail to us. We will give your favors the promptest attention.

The Richards Pure Soap Co., Ltd.

Woodstock, Ontario
Agent for Toronto and Hamilton:
Mr. Hutchison, Omand Mfg. Co., Toronto

"Enterprise" Economy



An Enterprising grocer, who does things *right* uses an "Enterprise" Electrically-Driven Coffee Mill

The right way is also the cheapest way in the end. It always *pays*. Take the experience of the Philadelphia grocer who grinds 15,000 pounds of coffee a month with an "Enterprise" Mill electrically-driven at a cost for current of $3.00.

He bought the Mill as a great convenience—a time and labor saver, and an up-to-date attraction for his store. Its economy astonished him.

Look through our catalogue and you will find Mills of any capacity, any power required, for direct or alternating current. Your local power supply company will co-operate with advice and assistance.

The Mill illustrated here is No. 08712, fitted with ½ horse power motor for alternating current. Capacity of each iron hopper, 6 pounds of coffee. One Mill is fitted with grinders for granulating, the other for pulverizing. Granulates 2 pounds of coffee per minute, and can be regulated for fine or coarse grinding while mill is running. If you haven't the catalogue showing all our Mills, write for a copy to-day.

The Enterprise Manufacturing Co. of Pa.
Philadelphia, U.S.A.

21 Murray Street, New York — 544 Van Ness Ave., San Francisco

Gossages' Magical Soap



The Best, The Sweetest
and The Cheapest
Free Lathering Soap
in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

WE WISH TO ANNOUNCE TO THE TRADE that we are in a position to handle a greater volume of business this season than ever before. We pack a full line of high-grade Fruits, Vegetables and Side Lines and are in a position to look after your interests no matter how varied the assortment required. Communicate with us before booking your order. Invest two cents and be convinced that we can save you Dollars.

ESSEX BRAND IS KNOWN TO ALL THE TRADE

Essex Canning & Preserving Co.

Essex, Ont.

THE FAMOUS DAYTON SCALE

The scale with the Special Features. These Special Features owned by the DAYTON CO. and cannot be used by any other scale maker.

NOTE THE SPECIAL FEATURES; also note that no other maker can use these but the Dayton. SWIVEL BASE, making the scale to revolve to either side of the counter. LOW PLATFORM, only 7½ in. from the counter. AUTOMATIC THERMOSTATS, regulating the scale in any temperature. DIAL FITTED BALL BEARINGS, making it very sensitive for small weighings. These Special Features alone make the DAYTON SCALE worth while, and can only be used by the DAYTON COMPANY.

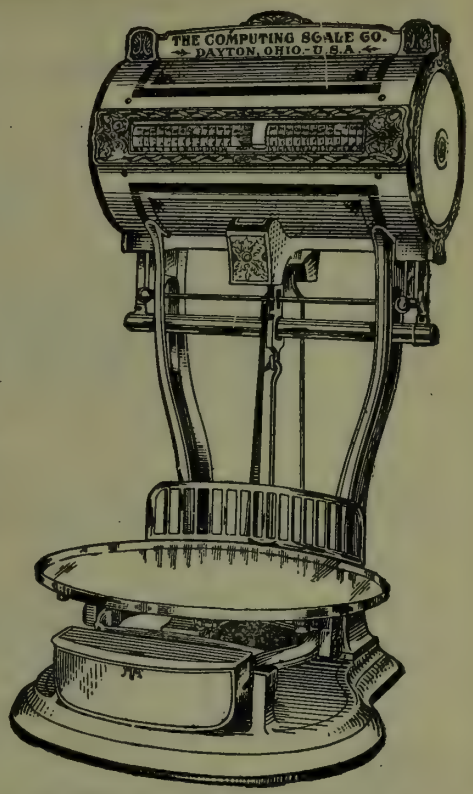
There are more DAYTON SCALES sold than all the other makes of Computing Scales combined.

We make a generous allowance for your old Computing Scale. Write us and get our quotation.

MADE IN CANADA

The Computing Scale Co. of Canada, Limited

164 King Street West, TORONTO, ONT.



Dayton Moneyweight Scale
Note the low platform

TRAVELLERS' HOLIDAYS

Our travellers will take their annual holidays from

JULY 23rd to AUGUST the 8th

During their absence send us your orders either by

Mail, Telephone or Telegraph

at our expense.

Prompt shipment and satisfaction guaranteed.

Phones No. 3125-3126

JOHN GARVEY & SONS

LONDON, - - - ONTARIO

BRANCH WAREHOUSE AT SARNIA—PHONE No. 262

TO WIDE-AWAKE GROCERS

Frou-Frou is now being nationally advertised

This advertising is reaching your customers, amongst others, and it is to your advantage to stock Frou-Frou, because few articles show you such a handsome profit as does this Dutch Biscuit, the peer of all wafers.

Not only is the profit—under our price protection plan—such as to induce every grocer in the Dominion to stock Frou-Frou, but its sale is assured right from the start, and you will find the public ready and glad to pay a fair price—a few pennies more per lb.—for a wafer that soars so high in quality above all others.

The smooth, rich flavor of Frou-Frou is a revelation to those who only know the taste of the ordinary every-day filled wafer.

You owe the introduction of Frou-Frou to your customers, and to your own business.

WED BVD M

TASTE THE TASTE OF FROU-FROU

WED BVD M

TASTE THE TASTE OF FROU-FROU

WED BVD M

WED BVD M

FREE OFFER

We will furnish you, free of charge, with absolute proof of our claim that Frou-Frou is the most delicious, tempting morsel of goodness that ever left a baker's hands, by sending you, upon receipt of your name and address, a sample of this Dutch Wafer of indescribable charm.

TASTE THE TASTE OF FROU-FROU

MACGREEGOR SPECIALTY CO.

Canadian Distributors TORONTO, ONT.

PERRIN'S

RED LABEL



PACKAGE

20 CENT TINS

GRAHAM WAFERS

DELICIOUS GOODS, HANDSOME PACKAGES

ADVANCE—OR RETIRE?

there's no standing still in business

It's lines like H. P. SAUCE that make for progress.
Good Value, Good Profit and Good Advertising—some of you are doing great things through H.P. Sauce. Now how about you?

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Limited, Calgary, Alberta
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

Redpath

is

Canada's Standard

for

Refined Sugar

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

Are You Carrying The Empress Brand?

Coffees, Spices, Flavoring Extracts, Pure Jams and Jellies

WE WANT YOU to do so.
IT WILL PAY YOU to do so.
YOU WILL do so if you try them once.

WRITE US

Empress Manufacturing Co.
Limited

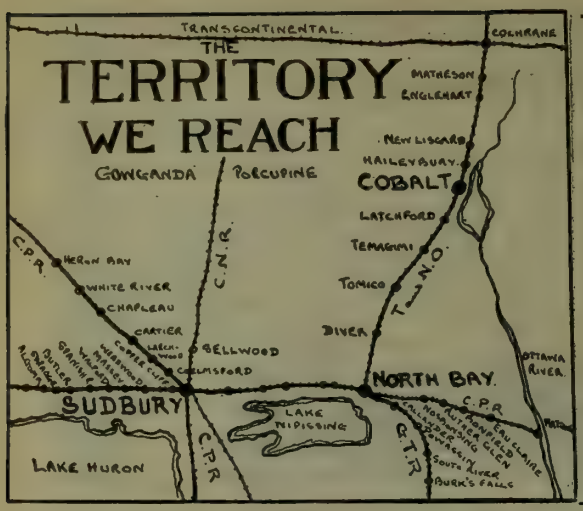
VANCOUVER, B.C.

JAPAN TEAS

Few more lines of First Crop on hand for immediate delivery.

S. T. NISHIMURA & COMPANY

MONTREAL & JAPAN



To Northern Ontario Merchants

WE are well situated to supply your requirements from our warehouses at North Bay and Sudbury, and can **SAVE** you the freight you would have to pay when buying in the older parts of the province. We can also promise **YOU** the promptest delivery. Get in touch with us immediately. Time is **MONEY.**

A. J. YOUNG, Limited

Wholesale Grocers and Provision Merchants

NORTH BAY and SUDBURY

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

A Genuine Trade-Builder

Quality goods are those that attract and hold trade and

Wonderful Soap

will prove a profitable proposition to every grocer because it is unrivalled in quality and purity.

It is moreover attractively packed and made up, and proves a rapid and profitable seller.

We have a dealer helper-selling plan that cannot fail to interest you. Send for details of it to-day.

The Guelph Soap Co.

GUELPH - ONTARIO

Toronto Agents. MacGreegor Specialty Co.



HAVE A CARE

that your stocks of a staple article like marmalade are right. Be on the safe side by handling

Shirriff's Orange Marmalade

It is made solely of luscious Seville Oranges and highest-grade sugar, and in flavor is unapproachable. *See to your stocks.*

Order from Your Jobber or Direct

Imperial Extract Co., 8, 10, 12 Matilda St., Toronto

Retails 10c. a Package.



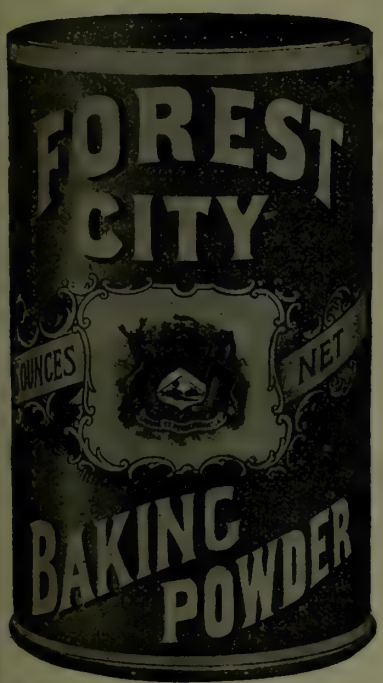
This handsome package contains the Soda Cracker with a flavor--

Red Label Soda Crackers, Crisp, Dainty and Wholesome.

You're sure of their quality, flavor, goodness, cleanliness and freshness.
Manufacturers also of all kinds of dainty and high grade biscuits.

TELFER BROS., LIMITED, - COLLINGWOOD, ONT.
Branches: Toronto, Winnipeg, Hamilton, Fort William

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By
GORMAN ECKERT & CO., Limited
London & Winnipeg

For every kind of cleaning in the house

ASEPTO
SOAP POWDER
"The Enemy of Dirt"

Stands absolutely alone!

It is wonderfully economical to use, and is a great favorite with the careful housewife! Recommend *"Asepto."* Its effectiveness will guarantee repeats.

See to your stocks.

Asepto Mfg. Co.
ST. JOHN, N.B.
Agents:
ROSE & LAFLAMME, Limited
Montreal and Toronto

From COW to CAN, the preparation of

CANADA FIRST EVAPORATED CREAM

is one long tale of care and cleanliness. Each can is guaranteed pure and fully sterilized.

THE FINEST SUBSTITUTE FOR FRESH MILK.

ORDER FROM YOUR JOBBER.

Children thrive on it. The best for invalids, convalescents and household use.



THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

Tartan BRAND

WHILE the travellers are away on their vacation, we will appreciate your orders by mail, phone or telegraph. All goods shipped same day as order is received.

PHONE AT OUR EXPENSE—
Numbers 596
1996
1997
1804
Night Phone 1807

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED and GOLDEN YELLOWS

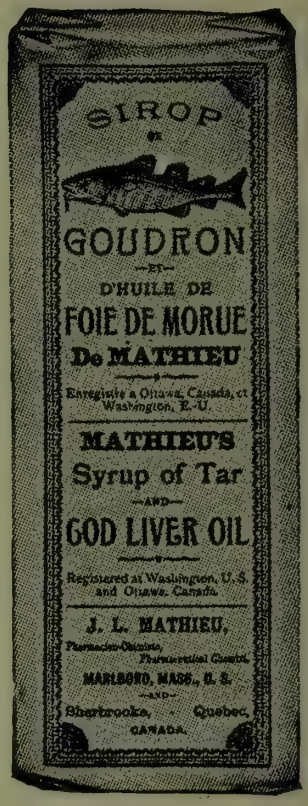
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd., Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN ***TOWNSVILLE, NORTH QUEENSLAND***

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY :

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply : C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

OK

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

1000 GUINEAS

Sells at 15 cents and 25 cents

BE WARY OF IMITATIONS

SAUCE

George Mason & Co., Limited

Sole Manufacturers - - - LONDON, ENG.

Sole Canadian Agents

S. T. NISHIMURA & CO.

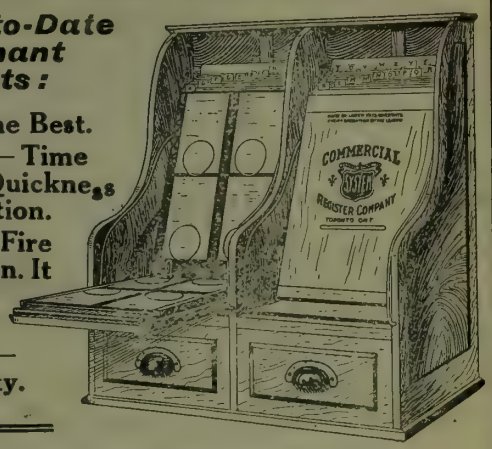
MONTREAL

SUB-AGENTS:—
Toronto, Ont.—Geo. Stanway & Co
Hamilton, Ont.—James Somerville
Ottawa, Ont.—H. D. Marshall
London, Ont.—Wm. G. Coles & Co.
Quebec, Que.—A. Francois Turcotte
Kingston, Ont.—James Craig

The Commercial Account Register

The Up-to-Date Merchant Wants:

FIRST—The Best.
SECOND—Time Saver, Quickness in operation.
THIRD—Fire Protection. It must fit his safe.
FOURTH—Durability.



THE COMMERCIAL

has all the above features. Besides, it is equipped with the PATENT AUTOMATIC and indestructible sheet holder, PATENTED "locked" slip holder, and will LAST A BUSINESS LIFETIME.

It is the only perfect one-writing system. Does away with posting and statements. The BEST COLLECTOR known. Thousands in use in Canada and the United States. Send postal for catalogue.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

Royal Salad Dressing

Grocers say "People no longer consider ROYAL SALAD DRESSING a luxury, it's a necessity."

No table relish is so sure to please.

It attracts the kind of trade that buy the best.

Made in Canada by

The Horton-Cato Mfg. Co.

Windsor, :: :: Ontario

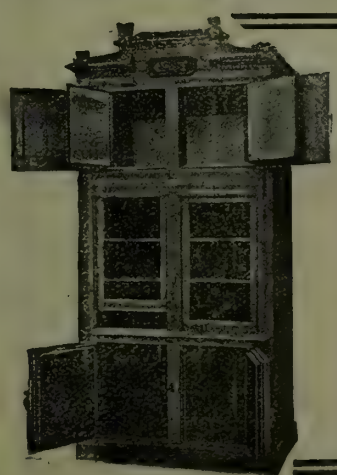
DAIRY BUTTER WANTED

Either in carload or less than carload lots.

If you have any to offer, quote us your prices.

F. R. Stewart & Co.

VANCOUVER, B.C.



YOUR PROFITS

in the handling of your perishables, such as butter, eggs, etc., are secured if you are using an

ARCTIC Refrigerator

The 'Arctic' is the 'last word' in scientific refrigerator construction, and is moreover a handsome ornament to any store.

Arctic Refrigerators for All Purposes.

JOHN HILLOCK & CO.

Queen and George Sts., TORONTO

Agents for Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg

ONCE

YOUR CUSTOMERS

BUY A TIN OF

WHITE SWAN COFFEE

THEY WILL

RECOGNIZE ITS WORTH

AND USE IT ALWAYS.

PACKED IN HANDSOME SQUARE ONE POUND TINS. 2 OR 4 DOZ PER CASE.

WHITE SWAN SPICES & CEREALS, LIMITED
TORONTO

"Crest" Brand

DRY Mustard (IN TINS)

PREPARED Mustard (IN BOTTLES)

These have the strength and flavor of the Finest Imported. Attractively put up.

4 doz. ¼ lb. Tins to case 75c dozen
2 doz. ½ lb. Tins to case $1.40 dozen
2 doz. 10c Bottles to case 90c dozen
4 doz. 5c Bottles to case 45c dozen



Stock these lines and recommend them to your customers. They will win you trade. Your profit is worth while.

Manufactured by

The Canada Spice & Grocery Co., Limited

LONDON, ONT.



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN

NATIONAL COFFEE MILL

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability.

Prompt shipments our specialty

Ask any of the following jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell Bros. & Wilson.
MONTREAL—The Canadian Fairbanks Co.

MADE BY

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Smoked Herring in Bouillon

The new line put up by CHR. BJELLAND & CO., Stavanger, Norway (packers of King Oscar Brand Sardines.)

¶ *A large tin of small Herrings packed sardine style in Spiced Bouillon.*

Pays the retailer a handsome profit at

10 cents per tin.

John W. Bickle & Greening
(J. A. Henderson)
Canadian Agents **Hamilton**

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents: ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



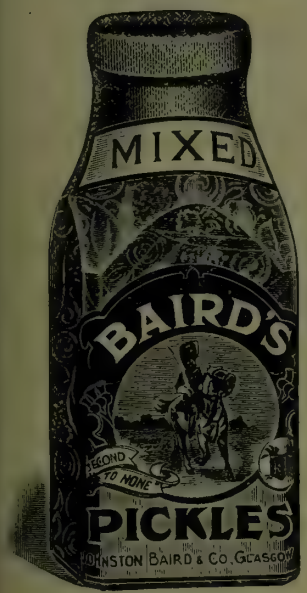
QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND VEGETABLES
and
PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.
GLASGOW, SCOTLAND

Agents:—Geo. Stanway & Co., Toronto: W. L. McKenzie & Co. Winnipeg: R. Robertson & Co., Vancouver and Victoria

GINGERBREAD
BRAND
MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited
HALIFAX - NOVA SCOTIA

What's the use of your tongue, Mr. Grocer?

AURORA

yourself, and then to tell your customer how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things, First to try it on

COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON, Branch: Sault Ste. Marie



Rowat's Lines Always Sell Quickly

PROPRIETORS

ROWAT & CO.

GLASGOW, SCOTLAND

Canadian Distributors:— Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc., Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Blackberries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

"The Can Without The Cap Hole"
"Bottom like The Top"

Write for Samples

Sanitary Can Company, Ltd.

Niagara Falls, - - Ontario

When taking the weekly grocery order mention

SNAP

THE MAGIC HAND CLEANER

to the housewife. Once purchased, you can be sure of repeat orders, because there is nothing known equal to SNAP for chasing dirt, grease, tar or paint from soiled hands.

It is antiseptic and beneficial to the skin.

See to your stocks to-day and recommend SNAP.

SNAP Company Limited



Montreal, Que.

ATTRACT BUSINESS

Increase your Tea and Coffee business by selling

"MELAGAMA"

The Tasty Tea and Coffee

If you are not handling "Melagama" do so at once, it will pay you better profits and make more satisfied customers. Early Japans have arrived, write for samples or see our travellers.

Watch for our Special Announcement in August 5th issue of The Grocer.



A PULL TURNS ON THE LIGHT

Better than electricity or city gas, cheaper than coal oil or candles. Steady, white, brilliant; ¼ cent per hour for 500 candle power.
Lighted or extinguished by a pull of chain and regulated to any desired candle power in the same way.
Absolutely Safe, permitted by all insurance companies. **More Light Means More Business.**
Delivered ready for any one to install.
Write now for circular and special price to merchant direct.
For stores, homes, churches, hotels, etc. First class agents wanted.

MACLAREN & CO.
Gasoline Lighting Systems
MERRICKVILLE, ONT.

"Pansy" and "Daphne"

(FANCY) (CHOICE)

SEEDED RAISINS and EVAPORATED FRUITS



are put up in Calfornia, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.

California

McLean's

"The Name"

AND THE PACKAGE TO THE RIGHT

The Canadian Cocoanut Co.
Sole Makers
MONTREAL



DOMELINE

Is the original "James Dome Black Lead" in Paste form, and has been marketed particularly for the trade preferring paste form of Stove Polish rather than Black Lead. It contains the same high quality as the "Original Dome" and is put up in a big attractive *5-cent tin.*

W. G. A. LAMBE & CO.

Canadian Agents



The "All-night-soak" Eliminated

By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Summer Dessert—*then watch your sales mount up.*

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co. - Orange, Mass.

On the look out for the better-class trade?

Then be wise to your own interests and feature

PURNELL'S

Pickles, Sauces, and Pure Malt Vinegar





They have proved throughout the Dominion the most ready and profitable sellers of any imported line. Our Watchword is Quality and Right Packing.

Order through your Jobber.

Canadian Agents:
Charlottetown, P.E.I., Horace Hazzard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. D. Bonhomme, 131 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., cor. Cordova and Homer Sts.

PURITY IN FOODSTUFFS

is a first consideration nowadays with the careful housewife, and in a staple food, such as jam, you cannot be too careful.

Jams

Sterling BRAND

Jams

Nothing which care, skill and the selection and treatment of only the very choicest raw materials can suggest, has been omitted in the manufacture of "STERLING" JAMS. You can recommend them without hesitation, and rely on the "repeats" with absolute certainty. How are your stocks?

Order "Sterling" Jams to-day.

The T. A. Lytle Co., Ltd., Toronto

BOYD & CO.

(formerly Watson, Boyd & Co.)

Port of Spain,

TRINIDAD, B.W.I.

Are prepared to receive and handle to best advantage all classes of Canadian Produce, including Hay, Oats, Fish, Flour, etc., etc.

Correspondence Invited. **All Codes Used.**

White Dove Cocoanut Means Market Leader Cocoanut



W. P. DOWNEY
MONTREAL

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREA



The present hot weather makes this an *essential* if you are to hold your share of soft drink summer trade. See that your stock is not allowed to run low if you are already stocked. If not, write us at once for samples and quotations.

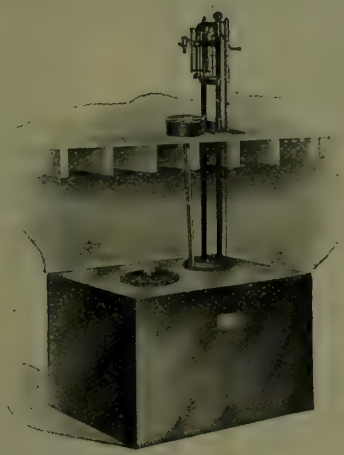
This article sells itself and—once a customer always a customer.

It helps YOU to have the thing everyone wants at this season.

Unexcelled for picnic parties, travellers and hunting parties.

S. H. EWING & SONS
MONTREAL and TORONTO

Can It Be Done ?



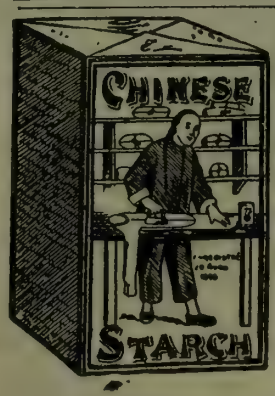
If the suggestion were made: "You can double your profits on your oil business," you would ask: "Can it be done?
We can state, most emphatically, with thousands and thousands of practical grocers to endorse the statement, that you can double your profits on gasolene and kerosene with a

Bowser Self Measuring Oil Tank

Just a word in explanation:
Evaporation alone reduces the oil kept in ordinary barrels from 5 to 25 per cent. per month. Overmeasure, spilling, leaking, dripping and overflow combine to eat up most, if not all, of what there may be left of your profits. The BOWSER outfit eliminates all these losses. It does more; it enables you to sell oil with as clean hands, as little trouble and as little time wasted as when you hand out a can of beans. Let us tell you why, and all about it.

Ask for Bulletin No. 5.

S. F. BOWSER & CO., Limited, 66-68 Fraser Ave., Toronto



CHINESE STARCH
Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock
Get Prices
OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

José Segalerva

Malaga, Spain

If you have customers who want the best, when you are ordering your supply of

Malaga Table Raisins

have your Jobber ship you raisins bearing this trade mark. You will get the best.

Rose & Laflamme, Limited

Montreal **Toronto**

GET THE HABIT

of stocking goods of known quality for which there is a regular and insistent demand.



Queen Quality Pickles

will meet every requirement of your best class trade, because they are real quality goods. Only the freshest and choicest vegetables and other ingredients are used, and QUEEN QUALITY give satisfaction, because of their purity and flavor.

Put up in 10-oz. and 20 oz. bottles.

Send to-day for Discounts and Prices.

Taylor & Pringle Co., Limited

OWEN SOUND, ONT.



She doesn't take kindly to substitutes for

WINDSOR SALT

nor to the grocer who fills her salt order with anything else but this bag, with this familiar trade mark on it. Most of the housekeepers in Canada agree with her, too.

The Canadian Salt Co., Limited

WINDSOR, ONTARIO

"KITCHENER" BRAND
OF
CANNED GOODS

At this time of year this subject should have your consideration.

WE ARE PACKERS of full lines of FRUITS and VEGETABLES, and guarantee the quality of all goods.

Write us before placing your order.

The Oshawa Canning Co. Limited

OSHAWA : : ONTARIO

TEA good enough for Monarchs is none too good for your customers!

Sell

TWINING'S TEA

the most reliable of package teas.

We have Bona Fide Warrants from the Crowned Heads of Europe which only emphasize the fact that for Palace, Mansion, Home, or Cottage, TWININGS TEA is unsurpassed.

Sold in Packets Only

Watch the names of our Distributors in the next issue of The Grocer.

CANADIAN AGENT

HAROLD RITCHIE
8 Matilda Street, - TORONTO

Perfection Cheese Cutter Made in Canada



Every Slice is a Fresh, Even Cut.
Accurate in Weight. Pleasing to the Eye.

It pays to buy a Perfection Cutter.
It is built to last; made substantial and strong.
It prevents overcuts, scraps and waste.
It saves its cost in time, labor and money in less than twelve months.

Patented and Manufactured by

The American Computing Co. of Canada
Hamilton, - Ontario
SOLD BY THE WHOLESALE GROCERS.



A Line to Handle and Recommend

It pays to handle a line with distinctive selling features.

PURITY BRAND FREE-RUNNING TABLE SALT

recommends itself because it is a first quality article and is put up in a can which is both air-proof and moistnre-proof. It runs freely as water (see cut above) through the patent opening, and is unaffected by climatic changes. A perfect salt in a perfect package! Keep a generous supply of "Purity."

It flows as freely as the sands of time.



Western Salt Co., Limited
MOORETOWN, ONT.

Agents:—
LIND BROKERAGE CO., 73 Front Street East, - TORONTO
ALFRED POWIS, - HAMILTON

There's Money in Handling **Brand's Essences** of Beef, Chicken, Veal and Mutton

Peterboro, 9th July, 1910

Thos. O. Baxter

Dear Sir:

Would you please send us by Express, one dozen Brand's Essence of Beef in tin, same as we had before.

There is a growing demand for it. Two new customers are waiting for this lot to arrive.

The case of one man with the worst type of Anaemia has been a great advertiser. It has been a great thing for him, and all his friends are talking about it, so it has a good start now.

You will find enclosed Express Order in payment of last lot.

Your kind attention will oblige,

Yours truly,

A Leading Grocer
(Name on request)

Throughout the world Brand's Specialties have an enormous sale, and we are making a

SPECIAL INTRODUCTORY OFFER

to high-class grocers so that we can properly introduce these goods to the Canadian public.

Avail yourself of this favorable opportunity to increase your trade. Our offer has been accepted by practically every merchant to whom it has been made.

Don't think that Brand's Essence is like ordinary meat extracts. It is not "just the same." Brand's is a clear, amber-colored jelly when cool.

Brand's is specially recommended for invalids, and is retained on the stomach when nothing else can be.



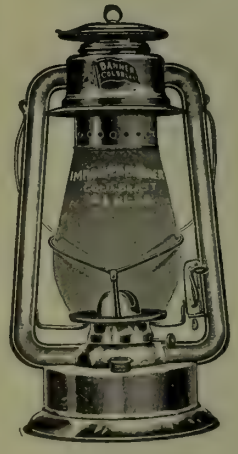


Write for particulars to

T. O. BAXTER, 25 Front Street East, TORONTO or H. HUBBARD, 27 Common Street, MONTREAL

BRAND & CO. Purveyors to H.M. the King **London, Eng.**

"BANNER" 1910



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Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

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MacLean Publishing Company
(Technical Book Department)
143-149 University Ave., *TORONTO*

A GREAT VICTORY for TOLEDO SCALES

DAYTON FAN-SHAPED AUTOMATIC PENDULUM SCALES DECLARED AN INFRINGEMENT

On May 16th, 1910, the United States Circuit Court at Chicago issued an injunction against the Moneyweight Scale Co., and all its agents and salesmen, ordering them to stop selling the Dayton Fan-shaped Scales, which the Court declared to infringe our patent.

$10.00 *reward to anyone who will furnish proof of sale by them of any such scale after above date.*

Dayton Barrel-Shaped Platform Spring Scales Now in Question

On June 18th, 1910, we filed a suit in the United States Circuit Court at Chicago against the Moneyweight Scale Co. for selling Dayton Barrel-shaped Spring-balance Platform Scales, which, we claim, infringe the Foundation Patent on Platform Cylinder Scales which we own.

WARNING

In view of the above, we advise you not to buy any Dayton-Moneyweight Barrel-shaped Platform Spring Scales without first consulting your lawyer; he will tell you that the user of an infringement is liable for damages, as well as the maker or seller, and may be sued by the patent owner at any time.

That Moss-Covered Dayton Suit that Hangs in the Court

The Dayton Company is now advertising a suit filed against us in Chicago, May 23rd, 1910, on the Cylinder Scale. The patents on which their suit is based are the same old patents on which they started suits in Toledo more than three years ago and never prosecuted.

In view of their present predicament, it is not surprising that they should now attempt to revive that old, moss-covered suit, if for no other effect than to save their faces in the eyes of their salesmen.

They started this suit in Chicago, realizing that the old suits in Toledo on the same patents had grown stale by age and worn threadbare by exploitation. A late date was needed for advertising purposes. It's pretty hard to put up a bluff on a three-year-old suit not prosecuted. If they had any confidence in their patents, why did they not prosecute the suits in Toledo, started, as above stated, more than three years ago?

Toledo Computing Scale Company

Makers of Honest Scales TOLEDO, OHIO, U.S.A.

CANADIAN OFFICES—Toronto Montreal Winnipeg Calgary Moosejaw Edmonton Saskatoon Vancouver

CANADIAN FACTORY—WINDSOR, ONTARIO



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HOME INDUSTRY BRAND

Packed fresh from the vines and trees. There is no delay. The factory is located on the farm, not in a town or city. Therein lies the secret of the superiority of GOODWILLIE'S over all others.

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Canadian Selling Agents

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75,000 Gallon Pickles in Brine

This is at least one of the largest stocks held in Canada.

Kegs—1, 5 and 10 Gallon.
Bottles—Malt lever tops, and 40 oz. square.

Write for prices before placing orders elsewhere.

Thos. McCready & Son, Ltd., St. John, N.B.

Bonded Vinegar, Pickle and Spice Manufacturers.



Summer Rubs!

It is during this weather that much polishing is done—door knobs, letter box slits, brass on boats, etc. Is your stock of

Royal Polishes

sufficient to meet all requirements?
If NOT, increase it to-day. Shipments very prompt.

ROYAL POLISHES COMPANY
MONTREAL



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent plumbers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN IN THIS PAPER

Tried, Tested and Proved

"SALADA" Tea has the largest sale of any tea on this continent—over twenty-two million packages are sold each year.

"SALADA" Tea for nineteen years has been producing results—building business.

"SALADA" quality and "SALADA" value have been tried, tested and proved head and shoulders above any other.

You always expect better results from "SALADA" than from any other tea. You have a reason to, a right to, and we want you to.

THE "SALADA" TEA CO., - TORONTO

NEW BUSINESS IN TWELVE WEEKS

"SALADA" sales in Canada alone for the week ending

April 30,	Increased	27,476	lbs.
May 7,	"	21,675	"
" 14,	"	57,219	"
" 21,	"	39,606	"
" 28,	"	14,532	"
June 4,	"	32,608	"
" 11,	Decreased	5,142	"
" 18,	"	815	"
" 25,	Increased	2,663	"
July 2,	"	18,718	"
" 9,	"	25,748	"
" 16,	"	4,375	"

over the corresponding weeks of 1909—a total increase of 238,663 lbs. in twelve weeks.

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Enlarging Profit Account in the Grocery Trade

Record of a Man Who is Making Money, But Who Might Make More With Closer Application to Some Details of His Business—The Different Results of Two Merchants—What a Grocery Business Should do in the Matter of Paying a Fair Profit as Well as Expenses.

By Paul Findlay for The Canadian Grocer.

I have run across a perfect gem of a record in retail grocery money-making. It vindicates all I have ever written about the theory of retailers' profits and "goes me one better" on several heads. There is room for improvement, and I am satisfied that this man can make the improvement; but, in view of what he has done, I hesitate even to mention anything better to him. One who has done so very well might almost claim exemption from the mention of his shortcomings were it not that, with the correction of such faults, he may do vastly better. Here is the brief outline:—

Turned Over Ten Times.

The stock of merchandise has averaged approximately $5,700 during the past four years; and the business done has averaged $57,446.08. Thus the stock has been turned just ten times annually. Four years ago the furniture and fixtures account was $2,123.29. In figuring results, that account has been discounted 10 per cent. annually, so that it now stands at $1,393.10. Yet the fixtures during the time have been kept practically intact, are really in excellent condition, and a new coffee mill and pulverizer, of the latest type, electrically driven, was added four years ago; and the horses are better, younger and more valuable to-day than at the beginning of the period. The capital account has been held at $14,000 all through the period, and on that account has been figured at 6 per cent. interest, which amount has been charged into expense. In passing, it will be noted that the entire capital has been turned upwards of 4 times annually. The earnings on sales, deducting every expense, including the 6 per cent. interest above referred to, and also the depreciation in F and F account, have been full 6 per cent., amounting to $3,452.75 per annum; which figures out at 24.66¼ per cent. on capital annually. The total expense account shows a ratio of 11.39 per cent.

Now, here are some points of interest. The manager who preceded this man in that business made a gross profit of upwards of 21 per cent. He was able to show 6 per cent. on the capitalization, but nothing more. Yet the average expenses were just the same. The gross profit made by the present manager is, as you have seen, 17.39 per cent., or 17 2-5 per cent. practically; and he shows not only 6 per cent. interest on capital, but 24 2-3 per cent. profit. Where lies the difference?

A Difference in Management.

The former man was surely the better buyer and likewise must have been the better seller; for he did the same amount of business on a margin about 4 per cent. greater. Yet the former man made no money, whereas this man makes money. The answer is, surely, that this man is the better manager. He gets more out of his stock.

This is a high-grade, strictly "city" store, where everything of "the best" is sold. There is a heavy sale of vegetables and fruits the year round. The present manager has always been a good buyer and handler of that kind of goods. His strong points are: attractive display at all times, and careful cleaning up of all stock. The first faculty is very valuable in that it leads to the sale of the fullest possible proportion of the goods at full prices, with the minimum to be "sacrificed" as odds and ends. The second faculty tells all over the business, of course, but naturally it tells most strongly in connection with all goods of a perishable character.

He Practices Economy.

The manager is a hard worker, doing more than anybody else in the store himself. He stops at nothing, but is ready for anything anywhere at any time. I know this is against theory, but here is where theory must stand aside for a practical demonstration. "By their fruits, etc." This man is also a saver in every way. I have often watched him save the paper from bundles coming in, and use it on the order counter to wrap vegetables. The saving never seemed worth while to me, and maybe it was not. But, like many other bits of old-fashioned thrift, this saving evidently is more valuable for what it teaches and the general economies it inculcates than for any other thing. You have heard of A. T. Stewart, the big New York merchant, picking up twine from the floor and tying it onto the counter supply. We were apt to think it was because twine was worth more those days than now. But that was not it: the answer is that habits of thrift are just as valuable now as at any time in the past, and the habit is worth as much as the tangible saving—or more.

Better Results From Buying.

The room for improvement in this man's management is here: He should study to increase his margin. This he can do, probably, by giving closer attention to his buying, for I found his selling prices as high as possible, competition and general conditions considered. But what his predecessor did, he can do; and, if he does that, if he adds that faculty to his other valuable talents, his record will be nothing short of marvelous. If we add 4 per cent. to his present net profits, he will show 10 per cent. net, or $5,700 over and above all expenses, depreciation and interest!

After having written on this matter of store management for upwards of nine years, it is gratifying to come across such a complete, tangible corroboration of my contentions. I have always held that the grocery business could be so conducted that it would pay every expense, including a correct and proper salary to the management, whether proprietor or not, pay a fair interest on the capital invested, carry depreciation charges, and then show a profit. I have contended that no business could be said to be profitable on any other basis. And here is the vindication of my position.

I will say, however, that my intimate acquaintance with grocery conditions has been confined to the United States. I have had the impression that Canadian grocery stores were conducted more scientifically than ours, due to the prevalence of the apprentice system. I shall be very greatly interested to have some figures from Canadian grocers to shed light on these problems. Needless to say that all communications will be confidential. You can give me the facts in care of The Canadian Grocer, and figures "straight," not a word, nor a name will get beyond my own desk.

TRADE NOTES.

K. H. Mann, of Salada Tea Co., Montreal, has returned from his trip to Europe.

P. Couture, formerly agent for Williams' sewing machines, has opened a neat grocery store on Van Horne Ave., Montreal.

How are Your Sales of These Seasonable Articles?

A Few Hints Offered the Prog ressive Grocer, Who in the Heat of Business may be Overlooking the Opportunities Presented to Him by the Demand for Summer Articles—Women are Fighting Shy of the Kitchen and the Stove — Is the Grocer Helping Her in this Respect and at the Same Time Clearing His Shelves of the Goods He Bought in Anticipation of This Trade?

Summer Drinks—Among the specialties of the season carried in practically every prominent grocery are summer drinks such as lime juice, lemon juice, root beer, raspberry vinegar, etc. They are all designed to find their way into the average home and in the most of cases they are worthy of public demand. Grocers no doubt recognize that they are essentially of the summer season and to get the best results from handling them they must be boomed during the hot weather months. The practical grocer has divers ways of doing this. He frequently arranges an attractive show window and in the interior of his store he has neat displays of these goods here and there; at times by other means tries to get as big a sale of this stock as possible. This should be his aim and more than that, it should be his duty. He has purchased the stock and any negligence to make it move rapidly will prove injurious to himself. Clerks and grocers should suggest to customers who are giving orders, something in the summer drink idea. People are nearly all the same and it is a rare home that is not well supplied with some of these summer beverages.

Fancy Biscuits Are Seasonable.

There is sometimes a vacancy in the summer evening meal that should be supplied by the grocer. The housewife is trying to keep away from fires and baking, but she does not forget to supply cakes of some kind. The grocer has the opportunity to get a large share of this business by making a special feature of the fancy cakes he carries.

Travelers have been around and he has followed their advice. Now it is his time at bat and if he is awake to the possibilities he will not regret having stocked up with fancy biscuits. There are many kinds included in this list according to the house that manufactures them. Water ice wafers, tarts, tea cakes and many other kinds are delicacies that appeal to everyone around the family board. They also find their way into picnic hampers, are popular with campers and summer resorts. Although they have a steady trade all the year round, the summer months afford a special chance that must not be lost sight of.

How to put new life into the trade? Well, advertise. That is one of the best ways. When the other grocers are overlooking cakes and biscuits let the people know you have them of the best quality and at prices that are the best. Show cards and price tickets in the store where you are displaying these goods will help considerably. The grocer should use any of the different methods by which he can reach the people. The main thing is to be alive to the possibility of increasing the sales of these goods; the plan of campaign will suggest itself afterwards.

Potted Meats and Fish.

There are many homes that are not using potted meats because they have not been educated to it. A woman will pass the goods in the store and desire to have them but—well she has never tried them before and she has yet to take the first step. The grocer who has these goods on his shelves should not forget that his good money has been exchanged for them and it now remains for him to get rid of them. Potted meats are mentioned here because they fall in the same category as the goods mentioned above. They are asked for all the year round, but the demand is increased during the summer. Let the grocer become acquainted with the various brands he is carrying by using them himself. He will then be in a position to tell his customers all about them.

Of course, those who are regular purchasers will not need educating but there is still a great deal of scope for progressive grocers. The list includes potted and jellied meats of which tongue and chicken are general favorites, together with other lines. There is also canned meats and fish.

Sardines should be especially considered in this connection. Make hay while the sun shines, is the motto of the farmer, so it is said, and sell goods in season should be the grocer's particular care. The women folks are strongly tempted these days to taboo the fire. Add to their comfort by showing goods that will enable them to keep cool and makes the day's work more comfortable.

COMPULSORY CLOSING.

Winston Churchill Introduces Bill in House of Commons—Stores to be Open 65 Hours a Week.

A bill has been introduced in the English House of Commons dealing with the hours shopkeepers shall remain open. It provides that shops might remain open 65 hours a week, but that assistants should not work more than 60 hours including time for meals. Associations are apparently in sympathy with the bill as it is held that nothing short of an Act of Parliament would compel shops to be closed. A grocer stated at a meeting that in what was recognized as a high-class locality, shops remained open from 80 to 90 hours a week or approximately 15 hours a day. The bill may be passed this year.

Things That Shouldn't Be



When a Clerk gets a "call" from his employer with two or three customers in the store it makes it disagreeable both for him and the customer. Such demonstrations, if necessary, should be left till later.

Visitor from Greece says Currants Will be Dear

He Claims That Crop Will be Reduced 20 Per Cent. — Disease Caused by Excessive Rains and Intermittent Heat Affecting the Vines—The Uprooting Law Spoken of.

Toronto, July 21.—The new currant crop in Greece is demanding widespread attention just now due largely to the character of the cable reports that have been received from time to time conveying intelligence to the effect that unfavorable weather has been responsible for considerable damage to the crop. This has been placed at various figures and it is estimated by Henry Wieler who paid a business visit to Toronto last week in the interests of his firm at Patras, Greece, that the new crop will be 20 per cent. smaller than that of last year. Indeed a catastrophe similar to those which marked the years 1900 and 1906 might have again resulted, but that the growers profited by that experience and are able to meet the disease which attacks the currant crop under certain conditions.

Cause of This Disease.

It is known as Peronospora and may be expected after a period of weather in which rain and heat are intermittent. This condition is particularly peculiar to Greece. Mr. Wieler explained to The Canadian Grocer that during one day, rain might fall several times and in the intervals the atmosphere would be very humid and the heat oppressive. Day after day of this weather ushers in peronospora which attacks the stems of the currant fruit which ultimately falls to the ground. Thus the crop is greatly reduced.

During the early part of this season the weather was wet and backward and it is due to this condition that a loss of 20 per cent. has already occurred. The position may take a critical turn in the near future as peronospora has attacked the greater part of the vines and the danger exists that with the fruit nearing maturity more or less serious damage may suddenly result. The quality so far promises to be good and if no rain falls during the drying period it will be all that could be desired. Mr. Wieler stated that peronospora is fought with copper sulphate, a method of resistance learned from the years of disaster, 1900 and 1906.

Prices Likely to be High.

Conditions seem to combine to affect the price of high grade currants this year. The districts of Patras, Gulf and Vostizza have suffered particularly and the probability is that high grade currants will be dear. Considering old stocks held and the retention which is levied on the new by chartered companies to prevent overproduction, the quantity remaining for the open market will not be much larger than the world's demand and possibly only just as large. Thereby a strong statistical position is established. Stocks abroad are much lighter than a year ago and there has been an increasing demand for currants, especially when Smyrna raisins are dear as they will be this year owing to a shortage in the crop. "For these reasons," said Mr. Wieler, "we look for high prices."

The Uprooting Law.

"Some members of companies foresaw," he continued, "that with the accumulation of stocks, due to home conditions, they could not endure the strain of heavy crops which would accumulate until business was ultimately smothered. They were able thus to persuade the shareholders of the companies, Athenian, British and French capitalists, that the only way to preserve their business and in fact to maintain their existence was to recur to the radical means of preventing over production, viz., uprooting the vines.

"For this purpose over $2,500,000 was raised to be distributed as premiums to those growers who would uproot their vineyards and grow something else. This money is intended as compensation to the growers. A bill was eventually passed sanctioning this idea, but it was too late to take effect this year as cultivation of the land had been proceeded with. It is calculated that within two years a reduction of from 20 to 25 p.c. of the crop will be arrived at.

"The National Bank of Greece, owners of extensive vineyards, have set a good example by uprooting part of the land held by them."

SUGGEST AN AGREEMENT.

Members of Toronto Retail Grocers' Association Want Definite Understanding With Wholesale Fruitmen.

The members of the Toronto Retail Grocers' Association are not at all satisfied with an alleged condition in the wholesale fruit trade, which they have mentioned before, and not very long ago. They assert that the wholesalers—all, probably, are not included, at least, they were not all mentioned—should not sell to the consumer. Throughout the fruit market signs are tacked up stating that the dealers sell to the trade only, but the retailers assert that they have seen goods sold in small lots to people who put the baskets on their arms and walked away. The retailers consider that an agreement should be drawn up and that the wholesalers should sign it. If they are actually desirous of selling only to the trade, this should protect them, particularly if a small fine was imposed for any breach of the agreement. After considerable discussion it was decided that the committee appointed at the last meeting should wait upon President Thorpe of the Wholesale Fruit men's Association.

The question of amalgamating with the Grocers' branch of the R.M.A. was, on motion of D. Bell and R. Davis, deferred until the next regular meeting.

TRAVELERS' HOLIDAYS.

One feature of the grocery trade that has become a fixture, is the travelers' annual holidays. For some years past the wholesale trade have been trying to co-operate with the view of giving all their traveling representatives two weeks' vacation. To do this and to avoid the extra expense of temporary representatives, many firms have this year agreed to withdraw their travelers from the road for the two weeks commencing July 25 to Aug. 6 inclusive.

This holiday idea is rapidly gaining favor with both the wholesale and retail trade. This year more houses than ever are party to this arrangement, and the retail trade more generally are showing their sympathy with this agreement.

WESTERN WHEAT CROP.

General Statement From Winnipeg Regarding the Conditions Throughout the Wheat Belt.

(By our resident representative).

Winnipeg, July 21.—Crop in southern Manitoba practically a failure now and rain would not help much. In many places farmers are ploughing it up. Northern Manitoba is much better, some districts reporting about the best crop in their history. Dauphin district is particularly good. Central and northern Saskatchewan report good crops, but southern is poor. Northern Alberta is good, but south of Calgary the crop is reported a failure, except in irrigated districts. Conservative grain men estimate the total wheat crop at seventy-five million bushels. Very much, however, depends on weather conditions during next two weeks. A good rain now would put the yield over the above estimate. But if the present scorching weather continues it may drop as low as sixty millions. Grave anxiety is prevailing in business and banking circles.

FRUIT MARKET NOTES.

Brief Rerefences to Particular Features —Following the Crops—Oranges Are Firm.

A melon weighing 95 pounds has been grown at Ocala, Florida and is now on display.

The Canadian raspberry crop promises to be well up to the average.

There are some arrivals of new apples but the dealers are not saying much about them.

Potatoes are reported to have sold at 3 cents a bushel in northern Michigan a short time ago. Farmers are buying them at from 6 to 12 cents a bushel for feed. The market is glutted according to the report.

With fruit arriving in abundance there should be no difficulty among grocers to make extra capital. The most of them are pushing fruit.

While the weather creates a demand for the new fruit it has also a detrimental effect. Rush business is the keynote.

Oranges at a high price are market features just now. The demand is especially for those of best quality.

New apricots are about done. There were shipped from California this year 290 cars of this fruit.

Plums, peaches and pears are in good demand at fair prices.

Some of the growers near St. Catharines sent a couple of cars of strawberries to Winnipeg, receiving results that were highly satisfactory.

Tomatoes are progressing favorably and there is every reason to believe the crop will be well up to the average.

Montreal Grocers Forget Their Cares for a Day

Turn the Key in the Lock and —Spend the Usual Good Tim Friend—A Tug-of-War and So

Bid Farewell to Sugar and Salt e and Unite as Competitor and me Grand Races.

Montreal, July 20.—Business cares forgotten: the grocery store closed; eight hundred Montreal grocers gave themselves up to the enjoyment contained in a day's outing on July 13.

It was the occasion of the annual picnic of the Montreal Retail Grocers' Association. Needless to say, the event was a great success—it always is, you know.

President J. A. Dore was there, large as life and happy as a schoolboy at the beginning of his summer vacation.

Old friend Laniel, "the big fellow," attended, and helped to keep the ball a-rolling, as usual. Secretary Sarrazin was on hand, but his big valise was not. It made a hit a year ago, and its appearance was eagerly anticipated.

Of course, it's not necessary to remark that Lussier was there. That awful trumpet of a megaphone-nature informed the whole world that J. I. Lussier was at the Grocers' Picnic.

Anyway, getting down to the races and dancing, it was one more grand old picnic.

Uncertain Weather.

Opinions as to the probable state of the weather were certainly rife when the



MONTREAL GROCERS' PICNIC.
The Married Women's Race—An Event That is Always Looked Forward to by the Ladies.

grocers assembled at Bonaventure Station en route for Coney Island Park, where they were to hold the annual event. The storm of the previous night was truly not encouraging, but when Old Sol burst forth as the train steamed out there was a change from foreboding to general happiness.

The park was reached about 11.15, and, as usual, the crowd dispersed in different directions. The little groups scattering here and there lent a gay appearance to the enclosure, which is certainly picturesque, and ideally situated for a gathering of this sort.

"Chiefs" Lussier and Sarrazin, with their able "brigade" soon showed their anxiety to see if the athletic standard of the grocers had been maintained from the previous year. Consequently, a race-track was measured off, and substantial prizes were offered for competition in various events.

All through the programme there was great enthusiasm, and interest ran high.

Evidently the exercise behind the counter and around the stores has kept some of the older hands in good training, as witness L. Landreville, who had no difficulty in winning the "hundred" in good time.

The married women's race furnished quite an exciting finish. There seemed to be a dead heat, and consequently the likelihood of another race, but the judges decided that there was a margin between the first two.

Tug of War.

One would have thought a general fight was imminent about four o'clock when twenty of the strongest grocers present were seen taking off their coats. "Trumpeter" Lussier, however, quelled all fear by announcing a tug-of-war between East and West. This proved quite an interesting feature and resulted in a win for the West.

The banquet was, as usual, a feature, some interesting addresses being delivered by M. Labonte; the president, J. A. Dore, Napoleon Seguin, Armand Chaput, J. Ethier, Mr. Filion (Quebec), Mr. Bergeron, Mr. Maynard, J. A. Beaudry and A. Wood.

Briefiets.

"Poker" seems to be a strong favorite with the grocers. We believe it is a game of "bluff."

Some thought that "trumpeter" Lussier's voice sounded nicely on the megaphone. Oh! that "Last Post"!

"Tamilkande" did not go out in the "Travelers' Handicap," but was backed as a dead snip for the Judges' "hundred."

Nap. Seguin, M.P.P., has generally a "pull" at Quebec, but his pull in the Tug-of-War could not save the East from being pulled West.

M. Demers came to grief in his race, but he made a fine centrepiece for the tug-of-war. It looked like odds on a draw as the rope seemed stationary for some time.

The chief musical selection was, "Has Anybody Here Seen Sarrazin."

Hasn't friend Beaudry a lovely smile?

Longboat will have to go "some" if O. Fournier intends to start in the "Marathon" business.

Friend George Neill was missed very much. It took two of his sons to represent him.

As usual nothing seemed to trouble Armand Chaput. Have you ever seen "the smile that won't come off"?

J. Ethier was generous with his prize "cheques." They will be honored on the 27th July at 80 St. Denis St.

Who said that the "West" team was



PREPARING FOR THE "PULL."
Montreal Grocers Getting the Tug-of-war Teams Ready at Their Recent Picnic—The Gentleman in White on the Right is J. A. Beaudry.

a light one? Vide: A. E. Blanchard, A. Landreville, W. Viau, Q. Brossard, J. Picotte, J. E. Lussier, J. E. Legault, J. A. Dore, A. Sarrazin, O. Decarie, W. Laframboise.

Leon Therrien sings sweetly, eh? Did you hear his "Vive La France."

We always knew that J. A. Labonte could dance "some."

STRIKE AT MONTREAL.

Business Has Already Been Tied Up To a Certain Extent—G.T.R. Carries Half The City's Supply.

Montreal, July 21.—Montreal is going to feel the effects of the Grand Trunk trouble to a very considerable degree, in the opinion of some of the best posted local provision men. Already several indication of what may be expected have shown up, the first being a shortage of milk this morning, and the other being the difficulty of a couple of fruit men have experienced in tracing a shipment of bananas. It is announced by the mayor that the city will take a hand in the affair if the milk supply does drop of to any extent. What those steps will be is not stated, but at any rate the food supply must be protected. The Grand Trunk lines furnish the transportation for fully half the city's supply, so it would be a very serious matter if any continued interruption were to take place.

Truck farmers along the G. T. R. will also have difficulty in shipping their wares to the city, unless the railroad authorities can obtain sufficient new men to thoroughly equip their trains. For some days, at any rate, there is sure to be a certain amount of confusion, and it is hard to say just how far-reaching the results will be. It is sincerely hoped that some solution of the difficulty will present itself before the strike has done much harm.

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THE FLOUR MARKET.

With another advance in flour in consequence of the rising wheat market, the question has been asked as to how far this increase is likely to go. Flour men are loth to give an opinion upon this question, as they admit their inability to forecast the future, but the opinions expressed agree that further advances are highly probable. They advise those interested in flour to follow closely the wheat market, together with the most reliable reports upon western conditions. Manitoba first patents are now at $6.20, an advance of between 80 and 90 cents during the past month.

WILL CAMPBELLTON REPENT?

That the sympathy of the commercial interests of Canada is extended to the business men of Campbellton, N.B., in the serious loss they have sustained is evident from the practical nature of the assistance they are rendering.

It is said that it is an ill wind that does not do some good. Doubtless Campbellton will rise from its ashes, deep as these ashes are, better and stronger than ever.

But there is one thing which, it is to be hoped, has been burned and its ashes scattered beyond the possibility of recovery. We have reference to the narrow, anti-Canadian spirit which imposed an irritating tax upon the representatives of manufacturers and wholesalers from other parts of Canada. Unsophisticated commercial travelers have been known to be subject to even the indignity of arrest. There was no "winking with the other eye" by Campbellton's officials. The law was rigorously enforced.

While the business men in other parts of Canada are responding to Campbellton's Macedonian cry to come over and help them, it is to be hoped that at least the commercial interests will learn that the present attitude toward the outside world is both unpatriotic and unbusilike, and will lend their influence to prevent its being resurrected when the new town rises from the ashes of the old town.

If the men in the commercial centres who have been irritated by Campbellton's municipal narrow-mindedness can forget it when fire swept the town, and contribute to their necessities, surely it is good policy to see that the thing which caused it is not again permitted to obtrude.

THE G.T.R. STRIKE.

Differences between the Grand Trunk Railway company and its conductors, brakesmen, trainmen, etc., reached a crisis on Tuesday morning of this week when a strike was declared. Although only a few days have passed since the men walked out, business in many centres has been more or less embarassed and the question that is being asked by everyone connected with the grocery trade is—how long will it last? Grocers have doubtless learned through the daily papers that the G.T.R. freight service is at a standstill, and although the company promise to handle freight in a few days, the general opinion is that the makeshift service will not be adequate. Among the trade there is a hopeful feeling that this strike will be of short duration as the general public shrinks from contemplating what a protracted industrial war would entail particularly at this time of the year.

The G.T.R. touches a large number of towns in Ontario, thereby forming their only connection with the outer world. Others are so situated that they can drive to some point on another railway and haul their merchandise from that station. There is nothing to be gained by letting the imagination wander to what would happen if certain conditions prevail. The average individual fully appreciates the loss business sustains during industrial troubles of this kind and when it is a railway like the G.T.R. that is involved, the inconvenience and general financial loss reaches a seriousness in proportion to the business the company has been doing. A wholesale grocer stated that already they had to advise customers in many towns that they were unable to forward goods that had been ordered. The majority of retailers have asked that no action be taken regarding their orders until Saturday or Monday, hoping that the trouble would be over by that time. They also advised that, in the event of present conditions still existing then, the goods be shipped to some point nearby on the C. P. R. But there are towns that have apparently no other alternative, but to wait until the G. T. R. can assist them. The latter company have many what is called short hauls through Ontario, and they have extended their lines into territories in which they have no competition. It is in places of this kind that the greatest inconvenience or worse would be occasioned.

The grocers throughout the Dominion will follow the strike with interest for past experience has shown that in cases of this kind grocers who extended credit to the strikers were brought face to face with bills which were paid only after years or in cases were not paid at all.

It is sincerely hoped that this present strike will be of short duration.

KEEP THE STORE COOL.

Coolness is a great asset to a store during the summer season. With the sun blazing steadily on city walks and walls creating a heat that would do justice to a blast furnace, it is well for the grocer to atempt to keep the interior of his store cool. In the first place the contrast is so marked that a woman is scarcely within the door when she feels instant relief. And it is refreshing to find temporary escape from the heat these days. Windows partially drawn, water recently sprinkled on the floor, an electric fan or two, creating a delicious draft, these and other means all combine to secure that much sought for "coolness." One grocer carries a fairly large stock of flowers in a conspicuous part of his store, and while flowers are not groceries they certainly add a charm to that store. Some grocers in addition to awnings and top blinds have another that pulls up from the bottom. When the sun is reflected off the pavement, instead of dropping the one blind he raises the other about three feet, and effectively keeps out the glare, screen doors help to keep the flies on the outside—their proper place. In a cool store the grocer himself, and his assistants will have a greater desire to work. Rendering satisfaction is the corner stone of a good business, and this consideration for the comfort of the customers will not go unrewarded. It should be a part of the general scheme.

THE RASPBERRY CROP.

Experienced fruitmen assert that raspberries will be at their best during the early part of next week, that is about July 25th and 26th. Reports from those districts recognized as centres for small fruit, indicate strongly that the crop will be well up to the average. Some dealers feel that July 23rd will find the berries at their height, but the other opinion has more supporters. Grocers have been enquiring upon this point of late, as the average grocer is carrying more or less fruit at this season of the year.

The Markets—Heavy Sugar Business Reported

Present Demand is a Feature of the General Grocery Markets—Prices are Expected to Hold at the Present Quotations—Currants and Raisins are Firm Depending Largely Upon Primary Market Reports—Demand is Also Good—Articles Generally Associated With Summer Trade Are Moving Rapidly—Wholesalers Report Good Business.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on pages following.

QUEBEC MARKETS

POINTERS—
Tarragonas and Marbots—½c higher.
Corn—Up to 90c.
Tomatoes—Up to 95c.
Beans—15c lower.

Montreal, July 21.

Trade here has been very brisk in nearly all lines, though the effect of the warm weather is gradually making itself felt. There is also now a new factor in the situation, the Grand Trunk strike. Already this has resulted in the stalling of a large banana shipment, which as yet has not been forwarded from where the men left it standing when they went out. In addition to this there will undoubtedly be a falling off in trade in some sections, owing to so many men being idle. A milk shortage seems to be in prospect as fully half the milk for this city comes in over the G.T.R. and already this has been felt. Garden truck will also show the effect.

The situation in sugar is somewhat weaker as far as raws are concerned, but sales of refined are keeping up pretty well.

The weather continues fairly hot, but still not the stifling heat of some summers, and as a result people are buying heavier groceries than last year. Taken all through, conditions are very satisfactory. Retailers report a better business than for many summers past, and even collections show a decided improvement.

Sugar.—The raw market has shown a weaker feeling during the past few days, and that fact taken with a considerable falling off in the demand would seem to indicate the possibility of lower prices in case no change occurs. However, to offset the above, local jobbers report fine selling. The jobbing trade seems to have bought all they needed for the summer, which would explain the slackening of the refiners' trade. With present weather conditions there seems to be no reason against, and every reason for a fine retail sugar trade.

Granulated, bags	5 15
" 20-lb. bags	5 25
" Imperial	4 90
" Beaver	4 90
Paris lump, boxes, 100 lbs.	5 95
" " " 50 lbs.	6 05
" " " 25 lbs.	6 25
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 85
" " 100 lb. boxes	5 95
" " 50 lb. "	6 05
" " 25 lb. "	6 25
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 60
" " 50-lb. boxes	5 80
" " 25-lb. boxes	6 00
Powdered, bbls.	5 40
" 50-lb. boxes	5 60
Phoenix	5 60
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 " bags	4 75

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—In spite of the hot weather molasses trade continues very good. It is rather astonishing too that out of town orders are so numerous, when the fact of the risk of shipment in the hot weather is taken into account. Importers report that several large consignments are on the way from the West Indies, and that a fair demand is the best they can say for primary conditions.

Syrups are also having a brisk sale. The orders are not large but their number is sufficient to warrant the statement. Prices are unchanged.

Fancy Barbadoes molasses, puncheons	0 36 0 38
" " " barrels	0 38 0 39
" " " half-barrels	0 40 0 41
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 27 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls.	0 03½
" ¼-bbls.	0 03¾
" 38½-lb. pails	1 80
" 25-lb. pails	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50
" 5-lb. " 1 doz. "	2 85
" 10-lb. " ½ doz. "	2 75
" 20-lb. " ¼ doz. "	2 70

Tea.—There is a better inquiry on the local tea market, more particularly for Japans, although the arrivals of new teas have so far been somewhat limited. Primary market prices are firm and trade passing is very good. The outlook, according to local authorities, is bright.

Harrisons & Crosfield, Ltd., in their last tea market report give the following: "Referring again to the prospects of diminished out-turn as the result of interplanting the tea estates with rubber, an interesting article recently appeared, in which the acreage at present under tea is given roughly at 390,000 acres, of these about 40,000 have been interplanted, and possibly by 1915 it is thought that the acreage of tea may have fallen to 340,000. And whilst this reduction of area may serve as a natural corrective to the evils of overproduction, it reassures its readers by reminding them that improved methods of cultivation, increased manuring, and fresh planting will go far to prevent any serious reduction in the export."

Choicest	0 40 0 50
Choice	0 35 0 37
Japans—Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 23
Common	0 19 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 02
Ceylon greens—Young Hysons	0 20 0 25
Hyson	0 20 0 22
Gunpowders	0 19 0 22
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee.—The coffee market is rather quiet at present, though a fair volume of trade is passing. Orders are small however, and the trade seem to have already filled their immediate requirements. Very little is doing in Rio and Santos, and stocks have been allowed to run rather low.

Mocha	0 18½ 0 25	Santos	0 14 0 17
Rio, No. 7	0 10 0 12	Maracaibo	0 15 0 18

Spices.—Dullness is the prevailing characteristic of the spice market at present. The only briskness evidenced is in ginger and peppers, which are in fair demand. Prices are unchanged and there seems little probability of any in the near future the way conditions are.

	Per lb.			Per lb.
Allspice	0 13	0 18	Ginger, whole	0 15 0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17 0 20
" ground	0 15	0 19	Mace	0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30 0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16 0 18
Cream of tartar	0 23	0 32	" white	0 20 0 25

Dried Fruits.—A well balanced trade is passing in all lines, with the better grades of prunes selling perhaps best. However, currants and raisins are not far behind, and the situation looks promising. Prices on the new fig crop will be out early next month, and seem likely to be higher than last year.

New York dealers prophesy higher prices for currants in the near future but this conclusion is based on the probability of further crop damage.

Currants, fine filiatras, per lb., not cleaned	0 05½
" " " cleaned	0 06½
" Patras, per lb	0 07½ 0 08
" Vostizzas, per lb	0 08 0 09
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 06
90-100	0 05½
Raisins—	
Australian, per lb., (to arrive)	0 08½ 0 09
Old seeded raisins	0 90
" fancy seeded, 1-lb. pkgs	0 09
" loose muscatels, 3-crown, per lb	0 07½ 0 08
" " 4-crown, per lb	0 08½ 0 09
" sultana, per lb	0 07½ 0 10
Malaga table raisins, Rideau clusters, per box	2 25
Valencia, fine off stalk, per lb	0 05
" select, per lb	0 06
" 4-crown layers, per lb	0 06

Nuts.—Brazils are slightly easier, while Tarragonas and Marbots are ½c higher this week. A dispatch from a reliable source in France says that the damage to the walnut crop is general, and not confined to a small section as was at first reported. This should account for the present firmness, and if confirmed will certainly produce higher prices still.

Local stocks, as well as those in New York are low, and the present brisk demand is therefor apt to strengthen the market considerably.

In shell—	
Brazils	0 13½ 0 14½
Filberts, Sicily, per lb	0 10 0 13
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 14 0 15
Walnuts, Grenobles, per lb	0 13 0 14½
" Marbots, per lb	0 12½ 0 13
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 32½ 0 35
" 3-crown " "	0 31½ 0 33
" 2-crown " "	0 30
" (in bags), standards, per lb	0 26 0 27
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb	0 65
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 28 0 30
Brokens	0 23 0 27

Evaporated Apples.—Stocks are light locally, and demand has dropped off to a small extent. There is still a more satisfactory market, however, than at this time last month, and dealers say if they could obtain more of the better grade they could readily dispose of them.

Evaporated apples, prime 0 08

Beans and Peas.—Peas are firmer in the primary market, and the higher grades are hard to obtain. Prices are unchanged to the retailer, but a further stiffening would be sure to be felt.

Beans have dropped off to $1.95 as a result of a very slack demand, and even that price is sagging somewhat. However there is a slight increase in export trade so the bad effect may be counteracted.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 50

Rice and Tapioca.—The demand of late seems to be for the poorer grades of rice, and the trade passing in these lines is good just now. The better grades are somewhat dull, though a fair volume of trade is being done.

Tapioca is firm and selling well, particularly seed. It looks as if there would be no immediate change in prices, which are firm at present.

It is reported that sago is so scarce that it is a hard matter to fill requirements. The rubber boom seems to have taken a large number of the plantations formerly used for these products and left barely sufficient to supply the market, thus causing the present high prices.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	3 00
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL.

Pea stocks are almost entirely depleted, the only ones on the local market being a few extra sifted. Until the new pack is on the market the situation will remain very firm.

Corn and tomatoes are also scarce, and prices are 90 and 95c respectively.

Reports from the canners are none too promising so far, and crops may be rather short in some lines. Of course, it is a little too early to say definitely just what lines will be most affected. It is a sure thing that the strawberry pack was disappointing, and as a result of this, prices in this line are very firm.

Peas, standard, dozen	$1 05
Peas, early June, dozen	1 07½ 1 10
Peas, sweet wrinkled, dozen	1 10 1 12½
Peas, extra sifted, dozen	1 52½ 1 60
Peas, gallons	3 87½ 3 92½
Pumpkins—3 lb., $1.00; gallon, $3.00.	
Beans, dozen	0 87½
Corn, dozen	0 90
Tomatoes, dozen (Ontario and Quebec)	0 95
Strawberries, dozen	1 50
Raspberries, 2's, dozen	1 80
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb talls, per dozen	1 87½
½-lb. flats, per dozen	1 30
1-lb. flats, per dozen	2 02½
Other salmon—	
Humpbacks, dozen	0 95 1 00
Cohoes, dozen	1 35 1 40
Red Spring, dozen	1 60 1 65
Red Sockeye, dozen	1 85 2 00
Lobster Futures—	
½-lb. flats, doz., $2.40; 1-lb. talls, doz., $4.25.	
1-lb. flats, doz., $4.50.	

Compressed corned beef, 1s	1 80	Minced collops, 2s	2 50
		Corned beef hash, 1s	1 60
Compressed corned beef, 2s	3 15	Corned beef hash, 2s	2 80
		Jellied hocks, 2s	3 50
English brawn, 2s	3 00	Jellied hocks, 6s	10 00
Boneless pigs' feet, 2s	3 00	Paragon ox tongue, 1½s	7 50
Ready lunch veal loaf ½s	1 30	Paragon ox tongue, 2s	8 50
Ready lunch veal loaf 1s	2 40	Paragon ox tongue, 2½s	9 50
Roast beef, 1s	1 80	Paragon lunch tongue 1s	4 00
Roast beef, 2s	3 15	Tongue lunch, 1s	3 50
Stewed ox tail, 1s	1 60	Sliced smoked beef, ½s	1 60
Stewed kidney, 1s	1 50	Sliced smoked beef, 1s	2 60
Stewed kidney, 2s	2 65		
Minced collops, 1s	1 40		

WINNIPEG.

The market is firm here and new prices will be named shortly which will be higher than last year. The continued drought in the east has affected the crop seriously and strong markets will rule all 1910 crop stuff.

Beans, 2's, per case	1 85
Corn, 2's, per case	1 95
Peas, 2's, per case	2 60
Pumpkins, 3's, per case	2 05
Apples, gallon, per case	2 20
Lawtonberries, 2's	3 25
Peaches, 2's	3 00
Pears, 2's	3 25
Plums, 2's	2 80
Strawberries, 2's	3 00

TORONTO.

Prices for canned peas, corn and tomatoes are expected to be out soon. Nothing definite seems to be held as to the extent of the new pack, but it is expected that there will be but little change. Peas and beans seem to have been plentiful enough. Up to the present, demand for canned tomatoes and corn has been fairly good, but the new peas and beans selling on home markets and from house to house have undoubtedly had an effect. Old Canned stocks are light anyway, and it will not require very heavy demand to wipe them out.

Regarding the B.C. salmon pack a report says:

"It is stated 56 canneries will be operated in 1910, of which 22 are located on Fraser River, 12 on Skeena River, 8 on Rivers Inlet, 4 on Naas River, and 10 in outlying districts. The pack of all kinds of salmon on the Fraser River this season is expected to range from 175,000 to 250,000 cases, the difference in the figures representing the different opinions of various canners. The pack of sockeyes on the Fraser is variously estimated at from 100,000 to 150,000 cases. The estimated pack of all kinds of salmon for British Columbia is between 500,000 and 600,000 cases. At the 22 canneries which will be operated on the Fraser River arrangements are being made now for the opening of the sockeye fishing season. Preparations are being made for establishment of two salmon hatcheries on the west coast of Vancouver Island."

A recent special from Vancouver is as follows:

"Fish Commissioner Babcock says that salmon runs on the Skeena River, which open several weeks earlier than on the Fraser River, are phenomenal. The pack in all the canneries is now more than double what it was this time last year, and the fish are larger and in better condition."

Beans	0 85	0 90	
Corn	0 82½	0 90	
Peas	1 10	1 60	
Pumpkins	0 80	0 90	
Tomatoes, 3's	0 85	0 90	
Strawberries, 2's	1 47½	1 50	
Raspberries, 2's	1 75	1 85	
Peaches, 2's	1 60	1 65	
" 3's		2 65	
Lawtonberries		1 65	
Red pitted cherries, 2's		1 75	
Gallon apples	2 25	2 75	
Bartlett pears—			
Heavy syrups, 2's		1 65	
" Light 2's		1 15	
Heavy " 3's		2 40	
Light " 3's		1 70	
Lombard plums, 2's	0 80	0 85	

Clover Leaf and Horseshoe brands salmon:			
1-lb. talls, dozen	2 00	Red Spring, doz	1 85
½-lb. flats, dozen	1 37½		
1-lb. flats, dozen	2 15		
Other salmon prices are:		Lobsters, halves, per dozen	2 00 2 25
Humpbacks, doz	0 95 1 00	Lobsters, quarters, per dozen	1 40
Cohoes, per doz.	1 45 1 50		

ONTARIO MARKETS

POINTERS—

Sugar—Steady, good demand.

Shelled Nuts—Firm.

Tea—A steady market.

Toronto, July 21, 1910.

In grocery circles trade is confined largely to summer goods. Sugar is the particular exception. From every quarter the reports regarding the sugar trade are the same. Preserving is at its height and the consumption of sugar is reaching a large figure. In regard to prices it is anticipated that the present quotations will obtain until the new crop prices affect the market. This will not be until about October or the middle of September. It is expected that a decline will then be noted, but that in the meantime there will be no ground lost. There is also a heavy demand just now for articles that are essentially connected with summer trade. Wholesalers state that there is a good demand for lime juice and the other articles of that kind. The goods included in this list are numerous and while the weather continues as at present the demand will likely be heavy. While it has been stated that trade is of a "summery" character wholesalers are satisfied with the orders that are being filed. According to them general business is good. In dried fruits, currants and raisins are good demand and at firm prices. There is a good trade in tea and coffee. Nuts possess a firm tone, especially the shelled variety.

Sugar—There is a steady demand for sugar reported by both the retail and wholesale trade. Manufacturers also are doing good business and it may be truly said that sugar is one of the real features of the present grocery transactions. The good supply of fruits is creating the demand for sugar which should hold its present price until the new crop begins to affect the market about the middle of September.

Paris lumps, in 100-lb. boxes	6 15
" in 50-lb. "	6 25
" in 25-lb. "	6 45
Red Seal	7 20
St. Lawrence "Crystal Diamonds," barrels	5 95
" " " ½ barrels	6 05
" " " 100 lb. boxes	6 15
" " " 50 lb. boxes	6 25
" " " 25 lb. boxes	6 45
" " " cases, 20-5 boxes	7 70
" " Dominos, cases, 20-5 boxes	7 70
Redpath extra granulated	5 30
Imperial granulated	5 00
St. Lawrence granulated, barrels	5 30
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 20
Wallaceburg	5 20
St. Lawrence golden, bbls	4 90
Bright coffee	5 20
No. 3 yellow	5 10
No. 2 "	5 00
No. 1 "	4 85
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Syrup and Molasses—Trade in this market is light at present under the influence of heavy buying in other lines. It is a case of every dog having his day, remarked a wholesaler in speaking of the changes in demand.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 50
5 lb. tins, 2 doz. in case	2 85
10 lb. tins, ½ doz. in case	2 75
20 lb. tins, ¼ doz. in case	2 70
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 38½ lbs. ea.	1 80
" 25 " "	1 30

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 60
Molasses—	
New Orleans, medium	0 28 0 30
New Orleans, bbls	0 26 0 28
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovada	0 30

Dried Fruits—There is fairly brisk trading in currants and raisins according to some of the wholesale men. Prices are firm in sympathy with the existing prices in the primary markets quoting for the new stocks. Otherwise this market is quiet under the effect of a strong green fruit trade.

A recent report says: "The position in Greece continues to be strongly maintained, with reports received during the week that the weather had again turned unfavorable. More serious damage than any that has been done thus far may still be seen until the fruit is dried and housed in good condition; the most critical period for the crop being from the present time until about the middle of August. According to latest information, the new crop is estimated to produce about 140,000 tons of fruit against about 175,000 tons last year, and while the demand for spot fruit in Greece is unusually good for this season of the year, there will undoubtedly be some old fruit carried into the new crop which will in some measure make up for the deficiency of new goods."

Prunes—	Per	
30 to 40, in 25-lb. boxes	0 11	0 11½
40 to 50 " "	0 08½	0 09
50 to 60 " "	0 06½	0 07½
60 to 70 " "	0 06	0 07
70 to 80 " "	0 05½	0 06½
80 to 90 " "	0 05	0 06
90 to 100 " "	....	0 05½
Same fruit in 50-lb. boxes ½ cent less.		
Apricots—		
Standard	0 14	0 15
Choice, 25 lb boxes	....	0 15
Fancy, " "	0 17	0 20
Candied and Drained Peels—		
Lemon	0 09	0 11
Orange	0 11½	0 12½
Citron	0 14	0 17

Figs—		
Elèmes, per lb	0 08	0 10
Tapnets, "	0 03½	0 04
Bag figs	0 03½	0 04
Dried peaches	0 08	0 08½
Dried apples	....	0 08
Currants—		
Fine Filiatras	0 06	0 07
Patras	0 07½	0 08
Vostizzas	0 08½	0 09
Uncleaned ½c less		
Raisins—		
Sultana	0 05	0 07
" fancy	0 06	0 07½
" extra fancy	0 08½	0 09
Valencias, selected	0 06	0 06½
Seeded, 1 lb packets, fancy	0 08	0 08½
" 16 oz. packets, choice	....	0 07½
" 12 oz. " "	....	0 06
Dates—		
Hallowees	0 05	0 05½
Sairs	0 05	....
Fards choicest	....	0 10

Teas—A good steady business is reported in teas. In fact, the reports generally have a most satisfactory tone. Dealing with the world's supply of tea and its consumption a recent article states: "At a rough estimate the world's total production of tea is about 1,200,000,000 lbs. annually, of which one-half is grown in China, a little more than one-third in the British Empire (India, Ceylon and Natal), and something under one-sixth in other countries, of which Japan, Java, Formosa and the Caucasas are the principal. In regard to Chinese tea the estimate of 600,000,000 lbs., is largely conjectural, being consumed locally. As to importing countries the United Kingdom takes first place with 256,112,000 lbs., equal to 6.02 lbs. per head; followed by Russia, with 126,000,000 lbs., or 1.25 lbs. per head; the United States with 81,000,000 or 1.30 lbs. per head, and then Holland, Australia, Canada, Germany, and New Zealand. Australia, t is to be noted, consumes the largest amount of tea per head in the world, to the extent of as much as 7.1 lbs. or nearly a pound more than the quantity consumed in the United Kingdom.

Coffee—There is a steady demand for coffee but the market itself has not changed in any particular. It is reported that while the production of Brazil coffee during the year just closed was about 2,400,000 bags larger than last year, it was only about 800,000 bags larger than the world used of this kind of coffee. The Rio and Santos crop, taking the receipts at Rio and Santos during the fiscal year, amounted to 14,944,000 bags, about 200,000 bags more than their estimates of December 1 last year.

Rio, roasted	0 12	0 15	Mocha, roasted	0 25	0 28
Santos, roasted	0 13	0 17	Java, roasted	0 27	0 33
Maricaibo, "	0 14	0 20	Rio green	0 10	0 11

Spices—The market has shown an improvement of late with the approach of the season of particularly high prices. Large dealers are calling attention to an alleged shortage of supplies stating that prices are likely to be firmer as a result.

Peppers, black	0 15	0 18	Cloves, whole	0 25	0 35
" white	0 22	0 25	Cream of tartar	0 25	0 28
" whole, black	...	0 16	Allspice	0 14	0 16
Peppers, whole, white	....	0 23	" whole	0 14	0 16
Ginger	0 20	0 25	Mace, ground	0 75	0 80
Cinnamon	0 21	0 23	Mixed pickling spices, whole	0 15	0 16
Nutmeg	0 20	0 30	Cassia, whole	0 20	0 25
			Celery seed	....	0 24

Rice and Tapioca—There is practically no change in this market. Trade is good with prices firm, especially with tapioca.

	Per lb.	
Rice, stand. B	0 02½	0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	....	2 80
Rangoon	0 03	0 03½
Patna	0 05½	0 06½
Japan	0 04½	0 05
Java	0 06	0 07
Carolina	0 10	0 11
Sago	0 05½	0 06
Seed taploca	...	0 06
Tapioca, medium pearl	0 05½	0 06

Nuts—Business as far as nuts are concerned centres upon shelled almonds and walnuts at prices that are considered good. Reports from France regarding the almond crop are not encouraging and large dealers assert that prices may advance in the fall. A good crop of filberts is expected in Sicily this year.

Almonds, Formigetta	....	0 11
" Tarragona	0 11½	0 12
" shelled	0 32	0 35
Walnuts, Grenoble	....	0 13½
" Bordeaux	....	0 11
" Marbots	....	0 12
" shelled	0 28	0 30
Filberts	0 12	0 12½
Pecans	0 16	0 18
Brazils	0 15	0 15½
Peanuts, roasted	0 08	0 12½

Beans—This market is practically identical with that of a week ago. Demand is light.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—
Prunes and Evaporated Apples—Higher.
Sugar—Strong demand.
Rolled Oats—Firmer.

Winnipeg, July 21, 1910.

Markets are all firmer this week, and the general tendency is for higher prices. This is caused by the heavy demand for certain lines, the short crop prospects in foreign centres, and also the prospects of a light cereal crop in the west. This latter condition affects the rolled oats market, and the market is believed to be on the advance; however, last week's strong prices rule to-day. There has been a sharp advance in wheat recently, and all flour has been advanced. Local bakers have, as a consequence, raised the price of bread. The recent unfavorable reports from the country that the wheat yield would be light have caused this change.

In southern Manitoba, and, indeed, the southern parts of all three provinces, will suffer with a wheat crop shortage of more or less extent. Saskatchewan, however, is more fortunate than the other provinces in this regard. Merchants in these centres are buying light, and some wholesalers have withdrawn their travelers from these territories. There is little cause for alarm in the general decrease of the crop yield. The west as a whole will have plenty of returns to save her from any such "hard times" as she has on several occasions experienced. The farmers that will suffer most are those who are the most prosperous. Should the shortage come to the northern and newly-settled districts, where the tide of immigration is flowing, the situation would be more serious. The condition is only more unsatisfactory when it is known that the merchants who have been "carrying" the agriculturalists for two, three, or more years, will have the day of settlement only extended farther into the future. Should the merchant get his cash, as he could do when the goods are delivered, his trade would be more secure, the farmer would not have debts to worry him, and the general trade of the country would not be impeded.

Sugar—There is no change in the list prices of sugar, but if it is possible for the demand to regulate prices on this commodity, the values may be expected to advance. The preserving season is on everywhere in this country, and the trade as a consequence is heavy. There is a noted heavy demand for all icing and powdered sugars. This is exceptional, and the future of the fine sugar market is uncertain.

Montreal and B.C. granulated, in bbls	$ 75
" " in sacks	5 70
" yellow, in bbls	5 35
" in sacks	5 30
Icing sugar, in bbls	6 35
" " in boxes	6 55
" " in small quantities	6 55
Powdered sugar, in bbls	6 15
" " in boxes	6 35
" " in small quantities	6 50
Lump, hard, in bbls	6 65
" " in ½-bbls	6 75
" " in 100-lb. cases	6 65

Foreign Dried Fruits—The effort to boost prices in the western States is becoming more and more intense. At present the work is all concentrated on prunes, and an importer describes the packers as "crazy" just now in the plunge for higher prices. The California prune crop is the only one that is good, and packers are taking advantage of this to control stocks and prices. Prunes here are quoted ½c and 1c up. All other lines are firm, and the raisin market is getting stronger. Pears, peaches and apricots are normal. All goods from Greece will likely be higher.

Smyrna Sultana raisins, uncleaned, per lb	0 06	0 11	
" " " cleaned, per lb	0 09	0 13	
Valencia raisins, Rawley's, f.o.s. per case, 28's			1 45
" " selects " 28's			1 55
" " layers " 28's			1 75
California raisins, choice seeded in ¼-lb. packages per package			0 06
" " fancy seeded, in ¼-lb. packages per package			0 06½
" choice seeded in 1-lb. packages per package			0 07½
" " fancy seeded in 1-lb. packages per package			0 08½
Raisins, 3 crown muscatels, per lb			0 06
" 4 " " "			0 06
Prunes, 90-100, lb	0 05½	Prunes, 50-60 "	0 08½
" 80-90 "	0 05½	Prunes, 40-50, lb	0 09½
" 70-80 "	0 06½	Silver prunes, ac. to quality	0 10 0 13
" 60-70 "	0 06½		
Currants uncleaned, loose pack, per lb			0 06½
" dry, cleaned, Filiatras, per lb			0 06½
" wet, cleaned, per lb			0 06½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb			0 07
Pears, per lb	0 09 0 15	Nectarines, lb	0 09½
Peaches, standard, per lb	0 08	Dates, per lb., Hallows, bulk	0 06½
Peaches, choice	0 09	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 15	Figs, per lb	0 04½ 0 05
Apricots, choice per lb	0 15½	Peel, lb., lemon	0 09½
		" " orange	0 10
Plums, pitted, lb	0 11 0 12½	" " citron	0 13½ 0 18

Syrup and Molasses—The output is dull and weak prices rule. Retailers stocked well and they can satisfy the demand by ordering light. Wholesalers are getting inquiries as to prices for future buying. The reports that they receive are that no lower prices are forthcoming, and before many weeks stronger prices are sure to rule. Molasses trade is fair and the output has recently been increased.

Syrups—	
24 2-lb. tins, per case	2 05
12 5-lb. tins, per case	2 30
6 10-lb. tins, per case	2 35
3 20-lb. tins, per case	2 45
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
Gingerbread molasses, ½ bbls., per gal	0 40
New Orleans molasses, ½ bbls., per gal	0 33 0 35

Nuts—Almonds and walnuts, shelled, are described as fair at present, and the general tone is better. The summer sale is as good as usual, and this means that the output is heavier. Peanuts have a good sale everywhere. The quality is good and the 13c price controls the majority of stocks.

Shelled Walnuts, in boxes, per lb	0 30
" " small lots, per lb	0 31
" Almonds, in boxes, per lb	0 33
" " small lots, per lb	0 34
Peanuts, Virginia, per lb	0 11 0 13

Rolled Oats—The decreased acreage under crop and the drought which has set in everywhere will make a very light yield of oats in the west. Cereal prices are soaring and last week's prices are held firmer.

Rolled oats, 80 lb. sacks, per 80 lbs	1 90
" 40 " " 40	0 90
" 20 " " 20	0 50
" 90 " (8, 10s)	2 35

Tapioca and Sago—The trade is not general for small lots. The short crop prospect rules the market and the following firm prices are quoted here:

Pearl tapioca, per lb	0 05½ 0 06
Sago, per lb	0 05 0 05½

Beans—For many weeks westerners have not been assured as to the prospects of the Ontario bean crop. Latest word is that the crop will be heavy and large shipments are to be brought west. What the market will be is uncertain, but a reduction of 5c has been made by some houses. We quote these prices:

3-lb. picker, per bushel	2 20
Hand picked, per bushel	2 30

Evaporated Apples—The market is greatly improved and there is ½c advance this week. Stocks are getting low and all grades are good quality, since the poor quality has been pushed off at sacrifice prices. 8½c to 9c is the quotation to-day.

NOVA SCOTIA MARKETS.

Halifax, N.S., July 21, 1910.

Wholesale grocers report business fully up to the average for this season. The orders coming in from outside points are good and cover general lines. The sales of sugar are reported to be quite heavy.

Fresh eggs were scarce this week. The receipts were small and the price has advanced to 21c per dozen. The demand is fairly good. The commission houses are rushed with orders, particularly from outside points. There is a heavy demand from the country towns for bananas and oranges, and the shipments are large.

The strawberry season is drawing to a close, and the receipts of berries are falling off. Thousands of crates were handled here this season, but the price did not go below 8c. There was an unusually heavy demand from the sections that do not grow berries.

According to reports coming to hand the apple crop prospects in the Annapolis valley are not so promising now as earlier in the season. The crop of apples will be much smaller than usual. The heavy frosts killed many of the early varieties of fruit in the valley, and it is said that there will be a marked scarcity of Gravensteins.

Butter continues in good supply and the price is unchanged. The dealers are watching the flour markets closely. The rapid advance in prices has not been received very favorably by the trade.

Pork is a little firmer, but not yet sufficiently so to warrant any change in market quotations.

Beef, on the other hand, seems to be even scarcer than when last reported, and another advance of $1 per barrel.

Stocks of 1909 canned goods are pretty well exhausted. Peas are almost entirely cleared up and no new stocks have arrived yet, but should be on the market about the first week in August. Corn has advanced about 5c per dozen, and is very scarce. Every case on the market will be used up before any new stock can arrive.

The raw sugar market rules very strong (with, however, no change so far in Canada) in sympathy with the advance of 10c per cwt. in New York. There may, however, be an advance here at any moment without further notice.

Butter—		
Creamery prints per lb		0 26
Creamery solids per lb	0 23	0 24
Dairy, tubs, lb	0 22	0 23
Bananas	1 75	7 50
Beans, box, wax		4 80
Fresh eggs, doz.		0 21
Sugars—		
Extra Standard, granulated		5 30
Austrian, bags, granulated		5 20
Bright yellow		5 10
No. 1 yellow		4 80
Flour h. wheat per bbl	6 30	6 40
Flour, Ontario blends, bbl	5 00	5 30
Cornmeal, bag	1 55	1 65
Fruits—		
Lemons, Verdilli		6 00
Oranges—		
Valencias	6 25	7 50
Mediterranean	4 50	4 75
Pineapples	3 00	3 50
Pork, American per bbl		30 00
Pork, clear bbl		31 00
Hams smoked		0 18½
Beef, American		23 00
Codfish, quintal		5 50
Herring, pickled per bbl		5 00
Potatoes—		
P.E. Island, bag		1 35
Nova Scotia		1 35
Onions, Spanish per lb		0 02½
Onions, American, per lb		0 02½
Onions, Bermuda, per box		1 50
Molasses, fancy Barbados, bbl		0 36
Molasses, fancy Barbados, gal		0 32
Rolled Oats, bbl	4 75	4 85

NEW BRUNSWICK MARKETS.

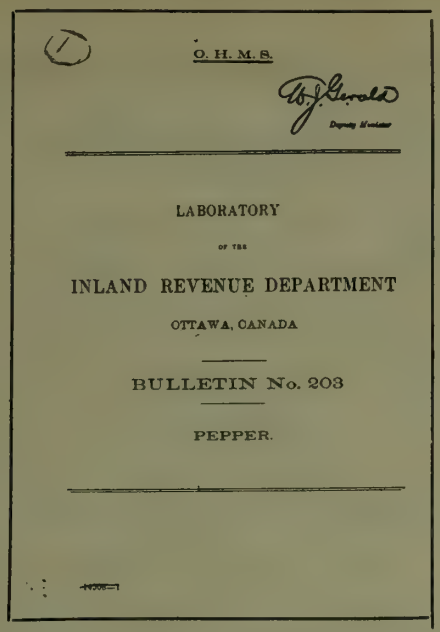
St. John, N.B., July 20, 1910.

Advices were received here Friday last, announcing another advance of 20c in the price of Manitoba flour. This is about the only change that has taken place in the markets. Strawberries are now at their height and have been selling at 5½ to 6½ cents by the crate.

The Campbellton disaster has overshadowed all else during the past week. All the wholesalers have contributed large shipments of supplies for the stricken people. Two local firms lost heavily, Baird & Peters, and Jones & Schofield. Both had large distributing warehouses in Campbellton, which were completely destroyed. Representatives of the firms have been in Campbellton looking after their interests, and it is altogether likely that they will rebuild. W. E. Anderson, secretary of the St. John Board of Trade, went to the stricken town the day after the fire, and superintended the distribution of a car of provisions, contributed by the local merchants. It is the general opinion that the town will be rebuilt.

Sugar—		
Standard gran.	5 40	5 50
Austrian "	5 30	5 40
Yellows	4 90	5 30
Flour, Manitoba	6 85	6 95
" Ontario	5 90	6 00
Cornmeal, bags	1 55	1 60
" bbls.	3 15	3 20
Rolled oats, bbls	5 00	5 10
Buckwheat, west. grey, bag	2 90	3 00
Val. raisins, lb	0 05½	0 06½
Cal. raisins, seeded	0 07½	0 08½
Currants, lb	0 07	0 07½
Prunes, lb	0 05½	0 09
Molasses, fcy. Barbados, gl	0 32	0 33
Butter, dairy, lb	0 18	0 20
Butter, creamery, lb	0 23	0 24
Eggs, new laid	0 20	0 22
Eggs, case		0 19
Potatoes, bbl.	1 25	1 50
Canned goods—		
Peas, doz	1 15	1 55
Corn, doz	0 90	0 95
Tomatoes, dz	1 00	1 05
Raspberries, dozen	1 95	2 05
Rice, lb	0 03½	0 03½
Beans, hand picked, bus	2 20	2 25
Beans, yellow eye, bus	3 50	3 65
Cheese, new, lb	0 14	0 14½
Lard, compound lb	0 14	0 14½
Lard, pure, lb.	0 17	0 17½
Bacon	0 18	0 20
Pork, domestic mess	28 00	28 50
Pork, American clear	29 50	32 00
Strawberries, dozen	1 70	1 80
Salmon, case—		
Red spring	6 50	6 75
Cohoes	6 00	6 25
Peaches, 2's, dozen	1 75	1 85
Peaches, 3's, dozen	2 85	2 95
Baked beans, dozen	1 20	1 30
Fish—		
Cod, dry	3 00	4 25
Herring, salt, bbls	4 75	5 00
Bloaters, box	0 85	0 90
Harbour salmon, lb		0 16
Fresh Gaspereaux, cwt.		1 00

H. Edgett & Co., Vancouver, have taken over a new four-storey steel building and will add other departments to the grocery business.



O. H. M. S.

W. J. Gerald
Deputy Minister

LABORATORY

OF THE

INLAND REVENUE DEPARTMENT

OTTAWA, CANADA

BULLETIN No. 203

PEPPER.

This certifies that we did not purchase at any time or receive from the Pure Gold Mfg. Co. Ltd., Toronto, White Pepper, and that the reference in Bulletin #203, Page 10, sample No. 42801 (Pepper), issued by the Department of Inland Revenue, is inaccurate in stating that the said White Pepper was obtained by us from the Pure Gold Mfg. Co.Ltd.

DATED at Vankleek Hill this Thirtieth (30) day of June 1910

Cameron & Downing

In the presence of D.J. Couture

This certifies that I did not purchase or receive from the Pure Gold Mfg. Co. Ltd., Toronto, any White Pepper during the term between December 31st.,1907 to October 1st.,1909, and that the reference in Bulletin #203, Page 10, sample No.42803 (Pepper), issued by the Department of Inland Revenue, is inaccurate in stating that the said White Pepper was obtained by me from the Pure Gold Mfg. Co. Ltd.

DATED at Perth this Eleventh day of July

John T. Conway

In the presence of A. J. Gibson

The Pure Gold Mfg. Co. do not manufacture or sell any adulterated goods.

THE TRADE ARE FULLY PROTECTED BY OUR GUARANTEE.

DIRECTORY OF

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You can sell more 40c. tea than you can 25c. tea, because it will bring your customers back for "more of that tea." Forty cent tea means more business, larger profit, better satisfied customers. No other 40c. tea in Canada compares with **40c. Red Rose Tea** in quality—flavor and strength. It is **always** worth the price.

Red Rose Tea

"Is good tea"

7 Front Street East, Toronto, Ont.
315 William Ave., Winnipeg, Man.
} Branches

A push on Red Rose is a push for more business.

T. H. ESTABROOKS
ST. JOHN, N.B.

KOPS ALE

(Non-Alcoholic)



Last season was a very satisfactory period in Canada, KOPS ALE being well taken up by both trade and public.

This year will witness a greater demand for this wholesome beverage, and we are shipping to supply early orders.

KOPS ALE is pure English-brewed ale, made from finest Kentish hops and malt, containing all the tonic properties of alcoholic beer without the undesirable after effects. It is a money-maker in prohibition towns, as well as in unrestricted places.

Make yourself familiar with KOPS ALE.

KOPS BREWERIES,

Fulham—London, S.W., England

CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C. W. L. MacKenzie & Co., Ross Ave., Winnipeg. Kenneth H. Munro, Coristine Bldg., Montreal. Royal Stores, St. John's, Nfld.

GROCERS HAVE STRONG TEAM.

Are Making a Good Showing in Merchants' Baseball League, London, Ont.—Address and Presentation To Pitcher Wm. Hamilton.

London, Ont., July 21.—The retail grocers have a strong team in the Merchants' Baseball League this season. They have not lost a game so far. The shoe men, last year's champions, were defeated in last week's game at Springbank Park. It was a hot contest, the grocers winning by 7 to 4. Billy Hamilton, the grocers' pitcher, struck out ten men. Secretary Hayes, of the Grocers' Association, pulled down a three bagger; Ernie Shaw, son of ex-president Shaw, drove in four runs with two two-base hits. Every Wednesday afternoon there are two games of baseball at Springbank and there will always be found Harry Ranahan, Tom Shaw, Bob Ross, Jim Haskett, Ed. Ryan and Dick Donaghy, rooting for the Grocers.

At the conclusion of last week's game, on Wednesday, pitcher William Hamilton, of the grocers, was the recipient of a suitcase and umbrella from the Retail Merchants' Association. Mr. Hamilton, who has been employed at Mullin's grocery store, is leaving in a short time for Detroit. He has been a valuable member of the association and of the baseball league, doing good work for the grocers in the pitching department. The address accompanying the presentation was read by E. J. Ryan, and the presentation was made by Thos. Shaw, both ex-presidents of the association.

INCREASING ATTENDANCE.

In order to increase the attendance at meetings, the St. Joseph, Mo., Retail Merchants' Association is to serve a dinner at six o'clock each meeting night, following which a business session will be held. This plan has proved a great success with a number of associations. As one man puts it, "To get out a crowd at an association meeting, the thing to do is to have a feed."

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871



It dries them up Common Sense KILLS { Roaches and Bed-Bugs / Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

Don't Blame the Credit Customer
Blame yourself for that continued loss. Wake up and stop it. Very easily done. Simply get in touch with Allison, that's all.
Allison Coupon Books
systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.
HOW THEY WORK


A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Book are recognized ever where as the best.
For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.



In the Good Old Summer Time
Camping parties are legion; fishermen are innumerable. This class of people appreciate good butter in the woods. Suggest their taking a supply of
BLUENOSE BUTTER
in tins. Quality is guaranteed.
SMITH & PROCTOR
HALIFAX, N.S.

Good Lobsters Always Sell...
But if they are of indifferent quality they stick on the shelves and, when they are finally sold, they hurt the reputation of the vendor.
It is a simple matter to get the best lobsters when you buy, selected, the delicious, firm meat so delectable always! Just specify
Golden Crown Lobsters
or
Golden Key Lobsters
YOUR JOBBER HAS THEM
W. S. Loggie Co., Limited
Sole Packers
Chatham - - New Brunswick

We Build Up a Trade in the

Hustling, Booming West for You

The stream of immigration westwards is still on the increase, and the majority are making for the three huge Prairie Provinces. They must have food, clothing, household effects and farming utensils. Are you a manufacturer or shipper engaged in supplying these needs? There's plenty of room for more goods, and if your quality and prices are right a successful market awaits you. The west wants the best only!

May we handle your products on a reasonable commission basis? We have excellent warehousing and track facilities at all the strategic business points, and we know our west intimately. Get in touch with us.

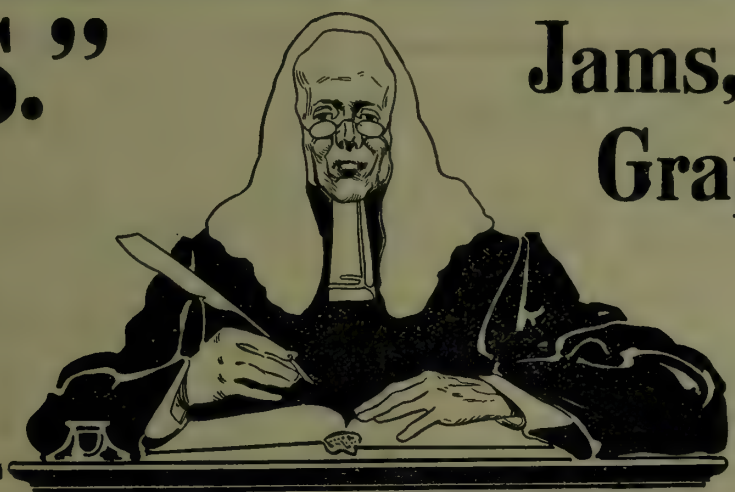
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Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY EDMONTON FORT WILLIAM

Storage for all classes of merchandise. Cars distributed from Calgary, Winnipeg, Regina, Edmonton, Fort William

"E.D.S." BRAND



Jams, Jellies, Grape Juice and Catsup.

JUDGMENT

THE POPULAR VERDICT ON

"E.D.S." Brand of Jams, Jellies, Grape Juice and Catsup

is one unvarying recognition of the purity of their composition, and excellence of their flavor!



We preach PURITY, and practise what we preach! Get a copy of Bulletin 194 from the Department of Inland Revenue, which certifies that "E.D.S." Brand is 100% *pure*. This unbiassed testimony cannot fail to convince the most sceptical.

Here's a line, Mr. Grocer, to handle and recommend! The public want pure foodstuffs, and you can "fill the bill" every time by supplying them with "E.D.S." Brand.

Made by E. D. SMITH at his own fruit farms, WINONA, ONT.

AGENTS—N. A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton

SPECIAL

FOR ONE WEEK ON

SMOKED SKINNED BACKS

GUARANTEED "GUNNS QUALITY"
MILD CURED

19c.

PEAMEALED IF DESIRED

Order to-day, and let us send along with the backs some **Hams, Rolls, Breakfast Bacon, Cooked Hams, Jellied Meats, Pure Lard,** etc.

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

For Camping and Summer Cottage Trade

We can recommend ***Fearman's English Breakfast Bacon*** as the best Bacon on the market and something that will be sure to give your customers every satisfaction.

F.W. Fearman Co.
LIMITED
Hamilton

Jersey Cream Brand Evaporated Milk



THE RICHEST
By Government Test

The Truro Condensed Milk Co., Limited, Truro, N.S.

MILD CURED

Breakfast Bacon Skinned Backs and Hams

Finest Quality. Made from Selected Hogs. Made under Government Inspection.

The WM. RYAN CO.
LIMITED

PACKING HOUSE:
FERGUS, - - ONT.

HEAD OFFICE:
70 and 72 Front St. East, TORONTO

Dealers Report Heavy Losses in Egg Stocks

Weather Has Bad Effect and Wholesalers Receive Supplies Which in Many Cases are Half Waste—Production of Butter, Cheese and Eggs is Maintained and Prices are, if Anything, Slightly Firmer—Export Demand for Cheese is Brighter—Trade is Normal but Uneventful.

The production of butter, cheese and eggs has apparently not suffered during the past week and the figures that were reached some time ago are still in sight. At the same time there is a slightly stronger feeling in regard to these three articles. Increased export demand for cheese has helped that market considerably, although it seems to have been confined particularly to last week. It is believed, however, export trade will be improved. Butter production is steady, but in the west pastures are in danger of suffering from continued drought. Waste is a general condition in the egg trade and the reduction of in many cases 50 per cent. of the stocks is having a tendency to bolster the price. The demand for certain pork products continues good, cooked meats being outstanding in this regard. In the west lard is quoted at lower prices, owing to heavy supplies. The past week seems to have been a little quieter than usual, although there has been no reported diminishing of trade.

MONTREAL.

Provisions—There is a scarcity of both live and dressed hogs, owing to the fact that the farmers are too busy just now to bring their hogs in. This has caused an advance of 50c in both lines. Trade in general is very fair, considering the prevailing hot weather. No price changes are reported in other lines.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15½
" " " 3 " "	0 16
Pails, wood, 20 lbs. net, per lb	0 16
Pails, tin, 20 lbs. gross, per lb	0 16½
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15½
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 12½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 12½
" 5 " " " "	0 12½
" 3 " " " "	0 12½
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 11½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 12
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	30 00
Bean pork	25 00
Canada short cut back pork, bbl. 45-55 pieces	29 50
Clear fat backs	32 50
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 16½
Long clear bacon, heavy, lb	0 15½
Long clear bacon, light, lb	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 17
Large sizes, 18 to 25 lbs., per lb	0 18
Medium sizes, 13 to 18 lbs., per lb	0 19
Extra small sizes, 10 to 13 lbs., per lb	0 20
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 20
Windsor bacon, skinned, backs, per lb	0 22
Spiced roll bacon, boneless, short, per lb	0 17
Hogs, live, per cwt	10 25
" dressed, per cwt	14 00

Butter—Butter is higher in the country. In spite of this, receipts are keeping up well. The tendency has also been to firm up local prices, though there has been no change as yet to the retailer. This has also been added to by a slight increase in export trade. While very small, it is certainly encouraging to see even a portion of our former trade in this line returning. Receipts for the week are 20,874 packages, as against 17,763 packages same week last year. For the season they are 187,803 packages, as against 157,974 packages same season last year.

New milk creamery	0 23½ 0 24
Dairy, tubs, lb	0 21
Fresh dairy rolls	0 21

Eggs—The worst feature of this year's egg market is the enormous percentage of rotten stock which is finding its way to the market. In one shipment received here over 50 per cent. had to be thrown away. Other than that, the outlook is bright, as receipts are dropping off, and prices are again firming up. The large receipts at present prices have been a source of continual worry to egg men locally, and this change is a welcome one. Receipts for the week are 4,415 cases, as against 4,884 cases same week last year. For the season they are 106,190 cases, as against 109,727 cases same season last year.

New laids	0 25
Selects	0 22
No. 1	0 19

Cheese—Reports from London say that never has so much cheese been in sight there. As a result there is an over-supply, and the future prospects are very poor. The market has been flooded with New Zealand stock, as well as Canadian. Receipts for the week are very large, almost 12,000 boxes over the same week last year, 102,476 as against 91,110 boxes same week last year. For the season they also show an increase, 677,308 boxes, as against 674,538 boxes same season last year.

Quebec, large	0 11¾
Western, large	0 11¾
" twins	0 12
" small, 20 lbs	0 12
Old cheese, large	0 13

Honey—Trade is rather dull at present. A local dealer recently received an inquiry from Jamaica inquiring what were the chances for placing their honey on the market here. As there is plenty of our own stock to fill all requirements, it will be a hard matter to break into the market, however.

White clover comb honey (nominal prices)	0 15 0 17
Buckwheat, extracted	0 08½ 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11½
Buckwheat comb	0 12½ 0 13

WINNIPEG.

Lard—The market is again reduced and the trade is weaker altogether. The summer output is always light, and this summer the demand seems lighter than ever. Butter of all grades is abundant and this has tended to cut off the lard demand.

Pure, 20-lb. pails	3 30
" 3-lb. tins, 60-lb. cases	10 10
" 10-lb. tins, 60-lb. cases	10 00
Compound, 20-lb. pails, per pail	2 60
" 5-lb. tins, 60-lb. cases	8 60

Butter—There is a strong possibility of the butter supply diminishing, due to the parching of the pastures. At present the supply is very heavy and the demand good locally, and in the east, where shipments are continually being sent, jobbers are asking 82c for creamery and 20c for the dairy. The dairy price is strong and firm since it is this product that is being shipped out of the province.

Eggs—The 20-cent market prevails on all eggs this week. The supply is abundant and lots are going to the coast province.

Cheese—The demand is good for all cheese. The supply of local stuff is greater and it is fast superseding the Ontario product. Manitoba stuff is 12c and Ontario cheese 13½c to-day.

TORONTO.

Provisions—There is a steadiness to this market just now with demand converging to cooked hams and smoked bacon. Dealers are hoping that the G. T. R. strike will be of very short duration, otherwise difficulties are bound to arise and prices are likely to be affected. The past week has witnessed nothing out of the ordinary in this market.

Long clear bacon, per lb	0 14½ 0 15
Smoked breakfast bacon, per lb	0 19 0 19½
Pickled shoulder	0 11½
Roll bacon, per lb	0 15 0 15½
Light hams, per lb	0 18 0 18½
Medium hams, per lb	0 18
Large hams, per lb	0 17 0 17
Cooked hams	0 26 0 26½
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 19 0 19½
" pea meal	0 19½ 0 20
Heavy mess pork, per bbl	28 00 29 00
Short cut, per bbl	30 00 31 00
Lard, tierces, per lb	0 14¾
" tubs "	0 15
" pails "	0 15½
" compounds, per lb	0 11½ 0 12½
Live hogs, at country points	8 50
Live hogs, local	8 75
Dressed hogs	12 25 12 50

Butter—Local dealers report an uneventful week in this market. Butter is still being received in liberal shipments and the demand is steady. There have been no price changes. Reports from the country indicate that the production has not fallen off to any extent.

	Per lb.
Fresh creamery print	0 23 0 24
Farmers' separator butter	0 19 0 20
Dairy prints, choice	0 18 0 18½
No. 1 tubs or boxes	0 19 0 20
No. 2 tubs or boxes	0 17 0 18

Eggs—Practically half of the shipments of eggs these days are thrown on the waste pile after passing the wholesalers' inspection. The supplies are slightly decreased and the demand is somewhat easier. Prices have not been changed, and, in fact, the past week has been rather quiet.

Selects	0 21 0 22
Fresh eggs, doz	0 18 0 20
Second grade, doz	0 15 0 16
Chips, doz	0 15

Cheese—During the week cheese took on a stronger tone, in sympathy with the increased export demand. The production is still heavy, although it does

not reach the same figures as last year. The price is also slightly below that which was paid at this time a year ago. quotations on country boards hover around 10¾c to 10⅞c.

Old cheese—			White		0 14
Large		0 12½	New cheese—		
Twins	0 13	0 13½	Large	0 11½	0 11¾
Stiltons	0 15	0 16	Twins	0 12	0 12½

Poultry—Receipts have been more liberal during the past week, at least, prior to the railway crisis. Prices are about the same. Local dealers anticipate difficulties if the strike continues, as their stocks are not heavy.

Spring broilers, live	0 18	0 20
Hens, per lb. live	0 14	0 15
Turkeys, per lb., large, dressed	0 19	0 20
Spring duck, lb., live		0 20

Honey—The market remains rather quiet. Demand is not heavy, and the market has not undergone any change of late.

Clover honey, extracted, 60 lb. cans	0 10½	0 11
" " " 10 lb pails	0 11	0 12
" " " 5 lb. pails	0 11½	0 12
" " comb, per dozen		2 60
Buckwheat honey, lb.		0 07

The annual picnic of the employes of E. W. Gillett Co., Ltd., Toronto, was held on Friday, July 15. Prospect Park, Oshawa, Ont., was the objective point. Some novel races and contests were held including a needle threading contest, lemon on spoon race, doughnut race, sack and rescue races.

The Travelers' Holidays as set apart by wholesalers at their annual convention of the Ontario Wholesale Grocers' Exchange begin to-morrow, July 23 and continue for 2 weeks.



The New Flavor

MAPLEINE

Better Than Maple

The Crescent Mfg. Co. Seattle, Wash.

Order from your jobber, or

Frederick E. Robson & Co.
26 Front St. E., TORONTO

CARTER'S
EXTRA CONCENTRATED
LEMON SYRUP
"BIG WHEEL"
LEMONADE.
CRYSTALS OR POWDER.

H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER, Co. 138 Front Street, NEW YORK



Keep a box of
WILSON'S
FLY PADS
on your counter and see how they sell.

Quality and Consistency

are the two things to bear in mind regarding our biscuits. Always good and always equally good. A steady money-maker.

THE CANADIAN BISCUIT CO., :: LA PERADE, QUE.



STANDARD OF CANADA



As all dealers know, the products of this Company have always been of the highest quality, and have long since been recognized by all as the Standard of Canada. This fact is conceded by manufacturers when they make the claim that their goods are "just as good as Gillett's." Magic Baking Powder—Gillett's Perfumed Lye—Gillett's Cream Tartar (100% pure) and Royal Yeast Cakes are well known and used in practically every home in Canada.

MAGIC BAKING POWDER

CONTAINS NO ALUM.



MAGIC is a medium-priced baking powder and the only well-known one made in Canada that does NOT contain Alum.

NO ALUM

E. W. Gillett Co. Limited

Winnipeg TORONTO, ONT. Montreal

FIRST AND STILL THE BEST



MADE IN CANADA

You pay for a System every few months

Since you've begun to think about installing The McCaskey System of handling accounts with ONE WRITING, you've lost enough through errors, disputes with customers over accounts, forgotten charges, bad accounts and in a dozen other ways, to pay for one.

Our customers tell us the System pays for itself in a few months—after that it is all profit.

Will you write for a demonstration or for more information NOW? *Agencies in all principal cities*

DOMINION REGISTER CO., Limited

The Complete System

Successor to the McCaskey Register Co. in Canada

96-104 Spadina Avenue - TORONTO, Can.

Suggest

Clark's Pork and Beans

to any customer who is kicking about the high prices of food.

We do not think more nourishment in as palatable a form can be bought for the price.

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

It is easy for

YOU

to sell

Shredded Wheat

because we have already sold it when it goes on your shelves. We are spending a half million dollars every year in educational advertising, to create a demand for Shredded Wheat. This demand is supplied through the jobber-to-retailer, square-deal plan of distribution, with a good profit for each.

At the same time, you can push along the good work by suggesting to your customers the various fruit combinations with Shredded Wheat Biscuit as a simple solution of the food problem in summer. Nothing so deliciously nourishing or wholesome as Shredded Wheat Biscuit with berries, sliced bananas or other fruits, served with milk or cream.

The Canadian Shredded Wheat Co., Ltd.
Niagara Falls, Ontario

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

Sharp Advances in Price of Flour to $6.20

Influenced by Wheat Market's Upward Movement, Flour was Necessarily Affected—Some Millers Believe That Even Higher Quotations Will be Reached—Future Movement, of Course, Depends Upon Wheat Market—Rolled Oats are Also Quoted at Higher Prices.

Still another appreciable advance in the price of Manitoba flour! A month or more ago the first signs of trouble were scented in the west, reports of drought and suffering crops. At first it was generally accepted that these were but the usual stories that find their way into market news and gossip. They were repeated from time to time and received certain substantiation. The market stirred slightly, strengthened after a decided lapse, and started back over the ground it had lost. This week it has been put up to $6.20, a price higher than any this year. In addition, there is a feeling among millers that the top price has not yet been reached, and it seems to be based on reasonable ground. The stagnant condition of the British flour markets should do much to neutralize the bullish effect upon wheat prices of a shortage in the crops. Last year at this time the demand from millers was one of the strongest factors of the grain trade, but so far this season reports from local and export dealers in both Manitoba and Ontario flour have been lifeless and discouraging. In fact, for weeks past there has been no export demand. Ontario crops are reported to be in splendid condition and there is every likelihood of a big yield.

On another page of this issue will be found a report from a representative of The Grocer, who is now in western Canada. It will be seen that he is hopeful for a crop that will about reach the average.

MONTREAL.

Flour—Manitoba spring wheat patents have taken a still farther rise of 20c, being now quoted at $6.10; bakers' at $5.60. At the high prices now prevailing in the flour market there is not so much new business being done, as jobbers and the large bakers loaded up at the first signs of a rising market. Deliveries of former orders is now occupying the greater part of the local millers' time. There is a small export demand, but nothing to be greatly taken into account.

Winter wheat patents, bbl	5 65
Straight rollers, bb	5 60
Extra, bbl	5 80
Manitoba spring wheat patents, bbl	6 10
" strong bakers, bbl	5 60

Rolled Oats—Oatmeals are up 22½c this week. This is the result of a very heavy increase in demand, combined with the activity evinced by the oat market itself. Local millers are very busy in this line, and pronounce the situation very satisfactory. Cornmeal prices are also active, being slightly higher than last week. Trade passing in these lines is very heavy for this time of year, though the higher price may act as a brake.

Fine oatmeal, bags	2 42½
Standard oatmeal, bags	2 42½
Granulated "	2 42½
Golddust cornmeal, 98-lb. bags	2 10
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags	2 20
" barrels	4 65

TORONTO.

Flour—Influenced by western crop reports, flour advanced twice during the past week and Manitoba 1st patents are quoted now at $6.20, although it is stated that some mills even named $6.40. The other, however, is the price that is generally accepted. A prominent miller stated that there was not a great deal of buying at present, owing to the unsettled condition of the market. The feeling that the quotations are speculative holds to a certain extent. Locally, business is reported fair and it is believed by some that the market will go to a higher figure than that at which it now stands. Recent purchasings have been made largely on that idea.

Manitoba Wheat.

1st Patent, in car lots	6 20
2nd Patent, in car lots	5 70
Strong bakers, in car lots	5 50
Feed flour, in car lots	3 10 3 30

25 cents dearer in bbls.

Winter Wheat.

Straight roller	5 20
Patents	5 30
Blended	5 10

Cereals—A firmness is found in the cereal market, with recent advances in prices due to the condition of the oats market. Buying is reported to have been rather heavy of late, in view of an expected advance in prices. For this season of the year the market is steady and firm and, in fact, it has not been greatly affected during the entire season, although with the advent of summer lower prices might have been expected.

Rolled oats, small lots, 90 lb. sacks	2 30
" " 25 bags to car lots	2 20
Rolled wheat, small lots, 100 lb. brls	3 00
" " 25 brls. to car lots	2 90
Standard and granulated oatmeal, 98 lb. sacks	2 50

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Purnell & Panter, Ltd., pickle and sauce makers and pure malt vinegar brewers, Bristol, have recently made extensive alterations in their sauce and pickle factory to cope with the demands of the export and home trade; they have also increased the capacity of their pure malt vinegar brewery, where many thousands of gallons are produced each week. In the purity of the materials used and the care given to each process in brewing, the malt vinegar, may be found the secret of the delightful aromatic fragrance and flavor, and wholesome tonic properties, which every housewife has long since learned to associate with the productions bearing this firm's name. Established as far back as the year 1750.

Biscuit Quality

is no less a matter of purity of materials and of skill and care in mixing and baking, than of the way in which the biscuits are packed.

Your absolute guarantee against soggy conditions is to sell enclusively—



This is the kind that always reaches you in the same crisp and fresh condition as it leave our oven.

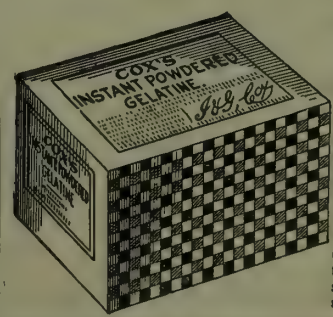
Your cracker business will be booming this summer if you are selling

MOONEY'S

Order to-day.

The MOONEY BISCUIT & CANDY CO., LTD.

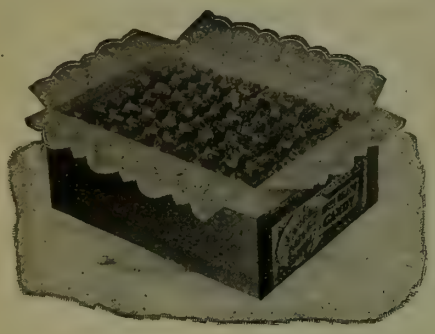
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COX'S
INSTANT POWDER
GELATINE

A Pure Powdered Gelatine dissolving instantly in Hot Water. Manufactured and Packed by Messrs. Cox, under the control of their scientific staff.

J. & G. Cox, Ltd. Gorgie Mills
EDINBURGH
CANADIAN AGENTS
C. E. Colson & Son, Montreal A. P. Tippet & Co., Montreal



LAURIER

Said

"THAT THE LIBERAL GOVERNMENT WAS LIKE THE KINGDOM OF HEAVEN BECAUSE IT HELPS THOSE WHO HELP THEMSELVES."

THE MONTREAL BISCUIT CO. will assist you to start a Candy Section if you have not one already.

There is large profit in high class chocolates, and we, the makers of the famous

Chocolate "BORDO"

will gladly help you in every way.

Write us if you are at all interested.

Ask us what we have to say, anyway.

The Montreal Biscuit Co.

(The Originators)

Brewster Ave.

MONTREAL.

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited

MAIL BUILDING, TORONTO

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

MAPLE SYRUP!

Small's Maple Leaf Brand

is the Standard the world over.

CANADA MAPLE EXCHANGE
Montreal

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents.

Cheese for 5000 Grocers

Roquefort, Gruyere, Camembert, Oka, Parmasan, Edam, Stilton.

WE ARE SPECIALISTS FOR THE TRADE.

Write, Wire or Phone.

THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA' MILK CHOCOLATE

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal

Nova Scotia: E. B. ADAMS, Halifax. **Manitoba: BUCHANAN & GORDON, Winnipeg**

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.
Prompt attention to all orders.

J. W. EWEN - Uxbridge, Ont.

W. H. ESCOTT

WHOLESALE

Grocery Broker

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance

WRITE TO

P. POULIN & CO.

39 Bonsecours Market, - Montreal

WE SELL FEATHERS TO

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

Give me more than I expect and I'll pay you more than you expect

AND, Brother Grocer, that's what they *all* say.

Boss to bossee, manager to employee, farmer to hired help, grocer to clerk.

"Give me more, and I'll give YOU more."

Consciously or unconsciously, we all sing the same tune.

Buyers—sellers—consumers.

For, you see, you can't get more *out* of a bucket than you put *into* it.

If we increase *your* profits, Brother Grocer, can't you afford to increase our pay?

If we give you *more* flour value than you expect, much more than you've ever known, won't you pay us more than you expected to pay—*if you expected to purchase stingy quality?*

We think so!

We'll give you more flour quality, more strength, more nutrition; we'll give you better attention, better service, better packing, prompter delivery, courtesy, as between gentlemen.

We will deal square with you, Brother Grocer, for we want to do business with you, not once, but *always and all ways.*

We'll guarantee every pound of FIVE ROSES, every shipment, every bag and barrel, every package, every container.

The makers of FIVE ROSES get more than others expect because they make better flour. They are *satisfied* workers. They work in healthy surroundings, a sanitary plant, a water-power mill. Good pay and good health make better makers of better stuff.

More money is spent—invested—in wheat buying, more money in modern machinery, brains, methods.

And this "Give More" policy means More Quality, More Steadfastness, More Pride of Workmanship.

With FIVE ROSES we give YOU better satisfaction—a pleased custom, a flour happiness that stands all tests to-day, to-morrow and all the other to-morrows.

For, you see, *every* pound of FIVE ROSES is wrapped in floury satisfaction, and in *every* pound is the germ of a re-order.

More of everything that makes a flour desirable—selling value, more sales, more profits.

More of everything the housewife yearns for—she'll pay *you* more, and Jen tells Jennie every time.

If we give you *more than you expect,* won't you pay us more?

We want you to sell more flour, better flour than your neighbor.

We want YOU to sell FIVE ROSES, Brother Grocer.

Will you?

LAKE OF THE WOODS MILLING COMPANY, LIMITED, MONTREAL

LAKE OF THE WOODS MILLING COMPANY KEEWATIN
UNIFORMITY & PURITY
TRADE MARK
REGISTERED

¶ FIVE ROSES FLOUR



The Original

Merit and Integrity

Have sustained the
High reputation of

BORDEN'S BRANDS

For over 50 years

Borden's Condensed Milk Co.

"Leaders of Quality"

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macauley & Co., Vancouver, Victoria, Nelson, and Calgary.



By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. B. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

GEO. KEMP., LTD.

LONDON, ENGLAND

BISCUITS



FOR QUALITY

Do not miss these good selling lines

Satisfaction on all points

Repeat orders with every mail

$ $ $ $ in these dainty goods

Export Agents:

H. COLLINGS & CO.

16 Philpot Lane London, England

CHRISTIE

A plain business talk to our partners, the Grocers of Canada, about stable profits

Have you ever figured out the source of *the only profit worth while* in the grocery business? Take your pencil and do it right now.

Transient business does *not* amount to much.

Your few score or few hundred dependable customers—*mainly your particular buyers*—make up your *paying* trade.

They are *precisely* the customers who make your good will a *valuable asset.*

These customers *insist* on the best groceries—inferior goods will not satisfy them.

If they want biscuits they *demand*

CHRISTIE BISCUITS

because it's a matter of common knowledge that Christie Biscuits are *"The Purest of all Pure Foods."*

Now, isn't it as plain as day that the manufacturer of high-grade groceries is your best friend? His reputation works for you day after day—keeps on working for you even on Sundays and holidays.

HIGH STANDARD GOODS ARE THE ONLY SOURCE OF STABLE PROFITS IN THE GROCERY BUSINESS.

The superiority of Christie Biscuits *is* conceded—has never been seriously questioned.

You know that, your customers know it—more of them will know it. Whether your best customer wants soda biscuits, sweet or fancy biscuits, she invariably asks for *Christie's.*

The name is a guarantee of biscuit purity and perfection. And the fact remains that

"Christie Biscuits sell more than Biscuits."

CHRISTIE, BROWN & CO., LIMITED

BISCUITS

Georgia Elberta Peaches

Fancy Stock—Good Shippers

Six-Basket Crates

We can take care of your orders.

Canadian Fruits

Raspberries, Gooseberries
Cherries, Red Currants

California Fruits

Peaches Pears Plums

Oranges Valencias **Lemons** Verdelli **Bananas** Jamaica

Vegetables

Watermelons and Cantaloupes

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. - TORONTO
Carload Importers

"St. Nicholas"

and

"Home Guard"

Verdelli Lemons

are of

Decidedly Superior Quality

and the lemon you should buy at the present high price if you wish to get the Biggest Value for your money.

J. J. McCABE

AGENT

32 Church Street, Toronto.

General Berry Crop is Reported to be Heavy

And Canadian Market Will Reach Its Zenith During the Coming Week—Lemons Remain Quite Firm — Oranges and Cantaloupes are Higher—Market is Most Satisfactory, Abundance Being a Feature—Quality is Also Good — Bananas are Slightly Firmer—Vegetables Like Fruit are in Heavy Demand.

Imported and homegrown fruits and vegetables are dividing a heavy trade and from enquiries that have been made among retailers and wholesalers, the predominant feeling is one of satisfaction. Raspberries, peaches, watermelons and lemons are probably leading a big field for general demand, but in the second division there is a large assortment that is finding plenty of room on the market. Up to the present the season is well up to expectations, although it is admitted that strawberries were somewhat disappointing. Lemons are firm before a steady market. It has been stated that the losses that have been occasioned this year and the high price of lemons are due to the shipping conditions, the stocks often arriving in bad condition. It is held that improved transportation facilities will go a long way to improving the trade in more ways than one. Bananas are slightly higher. Cantaloupes took a big jump recently, warm weather and light shipments being the cause of the trouble.

Oranges have bestirred themselves of late, and particularly in the case of Valencias there is a good demand and a high price is being paid. The supply is none too plentiful. An authority on oranges stated recently that he had never seen such a range of prices as at present. This was due to the many varieties that could be obtained. Raspberries are coming towards the market's spotlight, and those who are in close touch with conditions state that the raspberry will be at its best during the early part of next week.

Blueberries are also being offered now. Gooseberries are said to be plentiful. The market is receiving a veritable cornucopia of the season's fruit and as long as the demand remains firm those who are handling it will welcome the plentitude.

MONTREAL.

Green Fruits—Lemons continue to soar and this week oranges seem to be taking a flight of their own. Lemons are now selling at from $6 to $7, and are none too plentiful at these prices. In oranges, California late Valencias are selling at from $4 to $5, with prospects being for at least a continuation of those prices, and a distinct possibility of a still further rise.

Raspberries, blueberries and gooseberries are now coming on the market in quantity, and appear to be of very fine quality. Currants are also plentiful.

Grape fruit are very scarce and are now up to $9. Apples are practically done. Demand for cocoanuts is very light and the price seems to be weakening slightly.

Pineapples are very scarce, selling at $5.50.

Apples—		
Bananas crated, bunch	2 00	2 25
Blueberries, box.	0 75	
Cherries, basket.	1 00	1 50
Gooseberries, gal.	0 30	
Cranberries, bbl.	11 00	
Cocoanuts, bags.	4 25	
Grape fruit—		
Florida, box	9 00	
Limes, per box	1 00	
Lemons	6 00	7 00
Oranges—		
Floridas	3 00	
California navels	4 00	5 00
Porto Ricos	2 50	
Mexicans	2 25	
Sicily bitters, box	2 25	3 00
Jamaica, bbl	3 75	4 25
Valencias, large, per case	4 50	5 00
Pineapples—		
Floridas, case	5 50	
Strawberries, qt.	0 10	0 12
Raspberries, qt.	0 12	0 15

Vegetables—Last year's vegetables with the exception of potatoes are about done, and large quantities of the new are finding their way to the local market. Prices are lowering almost daily, owing to a lack of buyers for present quantities.

Mushrooms are very hard to obtain, owing to the hot weather prevailing. New carrots are very plentiful, and are selling as low as 15c doz. Other lines are very low as well and in spite of the large volume of business passing dealers complain there is hardly a living profit in it at present quotations.

Beans, green, basket	1 00	1 75
Beans, wax	1 00	1 75
Beets, doz.	0 40	1 50
Carrots, doz.	0 15	
Cabbage, new, dz	0 50	0 60
Celery, doz.	0 75	
Cauliflowers, Montreal	2 50	3 00
Cucumbers, doz.	0 40	0 50
Garlic, 2 bunches	0 25	
Green Peppers, basket.	0 75	
Lettuce—		
Montreal, doz.	0 25	0 30
Mushrooms, lb.	0 75	1 00
Onions—		
Egyptian, lb.	0 03	0 03½
Potatoes—		
Montreal, bag.	0 60	
Potatoes, new, per bbl.	2 50	3 00
Parsley, dozen	0 20	
Parsnips, bag	1 00	
Parsnips, new, dz	0 50	0 60
Radishes, dozen bunches	0 15	0 20
Rhubarb, doz	0 25	
Spinach, bbl	1 75	2 00
Tomatoes—		
Floridas, crate (50 lb.)	1 25	1 50
Mississippi, 4 basket carriers	1 00	
Turnips, bag	1 50	1 70
Turnips, new, bunch	0 15	0 20

Fish—Fish trade is quiet as usual at this time of year, though some large future orders are reported. The volume of business, however, somewhat larger than last year, is considered to be in a very healthy state. Production in general has been fair, though in some lines such as mackerel, the catch is far below the last one.

Gaspe salmon has been in good supply, and prices have maintained a good level right along.

Brook trout is scarce and at higher prices, also salmon and frogs. Most lines of lake fish are scarce.

FRESH

Pike		0 08	Lake trout		0 12
Perch		0 08	Whitefish		0 12
Steak cod		0 06	Mullets		0 06
B.C. salmon		0 13	Haddock		0 05
Gaspe salmon		0 18	Halibut		0 09
Market cod		0 04	Bullheads		0 10
Sturgeon		0 10	Carp		0 06
Brook trout		0 25	Dore		0 12
			Mackerel		0 10

FROZEN

Codfish	0 04	0 04	Pike		0 07
Dore, winter caught, per lb.		0 10	Salmon, B.C., red,		0 10
Haddock		0 04	Gaspe salmon, per lb.		0 18
Halibut, per lb.		0 08½	Smelts, 10 lb. boxes		0 07½
Herring, per 100		1 25	Whitefish, large, lb.		0 09
Market cod		0 04	Whitefish, small		0 07
Steak cod		0 06			

SALTED AND PICKLED

Green cod, No. 1, bbl	6 00	6 50	
Labrador herring, bbl	5 00		
" ½ bbl	2 85		
Labrador sea trout, bbls	11 00		
Labrador sea trout, half bbls	6 00		
No. 1 mackerel, pail	2 00		
" " ½ bbls	8 00		
No. 1 pollock, bl	4 00		
Salmon, B.C., red, bbl	14 00		
" " pink, bbl	12 00		
" Labrador, bbl	17 00		
" " ½ bbls	9 00		
" " tres., 300 lb	23 00		
Salt eels, per lb	0 07		
Salt sardines, 20 lb. pls	1 00		
Scotch herring	6 50	7 00	
" " keg	1 00		
Holland herring, bbl	5 50		
" " keg	0 75		

SMOKED

Bloaters, large, per box	1 00
Haddies	0 08
Herring, new smoked, per box	0 13
Kippered herring, per box	1 15

SHELL FISH

Clams, Quahogs, per bbl	6 50
Clams, Little Necks, per bbl	10 00
Shell oysters, bbl	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 50
" Selects, Imp. gal	1 60
" "Sealshipt," standards, per Imp. gal	1 75
" " select, per Imp. gal	2 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5½, 6, 8, 9 & 10c. per lb.	
Shredded cod, per box	1 80
Skinless cod, 100 lb. case	5 50

WINNIPEG.

Green Fruits—The markets on all fruits are firmly maintained. Lemons continue to move at an extraordinary figure. Grape fruit is off the market and peaches, pears, plums and apricots —the late arrivals are moving freely at

CALIFORNIA FRUIT

Fine varieties now arriving, Bartlett Pears, Plums and Peaches, 6 cars due to arrive to us this week.

GEORGIA and TEXAS PEACHES

Several Cars Rolling

Prices moderate

WHITE & CO., Ltd.

The Fancy Fruit and Produce House. **TORONTO**

MAIL ORDERS.

Raspberries (Short crop)
Now at their best.

Currants (Red Cherry)

Cherries (Montmorenoy)
Will be over this week.

Tomatoes } Canadian
Cucumbers }
Now ready

Write, phone or mail your orders to

Stevens & Soloman

Growers and Shippers of CANADIAN FRUITS

HAMILTON, - - - ONT

Phones 1990 and 2700

FANCY RIPE
PINEAPPLES
FLORIDA TOMATOES
BANANAS

FRESH
LETTUCE
RADISH
RHUBARB
GREEN ONIONS

Finest Oranges and Lemons

HUGH WALKER & SON

Established 1861) **GUELPH, ONTARIO**

BUSTER BROWN



The Brand of Lemons

to order from the wholesale.



FOLLINA BROS., PACKERS

W. B. STRINGER, SALES AGENT.

good prices. The quality of all stocks is good and merchants are selling heavily.

Bananas	2 50	Oranges, Valencias	5 50
Cranberries, bbl	8 00	Pineapples, case	5 50
Cocoanuts, doz.	0 90	Raspberries, wash case	5 00
Lemons, Cal.	10 00	Currants, case	4 00
Peaches, case	1 75	Watermelons, dz	6 50
Apricots, case	2 00	Plums, blue, Cal case	2 25
Cherries, case	2 50		

Vegetables—Local grown stuff is coming in abundance and the trade is very heavy. Prices are not being reduced.

Asparagus, doz.	1 50	Onions, Egyptian, per lb.	0 04½
Butter beans, lb	0 15	Potatoes, new, bs	1 75
Carrots, doz.	0 30	Parsley, per doz.	0 25
Cabbage, new, lb	0 03	Radish, dozen	0 20
Cucumbers, doz.	1 25	Rhubarb, lb.	0 03
Lettuce, doz.	0 20	Tomatoes, crate	2 00
Mint, doz.	0 30		
Onions, green, per dozen	0 20		

Fish—The fish market is excellent and stocks are heavy in all the Manitoba fresh stuff. Whitefish has been advanced to 9 cents and quotations may be stronger soon. All other grades are moving well.

Halibut	0 09	Whitefish	0 09
Salmon Trout	0 11	Smoked—	
Whitefish	0 09	Bloaters, basket	1 50
Haddock	0 06	Fillets, lb	0 20
Lake Frozen—		Haddie, Finnan	0 08
Goldeyes	0 03½	Herring, Digby, bdls	0 95
Yellow Pickerel	0 07		
Pike	0 03½		

TORONTO.

Green Fruits—This market might well claim to be the centre of attraction just now, sharing first honors with vegetables. Some of the new fruits blaze forth for about two weeks and then are forgotten until midwinter when they are brought forth from cellars and storerooms in the form of preserves. Strawberries are practically off the market, having given place to raspberries. The latter have been arriving in fairly large quantities but the heavy shipments are still to come. The price has been hovering around 13 to 14 cents with some of the dealers getting 15 cents at times. A substantial reduction is expected by the trade, however, when the shipments are heaviest. Cherries, red and blackberries, gooseberries, etc., are all finding many buyers and as the stocks are generally good, business is entirely satisfactory. Blueberries are just beginning to come and while reports regarding the crop seem to be rather contradictory, the general opinion is a hopeful one. Wholesalers also claim that the crop of raspberries is well up to the average.

Imported fruits are also proving favorites with the public. Georgia peaches, Bartlett pears, plums, green gages, etc., are in good demand. Watermelons and cantaloupes are enjoying a good trade, but the condition of the latter upon arrival has at times been for a large part rather soggy. Lemons are firm, bananas are slightly higher and there is good business being done in oranges in spite of the supply of other fruit. The range in prices of the latter is exceptional, and the best quality stock is bringing a good figure.

Bananas	1 50 2 00	Gooseberries—	
Blueberries, bas	1 25 1 50	Large, per bas	1 00 1 25
Cantaloupes, Cal.—		Small, per bas	0 65 0 75
Pony crates	6 00	Grape Fruit—	
Large crates	7 50 8 00	California	3 75 4 75
Cherries, sour—		Lemons—	
Small basket	0 50	Verdelli	6 00 6 50
Large basket	1 00 1 25	Limes, box	1 25
Cherries, sweet—		Oranges—	
Small basket	0 50 0 75	Valencia	4 50
Large basket	1 00 1 75	Peaches—	
Cocoanuts, sack	4 50	Georgia	2 50
Red currants, small basket	0 75	California	1 25 1 50
Black currants, basket	1 50	Pears, box	3 50 4 00
Greengages, box	1 00 2 00	Pineapples, case	2 25 3 00
		Plums, case	1 50 1 75
		Raspberries	0 12 0 14
		Watermelon, ea.	0 40 0 50

Vegetables—Canadian stocks are coming in more plentifully every day, and although the demand seems to steadily increase, prices are somewhat easier. Tomatoes are more plentiful, although they have not yet crowded the imported variety off the market. Canadian tomatoes are reported doing well and a good harvest of them is expected. The garden crop has hardly got under way yet, but they will be received in a short time. Peas and beans are in good demand and likewise new potatoes. The latter have not yet reached their period of heavy production. The vegetable market is flourishing at present and there are no reports of waste stocks.

Beets, doz.	0 25 0 30	Potatoes, Virg.	2 50 2 75
Beans, wax, per 11-qt. basket	0 65 0 85	Parsley, per doz bunches	0 25 0 30
Cabbage, case—		Radishes, doz.	0 25
Canadian	1 75 2 00	Peas, green, per 11-qt. basket	0 35
Carrots, Canadian, doz.	0 30	Green peppers, basket	0 75
Cauliflower, dz.	2 25	Spinach, hamper	0 60
Cucumbers, bas	1 25	Tomatoes, Canadian, h.h., lb.	0 17½
Lettuce, Canadian, head	0 25 0 30	Turnips, bag	0 40
Onions—		Tomatoes, Texas crate 4 basket	1 25 1 75
Texas Bermudas per crate	2 00	Tomatoes, Can., basket 11 qt.	1 75
Egyptian, sack	3 00 3 25	New turnips, per 11-qt. basket	0 50
Potatoes, Ontario, bag	0 20 0 30		
Potatoes, Delaware	0 75		

Fish—There is a steady business in this market with demand centred around trout and whitefish. There have been no changes in prices.

FRESH CAUGHT FISH

Halibut	0 09 0 10	Steak cod	0 08
Salmon trout	0 11	Perch	0 07
White fish	0 11 0 12	Haddock	0 07
Herring	0 06	Mackerel	0 22 0 23

FROZEN LAKE FISH

Pickerel yellow	08	Pike	0 07
		Whitefish, frozen	0 09

OCEAN FISH (FROZEN)

Herring, per 100	1 5	Salmon, pink, per lb.	0 08
		" red	0 09

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Cod, Imperial, per lb.	0 05
Codfish, Bluenose, "	1 40	Fillets, per lb.	0 11
Cod steak, per lb.	0 07	Haddie, Finnan	0 07
		Quail on toast, per lb.	0 05

INSPECTION OF CANNED GOODS.

Provision Made For This When Goods Are For Export Or From One Province to Another.

Ottawa, July 21.—An order in Council was passed last week bringing into force regulations governing the inspection of preserved fruits, vegetables and milk under the meat and canned foods act. The regulations apply only to the inspection of canned foods for export from Canada, or from one province to another. They are similar to regulations now in force governing cleanliness and sanitary conditions in factories and slaughter houses handling meat for export trade.

It is provided that all operations in connection with the preparation or packing of products in establishments coming within the scope of the act shall be carried on with the strictest regard for cleanliness and public health. All fruits, vegetables, milk or other articles used for canning purposes must be in a wholesome condition, buildings must be kept clean and well lighted, no injurious drug, dye or preservative may be used, and all employes must be free from tuberculosis or any other communicable disease. All cans must have labels giving the name of the packer, the date of packing, and a true and corect description of the contents.

IMPORTANCE OF THE RETAILER.

"It seems pretty clear to-day, more than ever, that the individual retail grocer is the man of the future. Croakers say that his time is past, but careful observers reply that even in the face of huge monopolies, unscrupulous practices, and hustling methods, the individual grocer who makes a careful study of the needs of his customers, of the local conditions, and of the new opportunities for business, holds his own." The above is from the address of James Cooper, President of the Federation of Grocers' Association of the United Kingdom, at the recent twentieth annual conference.

SEASON 1908-9
Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

TRY LEARD'S LOBSTERS and CANNED CHICKEN
Write for Prices
W. A. LEARD
Summerside, - P.E.I.

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

CCC

Norwegian Canned Goods

"Concord" Norwegian Sardines

are distinguished by many exclusive features. We reject all but the very finest small fish, autumn caught. We handle the fish with the greatest care, pay every attention to sanitary details and use only the highest grade oil. They are the only sardines which have an extra cover for use after the tin has been opened. Each tin is guaranteed by the CONCORD CANNING CO. of Stavanger.

Send your order to any Wholesale Grocer

LIST OF AGENTS

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.





Especial Emphasis

should be laid on the fact that

BRUNSWICK BRAND SEA FOODS

are "quality" goods, and you had better be out of business rather than handle canned goods of doubtful quality!

In "Brunswick" Brand our scientific system of canning preserves the delicious natural flavor of the fish—a great selling point!

See that you have a full range on your shelves!

CONNORS BROS., LIMITED

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

Newfoundland's Trade and Her Great Possibilities

Special Representative of The Canadian Grocer Travels Over the Island—A Peep Into Her Vast Fishing and Other Industries—Big Importer of Flour and Possibilities for Canadian Millers.

By David Williams.

Newfoundland, Britain's oldest colony, the tenth largest island in the world, situated in the Gulf of St. Lawrence is sixty miles from the nearest point of Cape Breton and only sixteen hundred and forty miles from Ireland.

It is in the direct track of the great Atlantic liners between Europe and America; some of the steamers taking to the north of the island and some to the south.

This great country containing as it does 42,000 square miles and, as said above, Britain's oldest colony, is but sparely settled; the inhabited portion being almost all around the rugged and ragged coast with a few settlements at points along the rivers where lumbering and pulp and paper industries are carried on. The total population is estimated at 240,000 of whom nearly 90 per cent. gain their livelihood directly or indirectly by fishing.

The revenue of the country for government purposes for the current year is estimated at $3,200,000 and the public debt is about $88 per head of the population. This is about $22 higher than that of Canada but is low compared with some of its sister colonies. Although the progress of the country has been comparatively slow in comparison with that of her neighbor, Canada, much has been accomplished during recent years. There is a fine railway line running from St. John's on the eastern coast to a port on the west, 542 miles in length with branch lines to Harbor Grace and Corbonier and another to Placentia, a quaint old town on Placentia Bay and the ancient French capital of the island.

Has a Busy Capital.

St. John's, the present capital of Newfoundland is for its size one of the busiest places in America. Here the great bulk of the trade of the island is done. The chief exports are fish and the product of the seal catch with pulp and paper looming up in great proportion, while iron ore is exported in large quantities to Canada and the United States.

The great iron mines on the little island of Belle Island in Conception Bay, about three miles from the coast of Newfoundland and twelve miles from St. John's, are represented to be unsurpassed by anything in America. One million tons of iron ore are annually taken out of those mines by the Dominion Coal and Iron Co., and the Nova Scotia Iron and Steel Co., and it is estimated, on the best authority, there is a sufficient supply at that rate to last one hundred years.

Newfoundland not being as yet to any great extent an agricultural country, the bulk of her food supplies, outside of fish, are imported. Large quantities of dry goods and clothing are also imported, chiefly from England as are also the bulk of the groceries.

Flour Chief Among Imports.

Provisions, flour, oats, corn, hay and etc., are furnished by the United States and Canada. During the last year the colony imported $940,000 worth of hams, bacon and pork and $1,776,000 worth of flour. Of this a very large proportion comes from the United States that should be supplied by Canadian millers. In many lines of manufacture, such as canned goods, condensed milk and cream, cereals and prepared foods, Canadian exporters and manufacturers are left behind in the race, United States exporters getting a very large share of the trade.

Some of the reasons given by Newfoundland importers for this are, that U.S. shippers are more prompt in filling orders leaving supplies at the points of shipment by sea; another reason which appeared to apply chiefly to canned goods was that Canadian exporters refused to ship in small quantities while the U.S. competitor would send them whatever they required and in the quantities required. Another complaint sometimes heard from Newfoundland importers was the slowness of carriage by Canadian railways and steamboat lines after goods were shipped.

The policy of the government of the island is high tariff protection, 40 per cent. being the minimum figure on manufactured goods. Considering the growing market and trade of Newfoundland it would undoubtedly be a paying venture for some Canadian industries to establish branch factories there.

Has Brilliant Future.

That this comparatively little known country will develop into great proportions in the near future is beyond a doubt, there being a great tract of agricultural land as yet unbroken near the western coast. While timber and pulp

Tell Your Customers That:

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



The Original Fly Paper

For 25 years the Standard in quality

All others are Imitations

JAMAICA CIGARS and CIGARETTES

"La Retreat" Brand

Made from the finest and choicest tobacco.

La Retreat Factory Co.
7 Port Royal St.
Kingston, Jamaica, B. W. I.

Agent required for these Products in Canada.
Special inducement to financially responsible party.

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



wood exists in abundance in the interior, it is anticipated that minerals in extensive quantities will also be found there.

Any description of Newfoundland, however slight would be very incomplete without some reference to the great paper industry at Grand Falls about midway between the Atlantic and Gulf of St. Lawrence. This huge concern has established one of the largest pulp and paper mills in the world, employing thousands of men and are producing paper for the London Daily News, London Times and the other journals. The company also own about fifty miles of railway on the island over which trains are regularly run. They own a number of steamers plying between Newfoundland and British ports carrying the paper to London and bringing out supplies for their army of employes and their families. Grand Falls, where the mills are established, is growing in a manner that rivals any western town; whole rows of houses and stores have been erected to accommodate the rapidly increasing population.

BRIEF GROCERY ITEMS.

Business Changes Among the Canadian Trade—New Undertakings Launched, Others Come to Grief.

Ontario.

W. A. Foote, grocer, Hamilton, Ont., has assigned.

Frank Parr, grocer, West Lorne, Ont., has sold to Walter Logan.

Mrs. P. Currell, grocer, Ottawa, has effected a compromise.

E. O'Flaherty, grocer, Stratford, Ont., is succeeded by Agnes Writt.

Catharine Conally, grocer, Kennicott, Ont., is discontinuing business.

A. G. Malcolm, grocer, Wingham, Ont., has sold to McGillivray & Cunningham.

M. J. Mayberry, grocer, Newry, Ont., is removing to Carthage, Ont., about October, 1910.

T. Primeau & Co., grocers, Chatham, Ont., have dissolved partnership, Louise Primeau continuing.

Jas, A. Coleman, general merchant, Winger, Ont., is advertising his business for sale.

T. F. Dove, cash grocer and butcher, 335 Parliament Street, Toronto, has opened another store at 102 Wilton Ave. The latter will, in future, be their main store.

Quebec.

John Barclay, grocer, Montreal, has assigned.

J. A. Bastien & Co., grocers, Montreal, have registered.

O. Leger & Co., grocers, Montreal, have registered.

Zephirin Labelle, grocer, Montreal, passed away recently.

W. Whissell, general merchant, Rapide de L'Orignal, Que., has sold assets.

The assets of Raymond & Frere, wholesale grocers and liquors, St. Hyacinthe, Que., have been sold.

Western Canada.

Murray & Mitchell, grocers, Winnipeg, Man., have assigned.

J. Morris, grocer, Vancouver, B.C., is succeeded by G. Hacker.

M. A. McCormick has opened a general store at Kindersley, Sask.

W. P. Lauder, grocer, Vancouver, B. C., is succeeded by W. A. Wilkinson.

Thomas Stait, general merchant, Kawende, Man., has sold to J. T. Little.

Annable Toupin, general merchant, St. Agathe, Man., has sold to Jos. Toyall.

Galbraith & Heness, grocers, Vancouver, B.C., have sold to W. Davey.

Van Patten & Webb, general merchants, Kylemore, Sask., have dissolved.

J. A. Grose, grocer and baker, Pilot Mound, Man., has sold to Miss MacConnell.

R. Mindel, general merchant, Lac du Bonnett, Man., has sold to Thomas Rowles.

Gillespie & Walker, grocers, Winnipeg, Ont., are succeeded by Hicks & Gillespie.

H. & G. Bittman have opened a grocery business at Dead Moose Lake, Sask.

The Misses Harrison have opened a grocery and confectionery business in Brandon, Man.

Maritime Provinces.

The Campbellton warehouse of Reed Co., Ltd., wholesale grocers, Moncton, N.B., destroyed in recent fire.

The warehouses of Baird & Peters, and Jones & Schofield, wholesale grocers, St. John, N.B., were also destroyed in the Campbellton conflagration.

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. **In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

ADDING MACHINE.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

AGENTS WANTED.

WANTED—Grocers to sell Nation's Custard Powder. Retail 5 cents per packet. ½ and 1-lb. patent measure tins. Gives big profit. Satisfies customers. Increases sales. Wholesale Agents:—Green & Co., Toronto; W. H. Escott, Winnipeg; W. H. Malkin Co., Vancouver. (34)

AGENCIES WANTED.

A FIRM OF COMMISSION AGENTS in Jamaica are desirous of representing Canadian firms manufacturing groceries, biscuits, condensed milk, etc. Can influence large turnover in these lines. Highest references given. Box 343, CANADIAN GROCER, Toronto. (tf)

MALE HELP WANTED.

WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

BUSINESS CHANCES.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover, $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

COUNTER CHECK BOOKS.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

MISCELLANEOUS.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

MISCELLANEOUS.

ATTRACTIVE fixtures sell your goods. Walker Bin Fixtures and Show Cases prove invaluable in economising store space, and by compelling custom, assist materially in effecting sales. Send for catalog. Estimates for fixtures submitted. Walker Bin and Store Fixture Company, Ltd., Berlin, Ont.

AT LAST—A really practical pencil sharpener. The "Spiro" sharpener built on a new principle, positively does not break the lead. Ten blades. Sharpener lasts a lifetime. Every pencil user needs one. Your pencil sharp in a second. Ask your stationer or write us direct. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

EVERY RETAIL MERCHANT should use a Typewriter and every retail merchant would use a Typewriter if he knew the liberal proposition we are prepared to make. A simple request will bring it. The Monarch Typewriter Co., Ltd., 98 King St. West, Toronto, Ont.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 134-139 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 134-139 University Ave., Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond 4-lb. tins, 2 doz. in case	$2 00
" 1-lb. tins, 3 " "	1 25
" ½-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz }	Per case
1 "	12 " }	$6 00
1 "	16 " }	



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ¼ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 60
" 5 lb.	23 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams Per doz		Peach	1 80
Strawberry	1 90	Pear	1 70
Raspberry	1 90	Jellies	
Black currant	1 80	Red currant	2 40
Red currant	1 80	Black currant	2 40
Raspberry & red currant	1 80	Crabapple	1 70
Raspberry and gooseberry	1 80	Plum	1 70
Damson plum, stoneless	1 70	Grape	1 70
Greengage plum, stoneless	1 70	Marmalade	
Gooseberry	1 80	Scotch	1 40
		Orange Jelly	1 75
		Green Fig	2 25
		Lemon	1 80
		Pineapple	2 25
		Ginger	2 25

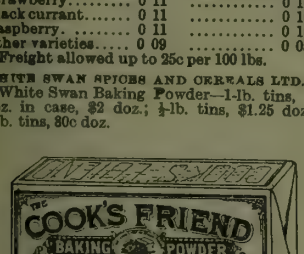
Pure Preserves—Bulk

5's & 7's per lb.	14's & 30's per lb.
Strawberry 0 11	0 10½
Black currant 0 11	0 10½
Raspberry 0 11	0 10½
Other varieties 0 09	0 08½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3 00.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00

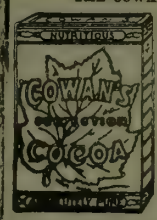


Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa— Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations or Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb.	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 24
" ½'s " " "	0 25
" 8's " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., ½-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Hurley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Soluble cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.

	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes	0 28
¼ lb. packages, assorted, in 5 lb. boxes	0 29
½ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb pails and boxes.	10, 25 and 50 lb. Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	.. .	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 18
Shredded	0 15
In packages 8-oz., 6 oz., 3-oz., lb.	0 [illegible]

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED.

"Jersey" brand evaporated cream per case (4 doz.)	$4 00
"Reindeer" brand per case (4 doz.)	5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 3 tumblers), $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 35
"Gilt Edge" in 2 lb. tins	0 32
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz.. $ 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 25
Medium blocks, dozen	1 40



	W.S.P.	Ret. P.
Ground or bean, 1lb	0 32	0 50
" ½lb	0 33	0 50
" ¼lb	0 29	0 40
" 1lb	0 30	0 40
" ½lb	0 22	0 30
" ¼lb	0 23	0 30

Packed in 3c and 50-lb. cases
Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	1 [illegible]
" " 10c cakes, 36 in box "	2 [illegible]
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, "	0 [illegible]
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal

$2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors),	doz.	1	00
2 "	"	1	75
3½ "	"	2	00
4 "	"	3	00
5 "	"	3	75
8 "	"	5	50
16 "	"	10	00
32 "	"	18	00

Discounts on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails, per lb.	0 06½
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 06½

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. 1$0. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 30 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (In glass Brand), No. 1½, $10; No. 2, $13 doz.

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lusture which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.



Fortify Your Position

as a grocer by adding to your shelves

2 in 1

The World's Best Shoe Polish

It produces a brilliant, lasting polish and is, moreover, waterproof.

"2 in 1" is a popular favorite and sells all the time.

See to Your Stocks.

The F. F. Dalley Co., Ltd.
HAMILTON, ONT., and BUFFALO, N.Y.

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream
(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE, ONT.

Molassine Meal

Molassine Dog and Puppy Cakes

Molassine Terrier, Hound and Puppy Meal

Molassine Chicken and Poultry Food

Are reliable foods for horses, cattle, dogs and poultry.

Sole Canadian Importer:

ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

R. B. Wiseman & Co.
123 Bannatyne Avenue East WINNIPEG, MAN.
Reference—Bank of Ottawa, Winnipeg

BROOMS OF QUALITY

WE make them! **YOU** should sell them!
YOUR customers will appreciate them! **OURS** do

and keep our factory going on FULL TIME

A postal will bring you information.

Walter Woods & Co. - **Hamilton and Winnipeg**

There's Genuine Pleasure

and liberal profit in selling

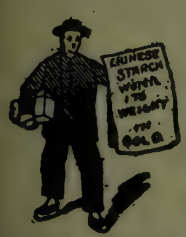
"WHITE LILY" BRAND MARSHMALLOW BISCUITS!

They are genuine satisfaction-givers because of their excellent flavor and the crisp and fresh condition in which they always reach the retailer. Put up in glass-front tin boxes and retail at 18c and 20c. Obtainable also in 20-lb. tins and in wood boxes. Other leading "White Lily" lines you can handle profitably are—CREAM SODAS, HAVELOCK LUNCH, JAMJAMS and PEOPLE'S FANCY MIXED.

Write for prices.

J. A. MARVEN, Limited - - Moncton, N.B.

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb. $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

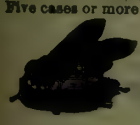
Soap
The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Fly Pads.
WILSON'S FLY PADS



In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.80; 5 boxes $3.75.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 12½
½-bbls.	0 12½
Tubs, 60 lbs.	0 12½
20-lb. Pails.	2 60
20-lb. tins	2 50
Cases 3-lb.	0 13½
" 5-lb.	0 13½
" 10-lb.	0 13½



F.O.B. Montreal.



GUNNS
"EASIFIRST"
LARD
COMPOUND.

Tierces	0 12
Tubs	0 12½
20-lb. pails	0 12⅝
20-lb. tins	0 12
10-lb. "	0 13⅛
5-lb. "	0 12⅝
3-lb. "	0 13
1-lb. cartons	13½

Licorice
NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy box, 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1
" " 100 sticks	....
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S
PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.
T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7½c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



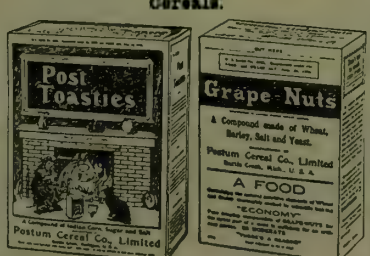
SHIRRIFF BRAND
"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25

Cereals.



Grape Nuts—No. 22, $3.00; No. 33, $4.50.
Post Toasties—No. 71, $2.45.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.90
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard
COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb. tins	"	2 50
" 1-lb. tins	"	5 00
Durham ¼-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ¼-lb. tins	per doz.	0 85
" ½-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45	dozen
Medium, cases 2 dozen	0 90	"
Large, cases 1 dozen	1 35	"

Olive Oil
LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 5 75
½ pts. 24's	3 50
¼ pts. 24's	4 25

Sauces
PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda
COW BRAND



Case of 1-lb. containing 60 packages, per box, $3 00
Case of ½-lb. containing 120 pkgs. per box, $3.00
Case of 1-lb and ½-lb. containing 36 1-lb. and 60 ½-lb. pkgs, per box $3.00
Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, " 120 ½-lb. "		2 60
No. 3, " {30 1-lb. " / {60 ½-lb. "		2 60

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 85
5 cases	2 85

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious! — *The Choicest of the Choice.*

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. — **Montreal**

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered) $3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

	Per lb
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 07
Barrels, 200 lb	0 06½
Kegs, 100 lb	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 7½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks in case	0 08
Kegs, ex. crystals, 100 lb	0 07
Brantford Gloss—	
1-lb. fancy boxes, cases 35 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

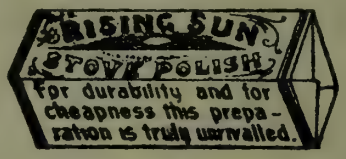
Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD
6a size, gross, $2.40. 2a size, gross, $2.50

Boot Polish

PACKARD'S BOOT AND SHOE POLISHES



Mon-Ami, $9 gross; Black "O," $9 gross; Large Combination, $20 per gross; Pony Combination, $10; French Glycerine, $9; Ladies' Special, $20; Pat. Lea. Cream $20 per gross.

Syrup

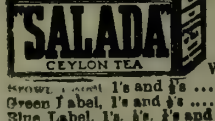
EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03½ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼-barrels, 175 lbs	0 03¾ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 75
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 35	0 50
Gold Label, ⅛'s	0 44	0 60
Red-Gold Label, ⅛'s	0 55	0 80

GEO. E. BRISTOL & CO.,
Hamilton, Ont.



EMPIRE PACKAGE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c. ..... 1s, 20c.; ½s, 21c.
30c. ..... 1s and ½s, 23c.
40c. ..... 1s and ½s, 28c.
50c. ..... 1s and ½s, 35c.
75c. ..... 1s and ½s, Vulcan, 50c.

100 lb. lots freight paid.



Blue Label, 1's	[illegible]	0 35
Orange Label, 1's and ½'s	0 28	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, 1's and ½'s	0 55	0 80
Embossed, ½'s and ¼'s	007	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

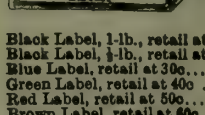
Canisters			
Gold Tins, 5's	35c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	36c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.	
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb	



MELAGAMA TEA

MINTO BROS., 45 Front St. East

Black, green, mixed—⅛s, wholesale 70c., retail $1; ¼s, 55c. and 80c.; ½s, 44c. and 60c.; 1 lb sand ½s, 40c. and 60c.; ½s, 38c. and 50c.; 1 lbs. and ½s, 35c. and 50c.; 1 lb., ½s, 30c. and 40c.; ½s, 32c. and 40c.; ½s, 25c. and 30c.; 1 lbs., 24c. and 30c. We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
½-lb. paper pkgs., 4 doz. in case	$0 90
¼-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ½-lb. paper pkgs. / 2 doz. ¼-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40; Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90; Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

—BUY—

Star Brand

Cotton Clothes Lines

—AND—

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better.

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

THE

WALKER PATENTED BINS

"WALKER BIN"

WALKER PATENTED BINS

SYSTEM

Provides for the Complete Equipment of the Modern Grocery.

Write for Illustrated Catalogue showing some of the stores we have fitted up.

Walker Bin & Store Fixture Co. LIMITED

BERLIN : ONTARIO

You Can't Get

away from the fact that it pays to use quality goods

SUPERFINE LINEN RECORD

MADE IN CANADA

LEADS THE WAY IN QUALITY

We have just issued a new sample book which will be mailed on request.

THE ROLLAND PAPER COMPANY, LIMITED

GENERAL OFFICES:
53 St. Sulpice Street
MONTREAL, P.Q.

MILLS AT
ST. Jerome, P.Q.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the **PUREST**, contains **LEAST MOISTURE** and therefore **GOES FURTHEST** of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

SALT

Careful Shipment
Highest Grades
Complete Assortment

Oldest Salt House in Canada.

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

WETHEY'S Condensed Mince Meat

Wrapped in sanitary packages.
Absolutely dust-proof.
3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

Charge All Phone Messages to us

Travellers' Holidays are on the next two weeks.

USE THIS NOW



GEO. E. BRISTOL & CO.
Wholesale Grocers
HAMILTON - - ONTARIO

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. London, Eng.: 88 Fleet St., E.C. Toronto: 143-149 University Ave. New York: Rooms 1109-1111, 160 Broadway. Winnipeg: 511 Union Bank Building

VOL. XXIV. PUBLICATION OFFICE: TORONTO, JULY 29, 1910. NO. 30.

KEEN'S OXFORD BLUE



In every civilized country **KEEN'S OXFORD BLUE** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For Sale by all the Canadian Jobbing Trade.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

A PROFITABLE PAIR

BENSON'S "Prepared" Corn STARCH

and

EDWARDSBURG "Silver Gloss" STARCH

They are the leading laundry and cooking starches in Canada, and are noted for their purity and ease in handling. See to your stocks.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front Street East, Toronto, Ont. Works: Cardinal, Ont. 164 St. James St., Montreal

As
Caller Herrin'
Stands for
Fresh Herring
So does



MACONOCHIE

Stand for

Quality and Value

Pickles
Peels
Fish
and
Jams

Are World-wide favorites



Pan Yan Pickle
Pan Yan Sauce
Worcester Sauce
and
Bloater Paste

Are well-known Specialties

FOR SALE BY ALL UP-TO-DATE JOBBERS

CANADIAN AND UNITED STATES REPRESENTATIVES

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO - - CANADA

The Best Only—Always the Best

"THISTLE"

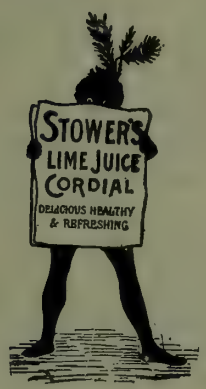
The Brand that sells solely on its recognized merit, which was gained by conscientious effort to maintain

Unvarying Quality

Clean, Wholesome Haddie that win confidence and hold permanent trade. The brand that sells---the "Thistle"

HADDIE

"STOWER'S"
LIME JUICE CORDIAL
is sweetened to suit the most fastidious palates. No hunting for sugar. Add water and you have the best and most wholesome summer drink.
Palatable---Profitable
Has No Musty Flavor.



"STOWER'S"
LIME JUICE
"Concentrated"
Strongest and Best.
Palatable---Profitable.
No Musty Flavor.

TAYLOR'S

Candied and Drained Peels, produced by specialists in this one thing from year's end to year's end. Their

Unvarying Quality

has won an enviable reputation among the elect. The entire time of the makers is devoted to maintaining the standard

PEELS

"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN"

Remember this one sure fact,
every time you try to sell inferior quality, and what it really means to your success.

Arthur P. Tippet & Co.



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

—

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

CLARE, LITTLE & CO.,

WESTERN DISTRIBUTORS

Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON,
Western Canada

H. B. BORBRIDGE

Wholesale and Retail Grocery Broker

OTTAWA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

Live Representation !

Do not neglect the Eastern Townships. Am open for another good agency. Know the trade. Have three travelers.

E. H. BOWEN, SHERBROOKE, QUE.
Manufacturers' Agent and Broker.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

SALMON—We can quote you on different lines, and as salmon is likely to be very much higher, our prices will interest you.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

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IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

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Grocery Brokers and Agents

Established 1885

Canadian Manufacturers and Exporters

Are you aware of the fact that there are 4½ millions Irishmen prepared to buy Canadian Goods?

Don't you want some of this business?

You can get into touch with 5,000 distributors every week by advertising in THE IRISH GROCER, DRUG, PROVISION and GENERAL TRADES' JOURNAL, the best known general store and grocery paper in Ireland. Write for sample copy and particulars to

10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

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Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

ARRIVING IN STORE

1 Car Purnell & Panter's celebrated English Pickles and Vinegar, all sizes.

Lind Brokerage Company

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THE HARRY HORNE CO.

Grocery Brokers and Manufacturers' Agents.

309-311 King St. West, - - Toronto

Leading manufacturers of Grocery Specialties desirous of extending their business, should write us at once. Correspondence solicited from Foreign Firms.

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

CORRESPONDENCE SOLICITED

H. G. Spurgeon

Manufacturers' Agent

P.O. Box 1812 WINNIPEG, MAN

DO YOU WANT REPRESENTATION IN

WINNIPEG

Where Business is Booming ?

BAWLF, DAVEY & CO.

Wholesale Grocery Brokers.

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to the Retailer Track connections with all Railroads.

Canned SALMON—

NOW— is the time to buy

Either for present delivery or for new pack for fall shipment, we are in a position to quote interesting prices on

"ANCHOR" brand—the finest Fraser River Sockeye

"GOLD MEDAL" brand—fancy Northern Sockeye

"RED STAR" brand—a very choice Cohoe

"BIG HORN" brand—choice humpback

You can be sure of one thing— You will not buy any cheaper than you can to-day. SEND US YOUR ORDER NOW.

EBY-BLAIN, LIMITED

Wholesale Grocers - - - - - Toronto

Steps to a Satisfactory Tea-Trade

And you will obtain a satisfactory and permanent tea-trade.

Employ the most effective sales-method at your command.

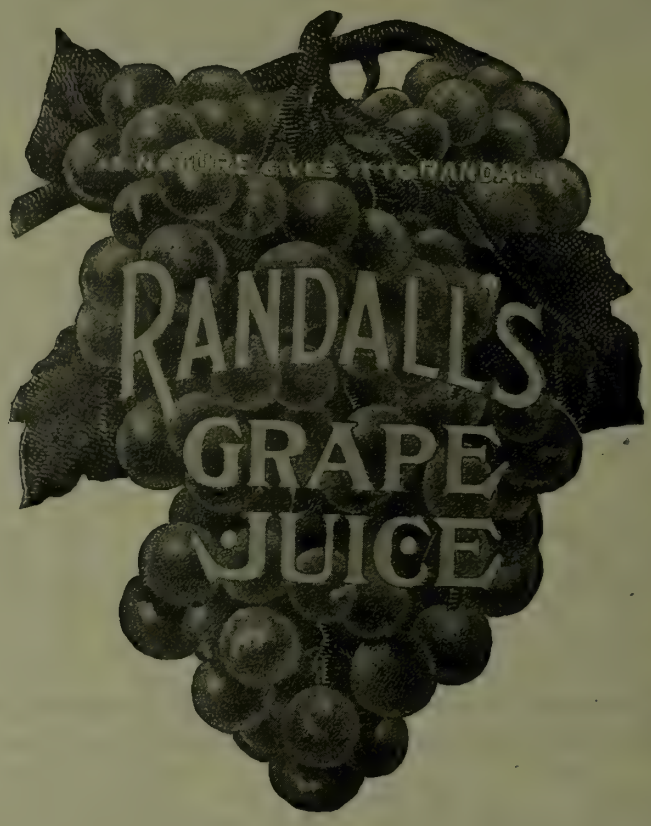
A tea that is always reliable.

Select a brand that has well earned merit.

The Blue Ribbon Tea Co., Limited : Montreal Canada

Pure-Unadulterated

Randall's Grape Juice



Search history back through the dim, bygone ages, and ever will be found mention of grapes, and the preserved juice of grapes—wine. Even primitive man recognized the tonic, invigorating properties of the grape, but to him, and until now, the art of preserving its juice without alcoholic fermentation was unknown. So that, through all time, to get the benefit of the life-giving nectar contained in the fruit, man has been obliged to poison his system with alcohol. By the Randall process all this is changed. To-day you can offer to your customers, at a very moderate price, THE PURE JUICE OF THE CANADIAN CONCORD GRAPE, SIMPLY PRESERVED BY STERILIZATION, and ABSOLUTELY FREE FROM ALCOHOL OR ANY ADULTERATION WHATEVER.

Randall's Grape Juice

in bouquet and flavour rivals the rarest vintages of wine.

WILL IT SELL? TRY IT. TRY IT NOW, and MAKE AN HONEST EXTRA PROFIT.

Made from Randall's Grape Juice are

Randall's Carbo Grapo Syrup Randall's Grape Ale Syrup

Cases of two dozen pint bottles cost **$4.75** per case. Write for price list of other sizes.

Sold by the Grocery and Drug Jobbers Everywhere.

The Randall Grape Juice Company, Ltd.

JORDAN, ONTARIO

C. L. MARSHALL & CO., Toronto, Representatives

WHEN you buy your Canned Goods, see that you get those packed by Dominion Canners, Limited. Quality is guaranteed. You take no risks.

Leading Brands :

"Aylmer"
"Little Chief"
"Log Cabin"
"Simcoe"
"Delhi"

ETC.

DOMINION CANNERS
LIMITED
HAMILTON.

ABSOLUTE PROOF that the Grocer Can Depend on QUALITY and CONDITION of

Campbell's SOUPS

Extract from Dominion Government Report on Canned Soup.

Bulletin No. 204, March 24th, 1910, Inland Revenue Department.

Out of 150 samples of all brands of soups analyzed at Ottawa, 26 samples were CAMPBELL'S, and the result of the analysis is shown as follows:

CAMPBELL'S SOUPS

1. Condition of Contents—"Good" 100%
2. Metallic Contamination—"None"
3. Condition of Can—"Good"

This analysis proves the purity and condition of CAMPBELL'S SOUPS will bear out the highest recommendation you can give them, and you can depend on them giving satisfaction in all cases. Sell them whenever possible.

JOSEPH CAMPBELL COMPANY
CAMDEN, N.J.

"21 Kinds—Look for the Red-and-White Label."

ROSE & LAFLAMME, Limited, 400 St. Paul St., MONTREAL, CANADA,
Sales Agency for Provinces of Quebec and Ontario.



Your Attention!



These goods we can highly recommend for quality and attractive style of packages.

The range is a large one, including Ox Tongues, Potted Meats, Galantines, etc., put up in both glass and tin.

Price list on application.

Poulton & Noel Limited

ENGLISH PRESERVED PROVISION MANUFACTURERS

LONDON, ENGLAND

Rose & Laflamme, Limited, Montreal & Toronto

CANADIAN SELLING AGENTS

If We Could Show You



just how and where our vinegar is made, you'd understand why it has won such distinction on both British and Canadian markets.

The best can't be beaten, and our

Pure Malt Vinegar

is par excellence the finest product offered. Submitted to any test, domestic, commercial or chemical, it still makes good and retains its high standard. Order now from nearest wholesaler or agent.

CANADIAN AGENTS:
Messrs. Martin & Robertson, Vancouver and Victoria, B.C.
Messrs. W. L. Mackenzie & Co., Ross Ave., Winnipeg.
MacGreegor Specialty Co., 437 Parliament St, Toronto
Mr. Kenneth H. Munro, Montreal.
Mr. L. A. Gastonguay, 60 Bedford Row, Halifax, N.S.
W. A. Simonds. 89 Union Street, St. John, N.B.

White Cottell & Co.

CAMBERWELL, S.E., LONDON, ENG.

Quality, Purity and Cleanliness

Just how heavily these count is attested by the fact that the best merchants always give the preference to Borden's Brands, and by the further fact that the great majority of consumers will consider no others.



The Original



Leaders of Quality for Over 50 Years.

Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macauley & Co., Vancouver, Victoria, Nelson and Calgary.

Buy "The Powder With a Pedigree"

COOK'S FRIEND BAKING POWDER

A Leader for 50 Years

because of its unwavering high-grade quality and uniformity.

Always the same price and always gives the same satisfactory results.

No questionable ingredients used, and positively "Contains No Alum."

W. D. McLAREN, Limited

MONTREAL



Balaklava Brand Beans

Are the pick of the crop, put up in a sanitary factory by experts who know how to pack them so as to make them most delicious.

WITH OR WITHOUT TOMATO SAUCE.

The Eastern Canning Co.

Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. O. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

You Won't Be Getting a Call From Our Travellers

for the next two weeks, as this is the holiday season fixed by the Wholesale Grocers. There is no need, however, to run short of our lines.



Just fill in your requirements on the form printed on this ad., and mail to us. We will give your favors the promptest attention.

The Richards Pure Soap Co., Ltd.

Woodstock, Ontario

Agent for Toronto and Hamilton:

Mr. Hutchison, Omand Mfg. Co., Toronto

....Cases RICHARDS PURE SOAP
....Cases QUICK NAPTHA SOAP
....Cases SNOW-FLAKE CHIPS (100 pkgs)
....Cases TELEPHONE SOAP (100 cakes)
....Cases COMET SOAP (100 cakes)
....Cases GOLD DUST SOAP (30 2lb. bars)
....Bbls. SNOW FLAKE CHIPS (loose)
....Boxes 50 Lbs. SNOW-FLAKE CHIPS (loose)
....Boxes NEUTRAL SOAP CHIPS "
....Bbls. NEUTRAL SOAP CHIPS "
....Cases AMMONIA POWDER (3doz. in cartons)
....Cases 100% PURE LYE (4 doz. in tins)

Toilet Soaps

.....Gross 33% GLYCERINE (3 to box)
.....Gross TWIN-BAR CASTILE (loose)
.....Gross TWIN-BAR OATMEAL (loose)
.....Gross SKIN-FOOD GLYCERINE (loose)
.....Gross SULPHUR CREAM (loose)
.....Gross CARBOLIC (single cartons)
.....Gross MECHANICS PINE TAR (single cartons)
.....Gross BUTTERMILK & GLYCERINE (3 to box)
.....Cases MEDICATED TABLETS (2 gross to case)

Your best advertisement lies in pleasing your customers. Very easily done if you sell them



"NUGGET" (Waterproof) POLISHES



ON SALE ALL OVER THE WORLD

THE NUGGET POLISH CO., LIMITED

TORONTO :: :: :: HALIFAX

Gossages' Magical Soap



The Best, The Sweetest
and The Cheapest
Free Lathering Soap
in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

WE WISH TO ANNOUNCE TO THE TRADE that we are in a position to handle a greater volume of business this season than ever before. We pack a full line of high-grade Fruits, Vegetables and Side Lines and are in a position to look after your interests no matter how varied the assortment required. Communicate with us before booking your order. Invest two cents and be convinced that we can save you Dollars.

ESSEX BRAND IS KNOWN TO ALL THE TRADE

Essex Canning & Preserving Co.

Essex, Ont.

"Edinburgh's Pride"



EVERY BOTTLE OF

Symington's "Edinburgh" Coffee Essence

does credit to the makers and the city of production. Every bottle gives satisfaction and helps to create further demand.

Our **ESSENCE OF COFFEE AND CHICORY** gives wonderful value. One bottle makes 40 cups of delicious coffee, fit for any connoisseur.

Recommend it for camping parties and Summer outings. It always pleases.

Thos. Symington & Co.

EDINBURGH

AGENTS FOR ONTARIO—

Messrs. W. B. Bayley & Co., - - Toronto

AGENTS FOR QUEBEC—

Messrs. F. L. Benedict & Co., - - Montreal

COUNTER CHECK BOOKS

Write for samples and prices; we are now in a position to give better service, with no advance in price.

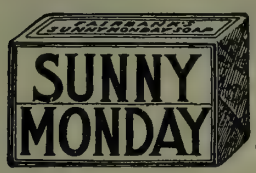
F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 **Phone Uptown 5962**











Fairbank's Famous Five

Your stock is not complete without Fairbank's Famous Five Products, viz. :

Fairbank's Gold Dust Washing Powder
" Fairy Soap (for Toilet and Bath)
" Glycerine Tar Soap
" Sunny Monday Laundry Soap (contains no rosin)
" Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

WRITE FOR PRICES

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA

TO WIDE-AWAKE GROCERS

WED BvD M

TASTE THE TASTE OF FROU-FROU

Frou-Frou is now being nationally advertised

This advertising is reaching your customers, amongst others, and it is to your advantage to stock Frou-Frou, because few articles show you such a handsome profit as does this Dutch Biscuit, the peer of all wafers.

Not only is the profit—under our price protection plan—such as to induce every grocer in the Dominion to stock Frou-Frou, but its sale is assured right from the start, and you will find the public ready and glad to pay a fair price—a few pennies more per lb.—for a wafer that soars so high in quality above all others.

The smooth, rich flavor of Frou-Frou is a revelation to those who only know the taste of the ordinary every-day filled wafer.

You owe the introduction of Frou-Frou to your customers, and to your own business.

FREE OFFER

We will furnish you, free of charge, with absolute proof of our claim that Frou-Frou is the most delicious, tempting morsel of goodness that ever left a baker's hands, by sending you, upon receipt of your name and address, a sample of this Dutch Wafer of indescribable charm.

TASTE THE TASTE OF FROU-FROU

MACGREEGOR SPECIALTY CO.

Canadian Distributors TORONTO, ONT.

PERRIN'S

RED LABEL PACKAGE



20 CENT TINS

GRAHAM WAFERS

DELICIOUS GOODS, HANDSOME PACKAGES

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., *"the other fellow"* will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound.

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Limited, Calgary, Alta.
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

When you buy

Redpath

Extra Granulated Sugar, you secure the results of the latest process, of modern machinery and of years of experience.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

EMPRESS BRAND JAMS

20-oz. Glass Jars—1909 Fruit

The attractive appearance sells them. Their delicious taste brings the customers back for more. TRY THEM. That's all we want. We are sure of your future orders once you have had the

EMPRESS BRAND

WRITE US FOR PRICES

Empress Manufacturing Co.
Limited

VANCOUVER, B.C.

JAPAN TEAS

Medium grades of New Crop are due to arrive in a few days.
Samples are now in.

S. T. NISHIMURA & COMPANY
MONTREAL & JAPAN

Northern Ontario Merchants

YOU ARE AFTER LARGER PROFITS

Let us show that

YOU CAN INCREASE YOUR PROFITS FROM 5% to 10%

A. J. Young, Ltd.

Wholesale Grocers and Provision Merchants.



WE ARE AFTER YOUR TRADE

OUR GOODS are at your door

Trade with us to YOUR ADVANTAGE

North Bay Cobalt and Sudbury

MASON'S No. 1 SAUCE

Sauce That Satisfies

That's a good description of No. 1 Sauce, because it not only satisfies the palates of your customers, but it leaves satisfaction and profit behind for you.

It is made of absolutely pure ingredients in a specially clean and efficiently fitted factory.

Stock and recommend this delightful Sauce! There's a worth-while profit for the retailer.

Send for Samples and Details.

MASONS LIMITED

25 MELINDA STREET - TORONTO

Agents Wanted where not Represented

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

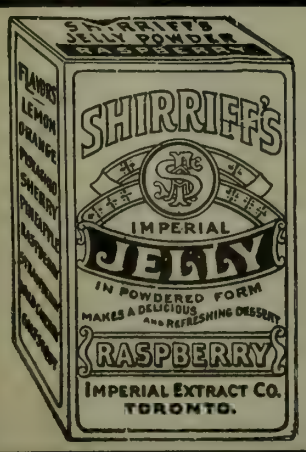
¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London



It is to your own profit and credit

to handle a superior brand of Jelly Powders, and no line will prove so satisfactory as

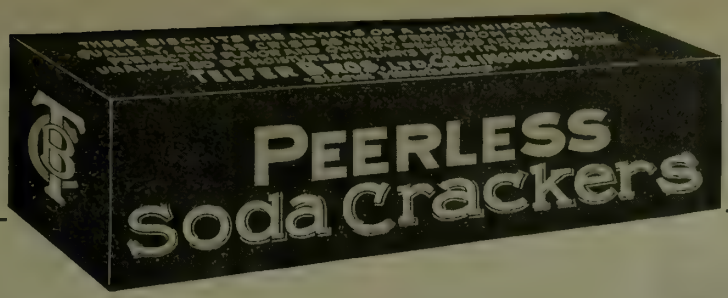
SHIRRIFF'S JELLY POWDERS

This well-known brand is always reliable, easy and quick to handle, and retains in a large degree the natural flavor of the fruit.

Order from Your Jobber or Direct

Imperial Extract Co., 8, 10, 12 Matilda St., **Toronto**

Retails 10c. a Package.



This handsome package contains the Soda Cracker with a flavor--

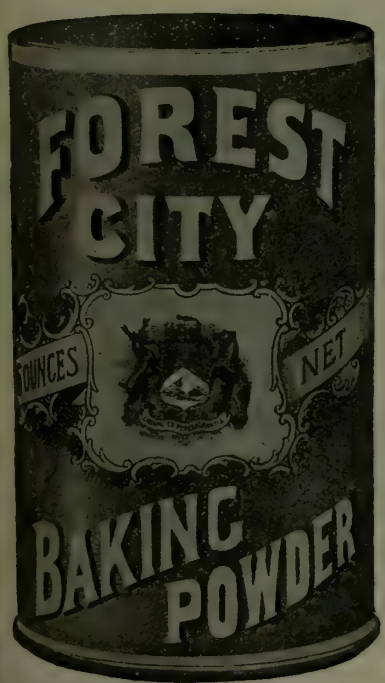
Red Label Soda Crackers, Crisp, Dainty and Wholesome.

You're sure of their quality, flavor, goodness, cleanliness and freshness. Manufacturers also of all kinds of dainty and high grade biscuits.

TELFER BROS., LIMITED, - COLLINGWOOD, ONT.

Branches: Toronto, Winnipeg, Hamilton, Fort William

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By
GORMAN ECKERT & CO., Limited
London & Winnipeg

DID YOU EVER

come across a woman who wasn't glad to save labor on wash day? Sell her

ASEPTO
Soap Powder

The Enemy of Dirt

Asepto will lighten her labor and earn for you the housewife's goodwill.

Order to-day through your wholesaler

Agents: Rose & Laflamme, Ltd.
MONTREAL

Asepto Mfg. Co. - St John, N.B.

THERE'S a reason why

Canada First Evaporated Cream

sells so well throughout the year. Customers know that the process of manufacture is as perfect as care, skill and cleanliness can make it, and the canning in air-tight sanitary cans, without the use of acid or solder, uniformly safe. Stock and recommend this splendid selling line.

Order from your wholesaler.



The Aylmer Condensed Milk Co., Ltd., Aylmer, Ont.

Tartan BRAND

WHILE the travellers are away on their vacation, we will appreciate your orders by mail, phone or telegraph. All goods shipped same day as order is received.

PHONE AT OUR EXPENSE—

Numbers 596
1996
1997
1804
Night Phone 1807

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

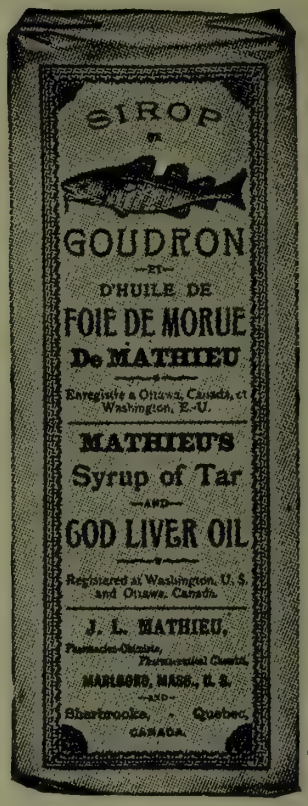
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

MR. GROCER—

ONE MOMENT!

When next you're ordering Salt—just remember that well-advertised, guaranteed, and profitable brand:

CENTURY SALT

Your customers are being told its merits in bright, snappy newspaper advertisements. Then, again, Century Salt *is real good, pure salt.* Then, too, we deliver quickly, anywhere. But first get our price list.

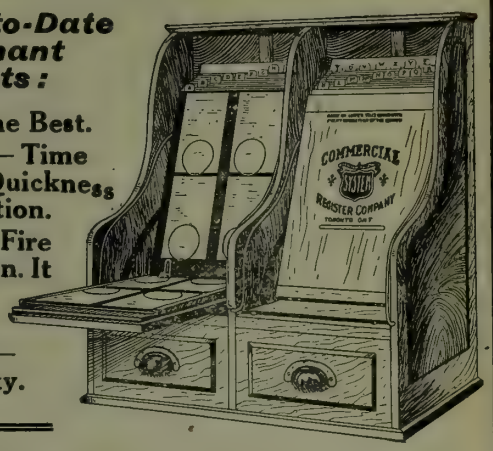
DOMINION SALT CO., Limited

Mfrs. and Shippers, SARNIA, ONT.

The Commercial Account Register

The Up-to-Date Merchant Wants:

FIRST—The Best.
SECOND — Time Saver, Quickness in operation.
THIRD—Fire Protection. It must fit his safe.
FOURTH—Durability.



THE COMMERCIAL

has all the above features. Besides, it is equipped with the PATENT AUTOMATIC and indestructible sheet holder, PATENTED "locked" slip holder, and will LAST A BUSINESS LIFETIME.

It is the only perfect one-writing system. Does away with posting and statements. The BEST COLLECTOR known.

Thousands in use in Canada and the United States. Send postal for catalogue.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

Royal Salad Dressing

Grocers say "People no longer consider ROYAL SALAD DRESSING a luxury, it's a necessity."

No table relish is so sure to please.

It attracts the kind of trade that buy the best.

Made in Canada by

The Horton-Cato Mfg. Co.
Windsor, :: :: Ontario

NO SPRINGS



MADE IN CANADA

70,000 Now in Use

After 9 Years' Test and Its Adoption by the World's Greatest Merchants

The Toledo Scale

Is Now the Recognized Standard.

1. It is Automatic.
2. It contains No Springs.
3. It is always reliable—not affected by temperature.
4. Guarantees Honest Weight.
5. Pleases Customers and Brings Trade.
6. Saves Money, Time and Labor.
7. Is Most Beautiful and Attractive.

105 Styles and Sizes for all kinds of Stores
PRICES $40 UP.

S. S. Kresge, using 150 Toledo Scales, says:—

"After a thorough demonstration and practical test of your Toledo Scales, we placed orders for a total of 150 Toledo Springless Automatic Scales for use in our system of stores throughout the United States. This, we think, is evidence enough that we consider the Toledo the best."

S. S. KRESGE,
By C. V. VanDusen

Scales of all makes taken in exchange rebuilt and for sale cheap.
Send for Catalogue, Free.

Toledo Computing Scale Co.
Makers of Honest Scales
TOLEDO, - - OHIO

CANADIAN OFFICES:
Toronto, Montreal, Winnipeg, Calgary, Moose Jaw, Edmonton, Saskatoon, St. Thomas, Vancouver.

Canadian Factory, Windsor, Ont.



MADE IN CANADA

NO SPRINGS

ONCE

YOUR CUSTOMERS

BUY A TIN OF

WHITE SWAN COFFEE

THEY WILL

RECOGNIZE ITS WORTH

AND USE IT ALWAYS.

PACKED IN HANDSOME SQUARE ONE POUND TINS. 2 OR 4 DOZ. PER CASE.

WHITE SWAN SPICES & CEREALS, LIMITED
TORONTO

TRADE MARK KEYSTONE BRAND REGISTERED

Any Broom bearing the Keystone trade-mark can be relied upon to give satisfaction, and you can place it in the hands of a customer with an assurance that there will be no complaint about its wearing qualities. If, however, you desire to handle the very best that can be produced, select the

"Klondike" and "Jubilee"

Manufactured by

Stevens-Hepner Co., Limited

Port Elgin, Ontario, Canada

Durability **Finish**



Fast Grinding **Easy Adjustment**

These are some of the features which recommend the

ELGIN NATIONAL COFFEE MILL

to a place of prominence in your store. The "Elgin" is equipped with the new style force feed steel grinders, and has special adjuster device for regulating the grinding. An ornament and attraction to any store.

Ask any of the following jobbers for Descriptive Catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK. Campbell Bros. & Wilson.
MONTREAL—The Canadian Fairbanks Co. (and branches.)

WOODRUFF & EDWARDS CO., Elgin, Illinois

Fortune in Foresight



Quality

in the Canned Fish you are handling is a most important matter, and you can obtain and hold the best of the family trade if you are selling

KING OSCAR SARDINES

Show your foresight by pushing these fish. They are pure, sweet, wholesome, well packed and attractively gotten up and never fail to satisfy.

Stock your shelves liberally with "King Oscar" Brand.

CANADIAN AGENTS

J. W. Bickle & Greening
(J. A. Henderson)
Hamilton, - - Ont.

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London.
A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE,
LONDON, E., ENG.

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

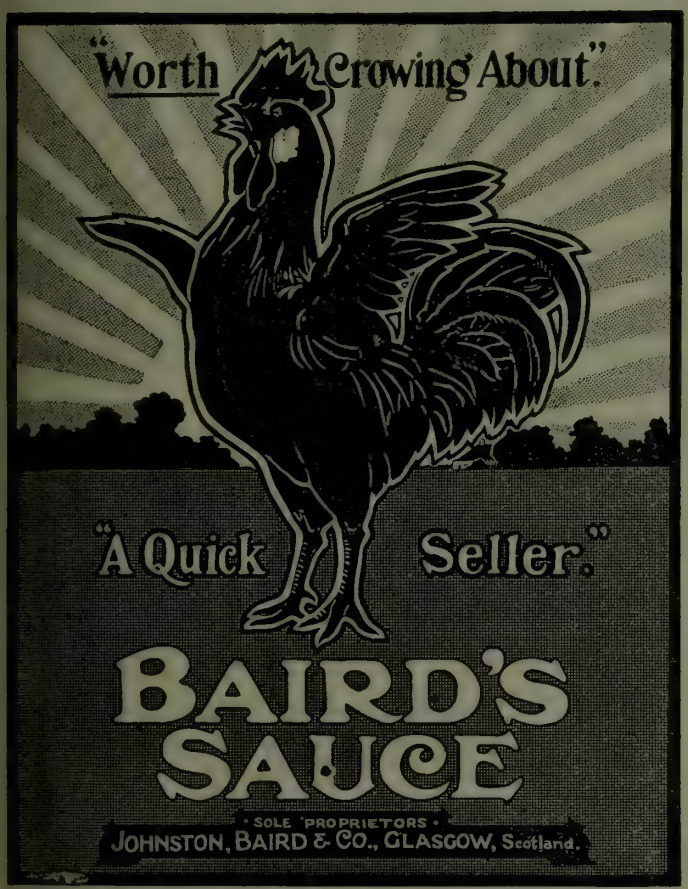


QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA



Agents :—Maclure & Langley, Ltd., 12 Front E., Toronto—604 Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R. Robertson & Co., Vancouver and Victoria

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA

You'll Hit the Bull's Eye

on the "Popular Taste" Target if you are selling

AURORA COFFEE!

The distinctive quality, aroma and flavor of "AURORA" Coffee have made it a prime public favorite, and its retailing price of **40c.** leaves you a "well-worth-while" profit. See to your stocks.

W. H. GILLARD & CO., Hamilton, Ont.

BRANCH—SAULT STE. MARIE





Rowat's Lines Always Sell Quickly

PROPRIETORS

ROWAT & CO.

GLASGOW, SCOTLAND

Canadian Distributors:— Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc.
Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Blackberries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

"The Can Without The Cap Hole"
"Bottom like The Top"

Write for Samples

Sanitary Can Company, Ltd.

Niagara Falls, - - Ontario

ESPECIAL EMPHASIS

should be laid on the fact that

SNAP

does its work *honestly!*

There are no half measures in the way SNAP removes every vestige of tar, dirt, grease or paint from soiled hands. And it is, moreover, antiseptic, and beneficial to the skin.

SNAP SELLS ALL THE TIME!

TRY IT!

SNAP CO. LIMITED



Montreal, Que.

GET BUSY

after the owners of Soda Fountains in your district and cater for their Fountain Supplies. We are the actual manufacturers of all the best-known fountain fruits and fruit juices, which are made in an up-to-date sanitary factory by our special process.

Fountain Sterling BRAND **Supplies**

They are prepared from selected ripe fruits exclusively, and retain their natural aroma and flavour of the fruit to a remarkable degree. A line every grocer can recommend and handle with profit.

The T. A. Lytle Co. Limited
Sterling Road
Toronto

Something that Interests Grocers

A "GALT" EMBOSSED STEEL CEILING is an essential in any modern store.

It adds a touch of beauty and dignity to the interior of your store that nothing else can. No trouble to get a design that will harmonize with your fixtures and equipment.

A "GALT" METAL CEILING, however, is not merely an ornament. Its *practical* advantages appeal particularly to shrewd business-men. It is fireproof; will not stain, crack or fall down; it is unaffected by heat, dampness or vibration.

A "GALT" CEILING is moderate in cost and, if necessary, may be applied over a wood or plaster ceiling without interrupting business.

Send sketch and measurements of your ceiling for quotation and catlalog "A-3," showing hundreds of designs.

The Galt Art Metal Co., Ltd.
Galt, Ont.

"Pansy" and "Daphne"
(FANCY) (CHOICE)

SEEDED RAISINS and EVAPORATED FRUITS



are put up in Calfornia, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.
California

McLean's
"The Name"

AND THE PACKAGE
TO THE RIGHT

The Canadian Cocoanut Co.
Sole Makers
MONTREAL





A PULL TURNS ON THE LIGHT

Better than electricity or city gas, cheaper than coal oil or candles. Steady, white, brilliant; ¼ cent per hour for 500 candle power.
Lighted or extinguished by a pull of chain and regulated to any desired candle power in the same way.
Absolutely Safe, permitted by all insurance companies. **More Light Means More Business.**
Delivered ready for any one to install.
Write now for circular and special price to merchant direct.
For stores, homes, churches, hotels, etc. First class agents wanted.

MACLAREN & CO.
Gasoline Lighting Systems
MERRIKVILLE, ONT.

You can sell Purnell's Sauces, Vinegar and Pickles



to your particular customer because their reputation is based on general quality and right packing.

They are a line that are genuine satisfaction-givers, and they leave the grocer a very liberal margin of profit.

They are general favourites and are more in demand than any similar imported line.



See to Your Stocks!

All Good Jobbers handle

PURNELL'S Pure Products

Canadian Agents:
Charlottetown, P.E.I., Horace Haszard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. D. Bonhomme, 131 St. Peter St.; Toronto; Lind Brokerage Co., 73 Front St. E., Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., cor. Cordova and Homer Sts.



Tell this to the WOMEN

By using Minute Tapioca a first-class, delicious summer dessert can be produced in fifteen minutes.

Minute Tapioca does not require soaking—ready for instant use right from the package. One package of

MINUTE TAPIOCA

makes six full quarts of a pudding that is unusually delicious in taste and appetizing in appearance. MINUTE TAPIOCA is absolutely pure and is put up in the largest and most sanitary tapioca factory in the world.

Ask your jobber for MINUTE TAPIOCA

Minute Tapioca Co., Orange, Mass.



A STRONG COMBINATION:—

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery.

Write for Illustrated Catalogue "Modern Grocery Fixtures".

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Sell Twining's Teas!

FROM PALACE TO COTTAGE

the palates of particular people are being delighted by drinking

TWINING'S TEAS
(in packages only)

They are the most reliable of all package teas, as witness the bona fide warrants granted to Twining's by the Crowned Heads of Europe. A line to recommend and sell to your particular customers.

CANADIAN AGENT

HAROLD RITCHIE
8 Matilda Street, TORONTO

White Dove Cocoanut Means Market Leader Cocoanut



W. P. DOWNEY
MONTREAL

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

Cold Spring Lemonade Powder and Health Salts



Prostrations from the heat are almost hourly occurrences. There is a simple method to protect yourself. A cool drink of

Lemonade or Health Salts

can be made almost anywhere. It cools and pleases.

See that your customers have a fair chance to try these delicious summer drinks.

Once a customer, always a customer.

S. H. EWING & SONS
MONTREAL and TORONTO



It dries them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

Don't Blame the Credit Customer

Blame yourself for that continued loss. Wake up and stop it. Very easily done. Simply get in touch with Allison, that's all.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



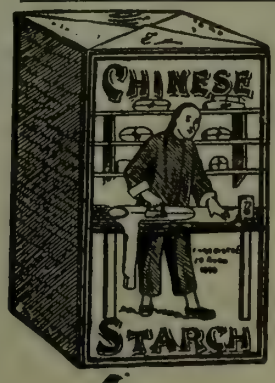
A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Book are copyrighted over white cloth back.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

José Segalerva

MALAGA, SPAIN

This is the trade mark to look for on your

Malaga Table Raisins

If you insist on getting this brand you will receive the finest packed

Rose & Laflamme

Agents Limited

Montreal - Toronto

Goodwillie's Fruits

IN GLASS



Have You Tasted Them Yourself ?

If not, do so

Agents:

Rose & Laflamme Limited

Montreal and Toronto

Nations Custard Powder

LARGE 5c. PACKETS
1 LB. and 1/2 LB. TINS
Sample FREE on request

GREEN & CO.
136 John Street, - TORONTO

WESTERN ASSURANCE COMPANY.

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto 52. Canada Life Building, Montreal

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow, D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

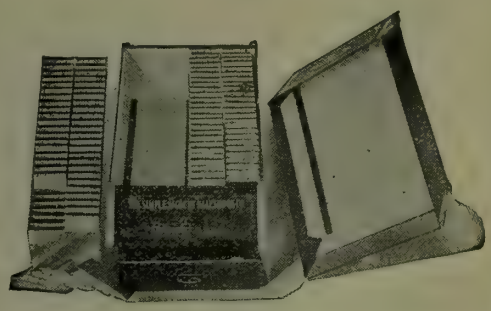
CAPITAL - - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

SOME DIFFERENCE, BUT—

Wouldn't it be a careless trick to permit the door of your store to be left open or unlocked every night?

To permit your clerks to make change promiscuously out of their pockets or leave cash lying around at random in your store?

To carry no insurance on your store and stock of goods?



IF SO, WHY THEN

Wouldn't it be a policy

To take care of your accounts in such a way that charges cannot be lost, destroyed or tampered with?

To not simply have a statement showing proof of loss in case of fire, but to lock the door before the thief gets in by protecting your accounts against fire?

If you are looking for a better method of keeping accounts one that will take less time and insure greater accuracy, safety and efficiency—write at once for catalog G describing the Keith Book System.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

SOLE MANUFACTURERS. Also Manufacturers of a complete line of Counter Pads.

1926 DEPOT, ST., FREMONT, OHIO, and HARTFORD, CONN., U.S.A.

THE LARGEST SAUCE FACTORY IN THE WORLD

Holbrook's
Worcestershire
Sauce

Punch
Sauce

Pure
Malt
Vinegar

Pure
Pickles



Local Agents

Quebec
J.R. Renaud & Co.
Montreal
F. L. Benedict & Co.
Winnipeg
Richards & Brown
Regina
Campbell Bros. & Wilson
Calgary
Campbell, Wilson & Horn
Vancouver
Kelly, Douglas & Co.
Victoria
Wilson Bros.
Halifax
Bauld Bros.
St. John, N.B.
Barbour & Co.
Fredericton, N.B.
Randolph & Son
Charlottetown, P.E.I.
Carvell Bros.

HOLBROOKS LIMITED

Canadian-American Branch
40 Scott St., Toronto, Canada.

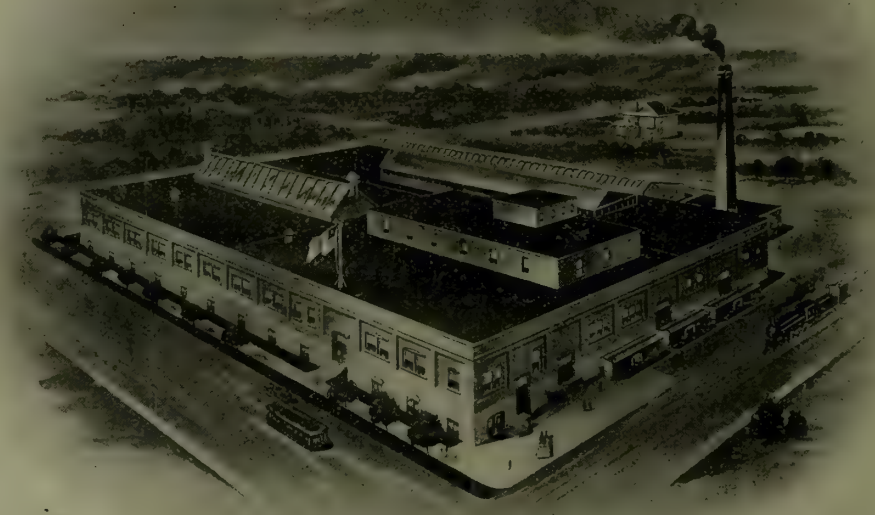
Manager
H. GILBERT NOBBS

TWO CENTS PER WORD

You can talk across the continent for two cents per word in a Canadian Grocer Want Ad.

Copper Copper

Silver Silver



Gold Gold

The most modern and up-to-date Fruit-Preserving Factory in Canada

Wagstaffe's Pure Jams

We delight in clean, healthy, square, honest competition, and no low personalities.

We have now ready for delivery New Season

Strawberry, Raspberry
Black Currant
Red Currant

JAM

ETC.

Boiled in silver pans. Free from coloring, preservatives or glucose

Mr. Grocer, buy the goods with that rich, snappy, fruity flavor.

WAGSTAFFE LIMITED

Pure Fruit Preservers, : : : : Hamilton

GAINING EVERY MONTH

Each month from January 1st to July 1st the business of

"SALADA"

has shown an increase over the corresponding month of 1909, making for these six months a total gain of 1,103,565 packages. Our output is now over 22 million packages per year, and every package is guaranteed both as to quality and quantity.

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What Constitutes Expense in a Retail Business?

Successful Merchant of 32 Years' Standing Points Out the Items to be Considered Supposing a Start Was Made With $10,000 Capital—The Five Cardinal Accounts and the Three to be Watched Closely—Interest on Investment, Proprietor's and Employes' Salaries, Rent, Fixtures, Advertising, Light, Heat, etc., Included in Expense Account.

By Henry Johnson, Jr.

I am asked to write on a "Method to be Followed in Cutting Down Expenses," and am frank to say I do not know any. There is no known method—no sustem which can be set running and be trusted to work automatically. Cutting expenses is "eternal vigilance"—that's all. But we can start right, through knowing our business; and a discussion of what expenses are, with a little introduction, will probably be interesting and instructive.

There are five accounts in our business which may properly be likened to "working capital" in that they are constantly active. There are about eight accounts which are fundamental, or "cardinal," without which no systematic record of a business can be kept, but the five I speak of are "on the job" every working day and we surely must take pains to know about them or they will give pains to us. These are cash, merchandise, expense, owing and being owed.

The Three to be Watched.

And of these five, three demand our daily watchfulness. Those are expense, owing and being owed. If we handle these three right, we may rest comparatively easy about the others. In fact, cash and merchandise will almost get along all right if we watch the "Big Three." Of course, if we waste our cash in "riotous living" we will not have it; and if we pay too much for our goods we cannot make money—no matter how careful we may be of the Big Three. But the man who can successfully handle the Big Three is not apt to be careless in what he spends; nor is he likely to pay too long prices.

The aforesaid Big Three may therefore be said to be pretty nearly the law and the profits of the grocery business.

It is not possible to run a business successfully by giving attention to some parts of it. The work must be all round in character. Yet neither can any man study the whole of any business at one time, no matter how familiar he may be with it. He must divide it into sections, subjects, subheads, etc., and attack each portion separately, working over it until he masters it, else he will get nowhere. Hence, while I cannot say that one of the Big Three is more important than either of the others, I am going to begin with expense, the great primary drain of every business, great or small.

I once saw a man rise to speak on expense at a grocers' convention. He was asked what it cost him to do business and he replied: "Eleven and sixtenths." He said it crisply, definitely, as if he knew what he was talking about. His audience muttered, as they nodded to each other, knowingly: "Huh, huh; just about right"; but I knew, and you know, that very, very few—if in fact, a single one—in that crowd actually did know what his own expense account would figure if prorated on his sales. Further than that: You know, as I also know, that probably not a single one of those merchants was doing business on any such expense as 11 6-10 p.c. In my long experience, which covers 32 years to date, only once have I seen this equalled.

What is Included in Expense.

Now, obviously, if we would cut expenses, we must do several preliminary things. We must know the true nature of expenses; then we must ascertain what our expenses are, facing the music boldly, being watchful not to fool ourselves; then let us study what our expenses can be without danger—then what they should be to admit of our making a fair profit; lastly, we must set about trimming here and there, skillfully pruning off a penny where we can, until we work the limits down to the correct ratio.

To find what constitutes expense we must begin at the beginning. Let us say a merchant has $10,000 which he puts into a business. He might loan that anywhere at 6 p.c., hence it is worth 6 p.c. and must naturally cost 6 p.c. Thus, his primary item of expense is $600 a year for interest. He buys furniture, fixtures, wagons and other equipment; and, being a prudent, careful man, he confines that investment to $1,250—a truly moderate figure, as things go nowadays. The fixtures, etc., will shrink 10 p.c. per annum, to be on the safe side, so that item on an investment of $600, will show $60 a year for depreciation. The horses and wagons will last five years on the average, hence must be shrunk 20 p.c. per annum, which, on the amount of $650, gives us another item of $130 per year to add to expense. Then there is the manager, whose salary must be paid—it matters not whether he is proprietor, he must get his money. He is a valuable man, of wide experience in his line, who could get a good position elsewhere. So he is worth the money to his own business.

Figuring on a business of $60,000, which is about the limit for the capital, and allowing 2½ p.c. for the manager, we have another item of $1,500 to add to the annual expense. The premises in which the business is to be conducted may be owned by the proprietor; no matter about that. They are rentable and they must be charged up to the business at the going rental. Let us estimate $100 per month, $1,200 per annum, or 2 p.c. on sales. Next comes the mooted question of salary and wages expense. It is said to be as low as 6½ p.c. total in some places, and I know it is up to 10 p.c. in some others. But 6½ to 8 p.c. is said to be the proper range, so let us take 7½ p.c.—mainly because, to be frank about it, I cannot figure it down lower! This will give us 5 p.c., or $3,000 per year for wages expenses.

Our deliveries may be heavy or light, depending on location. Let us place a medium figure on them, say 2 p.c., giving us another $1,200 per year. Being wide-awake, we must advertise, and about 1 p.c. or $600 will do for the present, though that is very moderate. Then there are incidentals, like insurance, light, heat, ice, stationery, etc., for which all of 2 p.c. must be allowed, adding another $1,200 and giving us a grand total of $9,490 or 15.81 p.c.

Now, let me premise by what will occur to you, namely, that no man would start out just this way. He would begin small and work up to that point. But, the idea is that any merchant who, at the end of one year finds himself with around $10,000 total capital in his business and who decides that the business is large enough to continue the employment of $10,000, is in precisely the position I have indicated, and he must figure things just this way. What he can do if he decides that he does not need all the capital he finds invested is another question, which we shall take up another time.

You will say that this expense account is too high. Truly, it is. Yet I can point out to you many successful merchants who are carrying just such a load as I have indicated; and the ques-

tion is are you carrying a load like it? That is where you come in.

Based on Actual Conditions.

In this paper I have not drawn a fantastical condition, but one based on conditions prevailing in many a grocery store. I do not say that the owner always knows his condition. Fact is he often does not know it. That is why I have set it before you; maybe it will help you to find some weak spots. When the spots are found the remedy will often be found also. Thus, in looking for any "method" such as was suggested at the beginning of this article, think first of finding the actual conditions prevailing in your business; and the remedy will follow almost automatically.

If you have an actual or suppositious problem, suppose you write me about it. Nothing will be divulged as to your identity unless you specially desire it; so we can talk freely, of intimate concerns in this family circle, and benefit each and all accordingly. Let me have your views.

R.M.A. Convention Endorse the Minimum Fee of $5

Quebec Provincial and Dominion Board Conventions Held in Montreal Last Week—Believe in Retailers Handling Pure Goods —Officers of Both Provincial and Dominion Associations Elected.

Montreal, July 27.—Last week was a busy one for the members of the Retail Merchants' Association who gathered in Montreal. Delegates from all over Quebec were there primarily for their own convention, which was held Wednesday and Thursday of last week, July 20th and 21st. After the local convention was held the Federal was attended by members and delegates from other sections of Canada. Among these were President B. W. Ziemann, Preston, Ont., Secretary, E. M. Trowern, Toronto; A. M. Patterson, 2nd vice-pres., Brockville; John J. Boyce, President Grocers' section of Quebec, and many others.



JOHN J. BOYCE.
President Merchant Grocers' Assn. Quebec City and Vice-Pres. Retail Merchants' Assn., Quebec City.

Little beyond registration and reports of committees took place during the morning. In closing, however, Arthur Leger, the President of the provincial branch, gave an address of welcome to the assembled delegates. He said that meetings such as these served as a means to bring men in different sections and in different lines of trade together with the one object in view—to promote the best interests of all. With common interests, and united effort it was astonishing what could be accomplished.

After Mr. Leger several addresses of welcome with responses, brought the session to a close.

After lunch the time was pretty much devoted to receiving reports. The evening session was devoted to committee reports.

Thursday morning was given up to the election and installation of officers. W. U. Boivin, dry goods merchant, was elected president; P. J. Cote, dry goods merchant, Quebec, first vice-president; A. Laniel, grocer, Montreal, 2nd vice-pres.; P. E. Beaudoin. Thetford Mines, treasurer, and J. A. Beaudry, Montreal, secretary. These five were also appointed to represent the province in the 6th annual Federal Convention on the two following days.

THE DOMINION CONVENTION.
Changes to Constitution.

On Friday morning at ten, with the president, B. W. Ziemann in the chair, the following gentlemen assembled at headquarters, corner of St. Denis and Lagauchetiere Sts., Montreal, E. M. Trownern, Sec.; C. W. Kelly, Guelph: J. A. Beaudry, Treas.; W. U. Boivin, J. A. Dore, J. S. Watson and others. In all about twelve attended.

Changes to the constitution were the first important things to come before the meeting. Many weak points were declared to have developed during the time the present constitution has been in force, and steps to eradicate such mistakes had, it was claimed, become essential. Some of these were merely minor changes, but in some instances the whole article was cut out.

The election of officers resulted as follows:

President—B. W. Ziemann, merchant tailor, Preston, Ont.

1st Vice—P. J. Cote, dry goods merchant, Quebec City.

2nd Vice—A. M. Patterson, dry goods merchant, Brockville, Ont.

Secretary—E. M. Trowern, Toronto.

Treasurer—J. A. Beaudry, Montreal.

Auditor—J. S. Watson, boot and shoe merchant, Montreal.

The election of each of these was unanimous. The delegates were royally entertained by J. A. Beaudry at the Canadian Club, at luncheon.

Minimum Fee at $5.

At a few minutes after two the afternoon proceedings began. The main details to be completed were the receiving and passing of resolutions.

A resolution was passed endorsing the action of the Dominion Board in making the minimum fee $5. Another placed the meeting on record as strongly opposed to the Co-operative Societies Bill recently before the Dominion House. Another endorsed the recent Secret Commissions Act, passed by the Ottawa Government, and contained a request that the provisions of the act should be made known to all members and their clerks.

Are Opposed to Free Gifts.

Resolution No. 8 speaks for itself, and is herewith given:

"That we again place ourselves on record as being strongly opposed to all such schemes as free gifts or coupons with the purchase of goods, prizes in packages, or any device that will act in the form of a bribe to customers in the purchasing of goods, and we request that a copy of this resolution be forwarded to the Dominion Board asking them to place a copy of this resolution in the hands of all manufacturers or dealers who adopt this practice."

Considerable discussion followed the bringing up of this old question, but the majority favored the resolution.

Resolution No. 16 reads:

"That this Board endorse the recommendation of the Grocers' Section of the Ontario Provincial Board of our Association, and print cards for distribution among our members as follows:

1910 Member. 1910
The Retail Merchants Association of Canada, (Incorporated)
GROCERS' SECTION.
All goods sold here are guaranteed to conform with the
PURE FOOD LAW.
The Retail Merchants' Association of Canada, incorporated by special act of the Dominion Parliament, stands for full weight, careful service and business principle.

May Invade Maritimes.

Much of the time of the delegates was taken up with a varied program of entertainment provided by the local men. An invitation to inspect the harbor as guests of the Harbor Commission was only prevented by rain, but notwithstanding a few trifles missed, the delegates thoroughly enjoying themselves. Much of the entertainment program was due to the hand of the the Dominion treasurer, J. A. Beaudry.

During the whole of the proceedings the members seemed to be most optimistic and from hints dropped, the Association may invade the Maritimes before any great time has gone by.

Saturday was hardly necessary to complete the work, and many left Friday or early Saturday.

Thousands Visit Falls with Hamilton Grocers

More Than 1,500 Gallons of Beverages Consumed—A Hundred Coaches Necessary to Carry the Crowds—Baseball Game in Which Grocers are Victorious—Many Other Humorous Events —The Officers in Charge.

Hamilton, July 27.

200 gallons milk.
400 gallons coffee.
400 gallons tea.
150 gallons lemonade.
400 pounds sugar.

No, this is not an extract from the requisition of the commissary department of a regiment going into camp for a couple of weeks. It merely represents a few items from the bill of fare of the Hamilton Retail Grocers on their annual picnic to Niagara Falls.

It takes a lot of good healthy people to consume such a quantity of drinkables. As usual, this event attracted nearly five thousand from the Ambitious City alone, and the supplies were not at all excessive.

The figures above give some idea of the magnitude of the picnic, which, to Hamilton, long ago attained the dignity of an institution. For thousands of citizens it is the big event of the year.

The strike of Grand Trunk trainmen made it necessary, at almost the last



J. M. SEMMENS,
Chairman of the Picnic.

minute, for the committee in charge of transportation, to cancel an order given that road for several trains, and secure extra accommodation from the T., H. & B. Five heavy trains were run, and, unfortunately, it was necessary to crowd them rather uncomfortably. However, all of the excursionists understood the circumstances and felt that the committee had managed excellently in the face of considerable difficulty.

Several things combine to make this picnic an immense success. The most important is, of course, the splendid enjoyment assured by the large and varied programme of amusements. Then there is the place where it is held—an exceedingly beautiful park overlooking the majestic cataract of Niagara. The conditions are pretty nearly ideal.

For twenty-one years the Hamilton grocers have been holding this picnic, and it is worth noting that only on one occasion have they had other than real fine weather.

Financing the Big Picnic.

Grocers throughout Canada will be interested in knowing how the affair is financed. There has never been any desire to have a surplus, but several times the attendance has been so large that quite a neat sum remained in the treasury after all expenses were paid. This money has always been devoted to char-

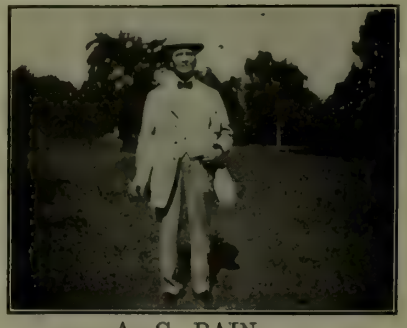


J. A. McINTOSH,
President of Hamilton Grocers' Assn.

ity or some other laudable purpose. One year $100 was given to the Muskoka Free Hospital for Consumptives, and another year $150 was spent in furnishing a reception room for the Young Women's Christian Association at Hamilton.

The total expense runs up to about $1,200, which includes $200 for music. An annual programme is issued, and a profit of about $500 is generally realized on the advertising space. Then there is a commission of 15 cents on every ticket sold. This year the commission would run up to over $700.

One of the most interesting features of the picnic is the refreshment department, which serves tea, coffee, milk and lemonade free of charge to the excursionists. When you consider the number of people attending, this is no simple task, and a great deal of credit is due to the committee in charge, of which A. G. Bain is chairman, for the excellence of the arrangements. This department has been in Mr. Bain's charge for the past twelve years. When he first took it over an ordinary wash



A. G. BAIN,
Chiefly Responsible for Unique Refreshment Service.

boiler constituted the equipment. As the picnic grew, until one hundred, instead of ten coaches, were required to accommodate the crowd, the committee invested in big kettles, holding 40 gallons apiece, each having its own separate furnace. These are supplied with three faucets, so that no time is lost in serving. Twenty men are required to wait on the people, who are admitted at one door in single file and go out by another. By a splendid system confusion is reduced to a minimum.

Tea, coffee, milk and lemonade are carried away in paper pails, five thousand of which are supplied by various manufacturers.

Grocers are Baseball Champions.

To get back to the programme. In the morning a baseball match was played between teams representing the grocers and travelers. The score was 18—12 in favor of the former. The teams were:

Grocers—Cummings, ss; Hobson, c; Williamson, 1b; Foote, rf; Smith, p; Cochrane, cf; Lavis, 2b; Cann, lf; Knox, 3b.

Travelers—Morton, c; O'Neil, 3b; Beasley, rf; Norman, ss; Lumsden, lf; Geiger, 1b; Little, cf; Plater, 2b; Wilson, p.

Umpire—D. M. Barton.

In the afternoon there were daylight fireworks, pigeon race, guessing contest, baby show, fat man's race, rabbit-catching contest, and many other interesting



JAS. MAIN AND JOHN O. CARPENTER.

The Former Treasurer of Association and Latter Chairman of Executive Committee.

events, some of them containing touches of novelty that added, of course, to their enjoyment.

Splendid music was furnished by the 13th Regiment band, and a rube band in grotesque costumes was on hand as a comic feature.

The Men in Charge.

The officers of the Hamilton association are as follows:

President, J. A. McIntosh; 1st vice-president, Ed. Hazel; 2nd vice-president, J. M. Semmens; treasurer, Jas, Main; secretary, M. R. Hill; executive, John O. Carpenter (chairman), A, Lavis, J. L. Brown, A. G. Bain and W. Smye, Jr.

Following were the picnic committees:—

Transportation—J. O. Carpenter, J. Kirkpatrick, A. G. Bain, W. Smye, Jr., J. Main.

Printing—W. Smye, Jr., E. Hazel, J. Forth, J. H. Shannon.

Refreshments—A. G. Bain, A. Bell, J. Main, A. Ballantine.

Amusement—M. R. Hill, C. Hubbard, J. Foote, M. Burkholder, G. Dawson.

Music—H. Taylor, Jas. Main, J. A. McIntosh.

Games—A. Lavis, J. Knox, J. L. Brown, H. Almas, J. Lampman, Henderson Bros., J. Forth.

Reception Committee—A. Ballantine, B. Crysler, C. H. Peebles, J. Kirkpatrick.

General Merchant Turns Over Stock 3 Times a Year

Annual Turnover Amounts to $36,000 — Method He Uses to Promote Cash Sales—Has Only One Price to All—An Incident Showing How He Nailed Fast a Customer Who Threatened to Leave Him—Places Limit on Credit Customers.

Tamworth, Ont., July 28.—Every merchant should keep close tab on the quantity of stock he carries, the annual turnover and the number of times the stock is turned over during the year.

This is the opinion of A. B. Carscallen, of A. B. Carscallen & Co., of this place. He can tell at any time what stock he is carrying and he knows the profit he is making because he has only one price to all.

Mr. Carscallen values his stock at about $12,000. He turns this over three times a year, making an annual turnover of $36,000. His stock consists of general merchandise.

He does both a credit and cash business and aims to encourage the latter as much as possible. To do this he gives a coupon with every 25 cent purchase, which is later redeemed in dishes, etc., in his own store. This he considers to be the same as a cash discount.

Places a Credit Limit.

But when he does give credit he gives it with his eyes open. Tamworth is a small town with a population of about 1,000 and Mr. Carscallen knows practically everybody and what amount they are good for.

When a man comes into his store he knows his limit, whether it is $2, $4 or $10. When that amount of goods is purchased no further credit is granted until the account is paid in full. This prevents any debtor getting far into his books and curtails his losses through bad debts a great deal.

Never Duns a Farmer.

In respect to collecting accounts he has made it a rule never to mail a "dunner" to a debtor where there was any possibility of making a personal collection. He is more than usually particular about farmers.

"A farmer," he says, "never likes to get a "dunner" through the mail; it seems to injure his personal pride and he will often steer clear of your store afterwards as much as possible.

"But when you get him into your store, you can easily side-track him to a corner and hand him his account saying that you would be glad if he could settle it as soon as possible.

"Strange to say he considers this method on an altogether different basis and usually settles; then you have him in your store and can observe what effect the presentation of the account will have on him."

Mr. Carscallen does not close his accounts at regular periods, but only from time to time when he deems it advisable.

Has Only One Price.

Another method which he adopted and one which he claims is working well, was his decision to stick to one price. The population of Tamworth are educated to this and when a customer comes to his store he or she knows that only one price will be quoted.

Mr. Carscallen cites an instance showing that sometimes trouble arises but that it is best not to give in.

Not long ago a farmer called one Saturday night to buy a pair of boots. He was inclined to be somewhat cranky. He was shown a pair of boots at $2.80, but he wanted them for $2.75. It was pointed that if Mr. Carscallen reduced the price he would be disarranging his whole system of doing business. He argued that while 5 cents didn't make any difference one way or another to either of them that it meant he would be setting up a precedent that would change his entire method. He also pointed out that it didn't matter who asked for a reduced price—all were treated alike.

This did not convince his customer who declared he would go somewhere else and get the boots. While Mr. Carscallen was sorry to lose him, he was forced to allow him to go elsewhere.

But this is not the end of the story. The wife of this farmer dealt with Mr. Carscallen. The time to go home came around and the farmer called for his wife at the store. The merchant assisted the woman into the buggy with her parcels but avoided making any reference about the boots—in fact he kept as far away from the subject as possible at the same time knowing that the farmer was itching to talk about it.

Just as the latter was picking up the lines to drive off he remarked: "Well, I got those boots all right."

Farmer Lost on the Deal.

He was asked in a kindly manner to show them, which he did. They were exactly the same as Mr. Carscallen had been selling for $2.50 and not nearly as good a boot as the one he had shown him for $2.80. He pointed this out at the same time driving home the point that because he had only one price he could afford to sell cheaper in such cases.

The result was this farmer came back to deal with him regularly and he has never since had any difficulty over his prices.

"Had I submitted to him in the first place," says Mr. Carscallen, "he would have demanded concessions always and eventually would have been the cause of breaking up my entire system of doing business."

Must Deliver Net Weights to Their Customers

The Uniform Tares Committee of the National Wholesale Grocers' Association of the United States is sending out a notice to members warning them to avoid violations of the law by delivering net weight to their customers. The letter reads in part as follows:

"Your attention is called to the subject of 'Buying merchandise gross weights for net.'

"For a great many years the jobber, being an intermediate dealer, has accepted bulk goods sold by weight or measure as they came to him from producers and turned them out to customers at the same weights he received them. Very naturally he was not particularly concerned as to whether the weights were gross or net. Since the advent of modern methods and legal regulations it has become a burning question and absolutely necessary for a dealer to know that when he invoices a certain number of pounds, that amount so mentioned must be there, or he must be held to account. When such articles as rice, beans, cereals, flour, dried fruit, etc., are handled on the basis of the avoirdupois pound as a unit, it is a violation of law in reference to weights to represent that a package contains 100 pounds of the commodity, for instance, when in fact it contains 99 pounds net. The amount stated in the invoice would be considered a declaration of weight of contents.

"By reason of the foregoing, jobbers desiring to avoid violations of the law should deliver net weight to their customers.

"Every dealer should insist on net deliveries and where same are not given carefully make a record of shortages and deduct such shortages from invoices.

"In the event that conditions are such that it is not practicable to deduct, then make claim and render invoice to seller, demanding settlement."

Old Country grocers claim that figs and muscatels are not packed satisfactorily and have passed resolutions urging the necessity of better packing and better grading of these fruits.

The Canadian Grocer

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NO TRAVELER'S TAX AT CAMPBELLTON.

We are advised by D. Murray, mayor of Campbellton, N.B., that no tax is imposed by his town on commercial travelers.

Correction is therefore cheerfully given to a paragraph which appeared in The Grocer last week stating the contrary.

Some years ago a representative of The Grocer was taken in charge by a police official in Campbellton because he was canvassing for subscriptions without a license, and we were not aware that the tax no longer existed.

THE CROP AT PRESENT.

It is quite evident now that the crops in southern Manitoba, Saskatchewan and Alberta have been considerably injured by the excessive heat and lack of moisture. However in the northern belt they are well up to the average. This much is certain, that much harm has been done, but to what extent is difficult to estimate with any degree of accuracy.

In many respects the failure of the wheat crop in Western Canada will be a blessing in disguise to some farmers.

A representative of The Canadian Grocer now in the west states that there is often a wonderful difference between crops on opposite sides of the railway line. One farmer sowed wheat practically on the stubble, while the other cultivated his soil as a farmer should, and even in an extra dry district the latter will have something for his trouble. It all goes to show the value of scientific farming.

In Ontario the grain crops are excellent. Another representative of The Grocer traveled through Central and Eastern Ontario last week, and reports fall wheat, oats and peas in splendid condition. In fact farmers declare they have never had a better crop in years. Timothy and clover hay were both heavy, and are now under shelter. Fall wheat cutting is under way and from 30 to 40 bushels will be realized. Peas are ripening rapidly and oats are turning. Sunday's rains assisted both to fill out where they had not already matured.

Retailers in Ontario will welcome these conditions because they tend to make the farmer freer with his money and more prompt in his payments.

STRIKE AFFECTING TRADE.

Correspondents and representatives of The Canadian Grocer in Quebec and Ontario tell of many drawbacks to trade owing to the strike of G.T.R. trainmen.

Freight in many instances has been delayed, particularly where the Grand Trunk is the only means whereby it can be moved, and merchants are suffering for lack of supplies. Express rates on sugar, etc., have had to be paid on necessary shipments, and this has left little profit. Fruits, and provisions such as pork products, butter and eggs have also been neglected.

Merchants in the tourist sections reached by the G.T.R. only are much handicapped. Tourists do not care to take any chances and are either cancelling their proposed trips or going elsewhere by another route.

The trade is therefore anxious to see a settlement and when matters are again adjusted there will be a considerable relief and better business in the parts affected.

HONEY LIKELY TO BE DEAR.

From all accounts Ontario honey will be scarce and high this year.

While the bees wintered in splendid condition and while prospects for a good yield were bright up to the middle of April, the weather conditions since that time have not been conducive to good results.

From April 20 to May 24 and later the weather was cold and damp. At the latter date when the bees should have been gathering a surplus from the fruit bloom they were practically starving and in many instances had to be fed. But in spite of this stimulant they became less in numbers or strength and were weak to begin on clover which is the principal honey flower.

Dry weather then set in and large bee-keepers say that only about one-half an average crop of honey will be realized.

If this is the case prices will likely advance and will probably be about 11 to 12½c wholesale.

A CHANCE FOR INFERIOR GOODS.

As noted in one of our news columns last week an order-in-council has been issued by the Dominion Government authorities at Ottawa, enforcing regulations with respect to the inspection of canned goods under the Canned Foods Act.

It will be observed from this that this inspection only applies to goods preserved for "export or from one province to another." These regulations are similar to those respecting sanitary conditions in factories and slaughter houses handling meats for export trade.

What is the purport of this? It simply means that a manufacturer who packs goods for consumption in the province in which he is established is exempt from a rigid inspection.

Going a step further, a manufacturer who sells his goods only in his own province, since he is exempt from this inspection, may palm off almost any kind of goods on the retailer and consumer. If he is honest and careful in his work he will not do this, but there is always the way open for him to make an inferior article, to neglect to come up to the regulations, to cut prices and undersell his honest competitor and possibly to injure the healths of the people of the province who purchase his goods.

Such legislation is unfair to the retailers and consumers of every province in which there are canned goods manufacturers selling exclusively within the province.

It is something that shouldn't be. If one manufacturer spreads sufficiently to export his goods or sell to another province, he should not be subject to a heavy inspection expense, which a competitor in his own province does not have to bear.

The same argument applies to the inspection of abattoirs. It leaves the way open for the manufacturers who export, to sell an inferior article in their own province and send out their best. Why this should be is difficult to ascertain.

Sprinkle the floor with water several times daily during this hot weather. If it does not actually cool the store it creates a feeling of coolness and at any rate it keeps down the dust.

People may sometimes forget where they have been well served, but never where they have been "done."

The Aims of the Institute of Certified Grocers

It Recognizes that Business Conditions are Constantly Changing—Greater Ability Necessary to Keep in the Front Rank---"Automatic Machines" in the Grocery Business Discountenanced.

The Institute of Certified Grocers!

Readers will probably recall a previous reference to this organization, which a short time ago held its annual examinations for members, and concerning which a brief note appeared in these columns. It was organized in England, some time ago, and the results thus far obtained have so greatly exceeded the expectations of the originators that the idea is rapidly gaining ground and spreading throughout the United Kingdom.

Technical education is to-day demanding greater attention than ever Governments and prominent educationists are beginning to realize the merit of the claims advanced by the pioneers of technical training and in the near future Canada will, it is believed, witness great advancement in this regard. The Institute of Certified Grocers provides a technical training for grocers and their assistants.

The grocery world has of late been closely following the career of the Institute, and there is now a feeling in the United States that the idea is a practical one, and is worth adopting.

It is an association of qualified members of the grocery trade, including representative grocers, grocers' managers and grocers' assistants. It recognizes that the conditions of business life are constantly changing, and while ability in one's profession is more important than ever, the opportunities to acquire it are, in the present rush of business life, few and far between. It starts out in its great mission, therefore, by linking up such members of the trade as have proved themselves, either by their past business career or by test examinations, qualified to call themselves grocers, as distinct from automatic machines.

The institute aims at efficiency in all the branches of the general grocery trade. The secretary states that the abnormal number of failures in the trade in England proves that without knowledge, a grocer cuts a very sorry figure, and the Institute has organized special classes so that the grocers and assistants or clerks may acquire this knowledge, and urges the members of the trade, particularly the younger members to attend these classes and acquire a thorough knowledge of their calling.

If there is one class of grocers whom wholesalers and successful retailers hold up to scorn, it is the boilermaker or machinist who, having saved a tiny pile, opens a grocery store under the impression that all that is required of him is to take in money and hand out goods. This idea prevails right up to the present moment, but not in the same measure as heretofore, the number of failures having moved to caution retired farmers, etc., who had been contemplating a similar step.

After having carefully discussed the advisability of forming an organization those who were behind the movement reached a determination to proceed with it and launched the Institute on November 1, 1909. Examinations were held simultaneously throughout England in April of this year, and following these local examinations the successful students assembled in London in May, to try the national examination of the Institute, the examination being of the most searching character. The successful students should have a most valuable knowledge after the course of studies they have followed. Equipped as they now are there should be very few failures among the class that graduates yearly from the Institute of Certified Grocers.

TOO MANY CHANGES BAD.

Frequent change either of employers or lines is the most serious mistake any salesman can make. On the road to-day are many men who might be earning twice what they are if they had stuck to one line; but they allowed a slight increase in salary to tempt them to change, and have lived to rue the day. Acquaintance in a given territory, familiarity with some high-grade line, and the confidence of the trade are a salesman's greatest assets, and every change lessens their value.

Of course, times will come when changes are necessary, but they should be made only after the most careful deliberation and with a view to establishing a connection that will be permanent. In making a change the salesman will consider carefully the standing of firms, how they treat their customers, if their goods are well known, and how much advertising they are doing. No salary should be large enough to tempt him to take out, through a territory where he is known, a line of unreliable goods and thus destroy the confidence of his old customers in his good faith. It is better to stay where you are unless you can make a change that will result in your permanent betterment.

Having considered carefully the advisability of a change, every effort should be made to find a new position before resigning his present one. In the eyes of almost every employer the man at work has a value at least 25 per cent. higher than the one out of a job. To be able to say, "I am now employed and am giving satisfaction," supplementing this with good reasons for desiring a change, has proved the open sesame to many a first-class opportunity.

Through their wide acquaintanceship salesmen are in a better position to hear of opportunities than perhaps any other class of men. Then, too, they have open to them firms handling the same line as their own. Sales managers are always glad to consider men in the employ of their competitors; and if your work has been above the average, you may be surprised to see how much they know about you.

The man who can stand up and be cheerful under adverse circumstances will have the sympathy of people and their help to a greater extent than the man who goes to pieces the minute a piece of ill-luck looks over the fence at him.

At this time of year the man in the store needs to get out of the store at every opportunity and store up as much as possible of the sunshine that will help carry him through the winter.

If you think that you can be pleasant with people inside of the store and look over the tops of their heads when you meet them on the street and still get their business, guess again.

A SERIES OF ARTICLES ON BUSINESS MANAGEMENT.

The attention of readers is directed to a series of articles beginning in this week's issue from the pen of Henry Johnson, Jr. These articles are written exclusively for The Canadian Grocer by Mr. Johnson, who has spent 32 years in the retail trade and who knows exactly what he is talking about. They will deal with Business Management in the store including expense of doing business, accounts owing and owed and the knowledge which ought to be possessed by the merchant who is anxious to become a successful business man.

Mr. Johnson does not talk from hearsay, but from actual experiences. He invites correspondence and any sent through The Canadian Grocer will be considered strictly confidential and forwarded on receipt to him.

Thinks Guild Should Work for Benefit of Members

Letter to the Trade From New President of The Dominion Wholesale Grocers' Guild—His Ideas on Quantity Price, Wholesalers' Relation With Retail Trade and Mode of Distribution—Cost of the Guild Suit.

Hugh Blain, of Eby, Blain, Ltd., Toronto, who was recently elected president of The Dominion Wholesale Grocers' Guild, is sending out a letter to the trade in Canada bearing on his opinions with respect to existing conditions.

In it he says: "In assuming the office, it is gratifying to know that never in the history of the trade have conditions been so favorable for placing the grocery business on an honest and satisfactory basis. The general public recognise, to an extent which they never did before, the importance of the grocery trade as a vital factor in the health of the people; and, with the proposed legislation by the Dominion Government, the trade will be able to guarantee the consumer a purer article of food. Recent legislation, making secret rebating criminal, together with the decision of the courts, has also fortified the trade and placed it in a position to take a stand in forcing a rigid adherence to a high standard of business morals. The enthusiastic support of the entire trade of the Dominion is pledged to the observance of absolutely honest methods in the transaction of business.

"The 'Manufacturers' Selling Contract' with the voluntary declaration to insure its enforcement, has been approved and adopted by the Dominion Wholesale Grocers' Guild as a crowning deliverance on behalf of the whole trade of Canada, and it now becomes the duty of the officers and members to see that every piece of machinery we have is kept constantly in motion to secure to the fullest measure the benefits to be derived from this unique protective plan. The honest man will welcome its rigid enforcement, while the dishonest man will sooner or later become the object of its just punishment. I earnestly solicit the active cooperation of every member of the guild in a sincere endeavor to place the grocery business on a satisfactory and an honest basis.

Cost of the Guild Suit.

"I would like to point out the enormous expenditure of time and money which it cost the members of the guild to place the grocery business in the position it occupies to-day, and put forward the claim that there should be special advantages for guild members only. In addition to the preparation and revision of the equalized sugar books twice a year for the last twelve years at an expense of several thousand dollars (as well as all other incidental expenses, necessary to a proper organization) the recent suit against the guild cost over $12,000, to prove to the public that our methods were just and honorable and necessary in the interests of the trade. With such an experience, while I would gladly serve every person in the business alike and with equal pleasure, I cannot realize or admit that I should work for those who have not contributed one cent towards this expense, and who appear to be so absolutely indifferent to our interests as members of the trade.

"As distributors of the manufacturer's products, it is proper that we should justify our existence. We often hear ignorant people say "Do away with the middleman, and save his profits." To the superficial observer this sounds well and, looking at it from an isolated case, he concludes that the whole subject has been settled in favor of his opinion. Some manufacturer has sold a large quantity of his goods to a special retailer at a cut price. This retailer has probably also cut the price to the consumer, who thus gets the goods cheaper than the regular price. Our Socialistic Anti-Middleman individual without further knowledge rushes to the conclusion that the consumer is buying cheaper because the manufacturer sells direct to the retail man. Let us put the telescope of experience before the eyes of this narrow-minded, short-sighted individual and ask him to look beyond the small circle of his own restricted vision and take a larger and clearer view of the situation. He will see this same manufacturer's representative (at a daily expense for traveling of three, four, or five dollars, and a still larger expense for salary) selling these same goods to the retail merchants all over the country at the regular prices. Suppose there are one hundred such travelers, each selling his own line of goods, and you will readily see the enormous expense this involves; and (as the law of average must apply on the manufacturer's prices, if he is to succeed, as well as to all other matters in life) while the special buyer and his customer gets the goods at less than the average or proper price, the retail trade generally and the general consumer must pay more than the average price. This is invariably the way it works out when you eliminate the so-called middleman.

Distribution Through Wholesaler.

"Look now at the same goods distributed through the regular channels. The goods are assembled in large quantities in the wholesale warehouse, at the least possible expense to the manufacturer and frequently at car-load freight rates. They are then sold by one wholesale traveler instead of by travelers representing one hundred manufacturers at practically the same expense as the expense of one of the hundred. There are, of course, more than one jobbers' traveler selling these one hundred lines but, as a rule, it requires many more than one traveler to handle the output of a factory, if sold direct to the retail trade. As a matter of fact it requires less travelers to distribute goods to the retail trade through wholesale houses than it does by the manufacturer selling direct to the retail trade. I think I am within the mark when I express the belief that goods can be distributed to the retail merchant by the jobber at from one-third to one-half less than by the manufacturer, and with greater satisfaction to the retailer.

Would Bring Commercial Chaos.

"This selling at lower prices to a retailer at less than to the retail trade generally is always indulged in by the manufacturer when he sells direct to the retail trade, and is unfair to the great majority of the retail merchants. It is always a mistaken policy on the part of the manufacturer. It degrades the business standing of the average retail man, and withdraws his interest and loyal support from the sale of the goods. No matter how large the retailer may be in a business way, he is merely an incident of trade conditions, and if he were wiped out of existence the business of the country would go on as usual; but, if the retail trade generally were wiped out, it would bring about commercial chaos. Human existence would become intolerable until business again resumed definite channels, and these channels would, I am satisfied, be found to be exactly as they are to-day. The manufacturer, the wholesaler, and the retailer, are the natural branches of trade.

"It is as natural for the wholesaler to assemble the manufacturer's goods, so the retailer can, with facility, get his assortment, as it is for the retailer to assemble his goods so that the consumer can get what he wants at one convenient place without having to go possibly hundreds of miles for what he requires. Think for a moment how a retailer could ever commence business if he had not the wholesale house to go to, where all the goods he requires are assembled, and from which he can select his stock. I have attempted to make it clear that our existence is, as a necessary branch of business, justified. If, however, further evidence is required, we have the overwhelming testimony of both the manufacturer and the retail merchant.

"Having satisfied ourselves that we, as well as the retail trade are necessary it becomes important that we should work in harmony with the other branches. Much has been done in this direction during the past year. Conditions existing between the manufacturer and the wholesale trade have been much improved. Dozens of contracts on the protective plan with the manufacturers have been made, with the right to call for a declaration if a violation of the contract is suspected, and has been found to work well. This has established a much closer community of interest between these two branches. The manufacturer realizes and admits the advantage of distributing his products through the wholesale jobber, as the cheapest and best methods of distribution, and I believe many manufacturers are now realizing the necessity of a more liberal compensation for the services of the wholesaler as his distributor.

Relations With Retail Trade.

"Equally satisfactory advances have been made with the retail trade, and it is with unmixed pleasure and satisfaction that I see the relations between them and ourselves becoming daily more cordial. Not one retail man in one hundred wants a secret rebate on the price of goods if he is sure that his competitor does not get it. He does, however, want a fair field and no favors. He wants to know that his neighbor does not get advantages in buying that will enable his neighbor to undersell him. He wants to be able to say to his customers "I know I buy my goods right, and I can, therefore, sell you as cheaply as any one in the business." It is the wholesaler's imperative duty, and it should afford him his greatest pleasure, to keep constantly in view the interests of his retail customers. When a manufacturer puts an article on the market, the wholesaler should join the retailer, and they should insist that the retailer gets a proper margin of profit.

"They should also insist that propri-

etary articles should be sold to all retailers at the same price and on the same terms. In Ontario the Wholesale Guild appointed a committee and the Retail Association appointed a committee, and these two committees are to form a joint committee, and I hope to see the trade, both wholesale and retail, so support, endorse, and uphold this committee that, if a manufacturer refuses to provide for a reasonable profit, the trade, both wholesale and retail, will absolutely refuse to handle the goods. It is unthinkable that a man, because he is in the grocery business, should be forced to sell his services to the manufacturer for less than cost. It is getting less than cost that causes ninety per cent of all the dishonesty in the world to-day. From an ethical point of view, it is worse than slavery; because, it not only binds you to do work for another, but compels you to do it for less than a living. It forces men from corner to corner until it drives the moral fibre from the human conscience. It rejoices me to know that there will be such a co-operation between the wholesale and retail trade as will in due time remove this disgrace from our business record. If any one doubts this coming cordiality and co-operation between these two branches of business, let him study the address of E. M. Trowern, secretary of the Retail Merchants' Association, delivered at the Ontario Wholesale Grocers' Guild, during their annual convention held in Toronto.

"Let me repeat my determination to work exclusively for the benefit of the Guild members. Every association works, and should work, for the benefit of those associated together—The Law Society for the Lawyer; the Medical Council, for the Doctor; the Ministerial Association, for the Preacher; and so on through every walk of life. Why then should not the Guild work for the benefit of its own members?

"If any member has an idea or plan in view that he thinks would be of advantage to our members, I would ask you to write me and I will see that it is properly considered. Remember that to accomplish satisfactory results, we must have individual action combined with associated effort."

Practical Methods Used in Retail Grocery Stores

A Neat Method of Displaying Bottled Pickles Used by Winnipeg Grocers—Toledo Grocers Must Cover Fruit With Netting—No Saturday Night Delivery by Barrie Grocers—Montreal Grocer Attributes His Success to the Attention and Care he Gave the Business While he Was an Assistant.

Must Use Netting on Fruit.

Toledo, O., July 28.—A campaign to exterminate the fly has been inaugurated in Toledo and the grocers and fruit dealers have been the first to be approached regarding it. At a recent meeting of the executive, the medical health officer addressed the officers stating that all vegetables, fruits, etc., must be covered by a screen or mosquito metting.

A heated discussion arose, some of the members expressing their opinions that when any movement is agitated or any reform is undertaken by the health department, it has always seen fit to make the grocers the first victims. At length, it was decided that all who handle fruit must cover it with a netting and included in the list is grocer, vendor, huckster or banana stand holder.

No Saturday Night Delivery.

Bracebridge, July 28.—The example set by the grocers of this town in refusing to deliver goods on Saturday night is being followed by other places in the district. Barrie grocers have not only adopted this idea, but they are also giving a weekly half holiday during July and August.

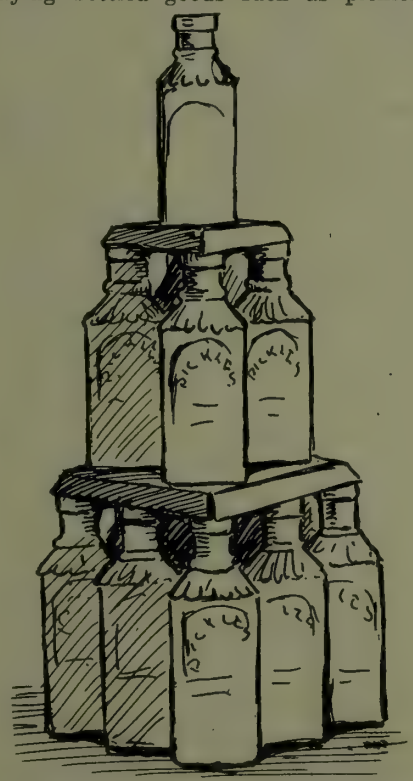
Gooseberries are going to be a big crop here, but blueberries are, according to reliable farmers, practically a total failure.

A Good Business Beginning.

Montreal, July 28.—"From the time I first commenced business for myself, I never had the slightest fear of not making a success of it," said a young grocer of this city recently during a casual conversation. In making an explanation he continued—"while I was working as an assistant I took as much interest in the business as if it had been my own. I always tried to please customers just in order to acquire that ability. Then the time came when I had a chance to launch out in business for myself. I did not go far from that district and a large number of the old customers followed me to my new store. With those as a nucleus it was not long before others joined them. That in itself was a great encouragement and I was never in difficulty. I attribute whatever success I may have achieved to the diligence and care that I gave my employer's business."

Making a Pickle Display.

Winnipeg, July 28.—Some Winnipeg grocers have a neat method for displaying bottled goods such as pickles,



catsups, lime and lemon juices, etc. The accompanying illustration explains it plainly. A square of bottles is placed on the counter or floor and the tops covered over with a neat, nicely varnished square board. On top of this is a smaller square of bottles covered with another board and so on. Sometimes these pyramid shaped piles are in 5, 6 and even 7 sections and where a store is large a couple of these displays set off the interior nicely.

A little care is necessary in erecting the bottles and there will be no danger of them falling. The labels on the bottles should, of course, be turned out to obtain the best appearance.

Cutting in Sugar Continues.

Vancouver, B.C., July 26.—The local Retail Grocers' Association is discussing what action might be taken against the B. C. Sugar Refinery Co. and the wholesalers who are alleged to be supplying a local departmental store with sugar. This store is still selling the product of the local refinery at $5 a hundred, when the wholesale price is $5.90, less one per cent. for cash. It is maintained that because of cash and big purchase the big store is granted a special rate, but this is denied. Then it is argued by the retailers that the price ought to be protected, and the threat is that the local association will import sugar from China. Some of the latest shipments from the department are said to be not in the regular bags of the local refinery, but in paper bags, and this has given rise to the suspicion that Chinese sugar is being sold there. Even so, the cost of this article is $5.40 to $5.50, so there would also be a loss in selling at five cents per pound.

At any rate the cutting of prices to get customers to the big store is causing dissatisfaction among the local grocers, and there is more talk than ever of the establishment of a retailers' exchange, which would act as a large central wholesale distribution place, and thus take the business away from those wholesalers who for momentary benefit are accused of acting against the interests of the smaller dealer.

The Markets—Strike Affects the Grocery Trade

Has Put Wholesalers and Retailers to a Great Deal of Inconvenience — Prices Have Not Been in Any Way Influenced, Only Where Express Rates Had to be Paid—Sugar Market is Steady—Canned Goods Promise to be Higher in Several Lines—Past Week has Been Rather Quiet—Travelers are off the Road and Grocers are Deep in the Fruit Business.

QUEBEC MARKETS

POINTERS.

Sugar—Firm.

Ginger and Mace—Scarce and high in primary.

Coffee—Firm.

Montreal, July 28, 1910.

The principal topic of trade conversation here is still the strike on the G.T.R. and its effect on local and national conditions. There is no doubt that there has been a very serious loss to perishable goods en route, and not only that, but there is still a shortage in milk supplies. However, conditions seem to be improving, and the Grand Trunk officials promise good service from now on. It is still a recognized fact that the service could be largely improved, but under the circumstances good work is being done.

The sugar situation seems to be puzzling local jobbers. All signs seem to point to higher prices, and yet prices are already at a very high level for the refined article in comparison to last year. The outcome is awaited with interest.

Trade in general is good, and all the jobbers report good country trade coming in. Collections are none too good, but during the holiday season, this is not unexpected.

Sugar—A recent communication from Cuba indicates that there is going to be a much smaller output than was at first expected. This, if true, will have a serious effect on raw prices all over, as the Java crop is none too large, and United States refiners have been expecting to fill up on the later Cuban arrivals. This will vindicate the European quotations, which have been consistently higher than either New York or here, and will send up the price of the refined article still further.

Sales of refined are still dropping off to a certain extent, and so far very little preserving seems to have been done.

Granulated, bags	5 15
" 20-lb. bags	5 25
" Imperial	4 90
" Beaver	4 90
Paris lump, 100 lbs	5 95
" " " 50 lbs	6 05
" " " 25 lbs	6 25
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 85
" " 100 lb. boxes	5 95
" " 50 lb. "	6 05
" " 25 lb. "	6 25
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 60
" " 50-lb. boxes	5 80
" " 25-lb. boxes	6 00
Powdered, bbls	5 40
" 50-lb. boxes	5 60
Phoenix	5 60
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 " bags	4 75

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses—Both syrups and molasses are selling exceptionally well considering the time of year, also taking into account the hot weather now prevailing. Several large lots of West India molasses have been disposed of recently at fair prices, and on the whole the market is in a satisfactory condition.

From the jobbers' point of view the market is particularly gratifying as sales are good at good prices, and the stocks were bought in at a fairly low figure.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03
" ½-bbls		0 03½
" ¼-bbls		0 03¾
" 38½-lb. pails		1 80
" 25-lb. pails		1 30
Cases, 2-lb. tins, 2 doz. per case		2 50
" 5-lb. " 1 doz. "		2 85
" 10-lb. " ½ doz. "		2 75
" 20-lb. " ¼ doz. "		2 70

Tea—Except for the newly arrived Japans the tea market is quiet just now. These, however, are selling well as far as they go, but supplies are none too plentiful as yet. Other cargoes are on the water, and it will not be long before the main supplies for Canada arrive. The market is firm, though no changes have taken place this week.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—Coffee prices are firm, but the market itself seems to be dull. For this month there is usually little moving, and this year seems to be no exception, but after the first of September there will undoubtedly be a change. At present coffee men are content to hold up the prices to their present level, even if sales are slow.

Mocha	0 18½	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices—Mace and ginger are high and firm in the primary market. This is due to the undoubted scarcity of these two items. In fact there is a feeling of firmness all through the spice market. This has had a tendency to stimulate buying, and in spite of the hot weather there has been a considerable increase in demand for the standard lines.

Reports from New York show the same situation prevailing.

	Per lb.			Per lb.	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits—There are too many cheap fresh fruits on the market at present to allow of any great demand for the dried. However, it is fully up to what it was last year, and is all that dealers have hoped for.

Prunes seem to present the feature. The large sizes are scarce and on the upgrade as far as price goes. Other lines are practically the same as last week.

Currants, fine filiatras, per lb., not cleaned		0 05½
" " " cleaned		0 06½
" Patras, per lb	0 07½	0 08
" Vostizzas, per lb	0 08	0 09
Prunes—		
40-50		0 09
50-60		0 08
60-70		0 07
70-80		0 06½
80-90		0 06
90-100		0 05½
Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins		0 90
" fancy seeded, 1-lb. pkgs		0 09
" loose muscatels, 3-crown, per lb	0 07½	0 08
" " 4-crown, per lb	0 08½	0 09
" sultana, per lb	0 07½	0 10
Malaga table raisins, Rideau clusters, per box		2 25
Valencia, fine off stalk, per lb		0 05
" select, per lb		0 06
" 4-crown layers, per lb		0 06

Nuts—Recent letters from France and Spain tend to confirm the rumors heard from time to time, that the nut crop of these two countries had suffered from frost to such an extent that there would likely be a bad shortage of high grade stock in both almonds and walnuts. There seems to be little doubt that the damage is serious, and local dealers prophesy a strong market for the new crop, with prices soaring.

Nut trade locally is good. Summer seems to have brought with it a desire for nuts of all kinds, for peanuts are by no means the only ones to have a large sale .

In shell—		
Brazils	0 13½	0 14½
Filberts, Sicily, per lb	0 10	0 12
" Barcelona, per lb		0 10½
Tarragona Almonds, per lb	0 14	0 15
Walnuts, Grenobles, per lb	0 13	0 14½
" Marbots, per lb	0 12½	0 13
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 32½	0 35
" 3-crown " "	0 31½	0 33
" 2-crown " "		0 30
" (in bags), standards per lb	0 26	0 27
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb		0 65
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 28	0 30
Brokens	0 23	0 27

Evaporated Apples — This week has marked a falling off of sales, even for export, which so far have been sufficient to uphold the local. However, there is a ray of sunshine in all this, and that is that there is little high grade stock left on the market. For this reason there will probably be no change in quotations due to slack demand.

Evaporated apples, prime 0 08

Beans and Peas—There is a good demand passing for beans, which is somewhat of a surprise to local men, considering the time of year. This has kept prices from sagging any further, and in fact has given a certain amount of prospect of a slight advance.

Peas are quiet, though prices continue firm.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 50

Rice and Tapioca—From the jobbers' point of view there is little doing in either line. This is accounted for by the fact that during the hot weather it is too much to expect people to cook articles, which take as long as do the above. However, from the importers' point of view, matters are not so bad. Local prices are firm and the prospects are for a large fall trade. In fact, many orders for tapiocas have been booked already.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	3 00
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL.—Peas continue to have a demand fully up to all the market can supply. In fact there is a decided shortage in all except the extra sifteds.

The condition of the entire market shows very firm prices, and a tendency toward higher levels. It would only take a little more of this feeling to send prices up another notch.

In meats there has been a substantial increase in demand at former prices.

Sardines also are in greatly increased demand, owing to the large demand for camping and hunting parties.

Peas, standard, dozen	$1 05
Peas, early June, dozen	1 07½ 1 10
Peas, sweet wrinkled, dozen	1 10 1 12½
Peas, extra sifted, dozen	1 52½ 1 60
Peas, gallons	3 87½ 3 92½
Pumpkins—3 lb., $1.00; gallon, $3.00.	
Beans, dozen	0 87½
Corn, dozen	0 90
Tomatoes, dozen (Ontario and Quebec)	0 95
Strawberries, dozen	1 50
Raspberries, 2's, dozen	1 80
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb talls, per dozen	1 87½
½-lb flats, per dozen	1 30
1-lb. flats, per dozen	2 02½
Other salmon—	
Humpbacks, dozen	0 95 1 00
Cohoes, dozen	1 35 1 40
Red Spring, dozen	1 60 1 65
Red Sockeye, dozen	1 85 2 00
Lobster Futures—	

½-lb. flats, doz., $2.40; 1-lb. talls, doz., $4.25.
1-lb. flats, doz., $4.50.

Compressed corned beef, 1s	1 80	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 15	Corned beef hash, 1s	1 60
English brawn, 2s	3 00	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 00	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 30	Jellied hocks, 6s	10 00
Ready lunch veal loaf 1s	2 40	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	1 80	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 15	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 60
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 60

TORONTO.—The summer season is a good time to sell salmon. The demand is naturally heavier than usually, some believing that it is the best season. The fact that there is no trouble in preparing it for the table is a strong point in its favor and it finds demand from other sources. It was estimated by one dealer that there were no more than 100 cases of horseshoe salmon in the country. Reports of the salmon catches on the various rivers in British Columbia are given in another column, and apparently it is fairly good, although the Fraser River returns have been somewhat disappointing. However, the pack has not been put away yet and until that time there is an opportunity for many changes. One local broker stated that he expected to see only half the pack of last year. "We are only getting half our orders," he stated, "and dealers may be thankful if they receive that much." This refers to futures.

The prices of the new vegetable pack are expected to be given out at any moment now. Peas are said to be only half a pack and corn and tomatoes are beginning to receive attention. Higher corn markets of late in the United States may have a systematic effect on this side of the line, and in regard to tomatoes, reports are received from sources to the effect that the crop is not going to be up to the average. However, with the recent copious rains these half gloomy reports are not expected to be substantiated in full. It might be said that canned goods promise to be good property.

Beans	0 85	0 90	
Corn	0 82½	0 90	
Peas	1 10	1 60	
Pumpkins	0 80	0 90	
Tomatoes, 3's	0 85	0 90	
Strawberries, 2's	1 47½	1 50	
Raspberries, 2's	1 75	1 85	
Peaches, 2's	1 60	1 65	
" 3's		2 65	
Lawtonberries		1 65	
Red pitted cherries, 2's		1 75	
Gallon apples	2 25	2 75	
Bartlett pears—			
Heavy syrups, 2's		1 65	
" Light 2's		1 15	
Heavy " 3's		2 40	
Light " 3's		1 70	
Lombard plums, 2's	0 80	0 85	

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen		2 05	
½-lb. flats, dozen	1 37½	1 50	
1-lb. flats, dozen		2 15	
Other salmon prices are:			
Humpbacks, doz	0 95	1 05	
Cohoes, per doz.	1 50	1 55	
Red Spring, doz		1 85	
Lobsters, halves, per dozen	2 00	2 25	
Lobsters, quarters, per dozen		1 40	

ONTARIO MARKETS

POINTERS—

Sugar—Steady.

Canned Goods—New prices to be higher.

Tea—Firm.

Toronto, July 28, 1910.

If there is any feature to the general grocery market this week it is a feeling of quietness. This may be attributed in some measure to the volume of business that is being transacted in the fruit market. The grocer is apparently focusing his attention largely upon fruits, of course not overlooking his general groceries. But the opportunity of selling fruit is at hand and the retailer is apparently not letting any chances of an extra profit slip by.

The strike has caused considerable inconvenience. The trade would not call it anything else. There has been a loss inasmuch as the total amount of goods handled has been curtailed. As one prominent wholesaler said, "The company may announce that they have broken the strike, but the fact remains that our goods have been in some cases standing now for ten days and have not yet been moved." When the first day or two had passed the trade began to meet the new conditions. They arranged for other railways to carry their goods and for boats to take a certain amount. Many instances are reported of retailers who had to team the deliveries distances of from 15 to 25 miles from the nearest point on the C.P.R., or other line, to the home town. Some of the trade express the opinion that the people should not be put to such inconvenience as results from strikes. Trade in sugar remains steady and in some varieties of dried fruits there is fair business, but otherwise conditions are on the quiet side, while the grocers devote their best efforts to the new fruits.

Sugar—The demand for sugar keeps up at a high figure and prices have not shown any tendency to change. If anything may be said regarding the local situation it is that an advance is not expected and the tendency is slightly in the other direction.

Paris lumps, in 100-lb. boxes	6 15
" in 50-lb. "	6 25
" in 25-lb. "	6 45
Red Seal	7 20
St. Lawrence "Crystal Diamonds," barrels	5 95
" " " ½ barrels	6 05
" " " 100 lb. boxes	6 15
" " " 50 lb. boxes	6 25
" " " 25 lb. boxes	6 45
" " " cases, 20-5 boxes	7 70
" " Dominos, cases, 20-5 boxes	7 70
Redpath extra granulated	5 30
Imperial granulated	5 00
St. Lawrence granulated, barrels	5 30
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 20
Wallaceburg	5 20
St. Lawrence golden, bbls	4 90
Bright coffee	5 20
No. 3 yellow	5 10
No. 2 "	5 00
No. 1 "	4 85
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Syrups and Molasses—This market is quiet before a laggard demand.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 50	Gallons, 6 to case	4 80
		½ " 12 "	5 40
5 lb. tins, 2 doz. in case	2 85	Quarts, 24 "	5 40
		Pints, 24 "	3 00
10 lb. tins, ½ doz. in case	2 75	Molasses—	
		New Orleans, medium	0 28 0 30
20 lb. tins, ¼ doz. in case	2 70	New Orleans, bbls	0 26 0 28
Barrels, per lb.	0 03½	Barbadoes, extra fancy	0 45
Half barrels, lb.	0 03½	Porto Rico	0 45 0 62
Quarter " "	0 03½	Muscovada	0 30
Pails, 38½ lbs. ea.	1 80		
" 25 " "	1 30		

Dried Fruits—Currants are enjoying their usual good demand and there is some business in raisins. In other respects this market is inclined to quietness. The reports received by local offices from Spain regarding future raisins do not entirely agree. One is more hopeful than the majority of those received. It states that the crop will be about the same as last year, but that was much below the average. Another letter from Denia, Spain, states that the first shipments of the new fruit will be about August 25, and that the crop is going to be much below that of last year. The demand for prunes is not heavy.

Prunes—	Per
30 to 40, in 25-lb. boxes	0 11 0 11½
40 to 50 " "	0 08½ 0 09
50 to 60 " "	0 06½ 0 07½
60 to 70 " "	0 06 0 07
70 to 80 " "	0 05½ 0 06½
80 to 90 " "	0 05 0 06
90 to 100 " "	0 05½

Same fruit in 50-lb. boxes ½ cent less.

Apricots—					
Standard	0 14	0 15			
Choice, 25 lb boxes	....	0 15			
Fancy, " "	0 17	0 20			
Candied and Drained Peels—					
Lemon	0 09	0 11	Citron	0 14	0 17
Orange	0 11½	0 12½			
Figs—					
Elemes, per lb	0 08	0 10			
Tapnets, "	0 03½	0 04			
Bag figs	0 03½	0 04			
Dried peaches	0 08	0 08½			
Dried apples	....	0 08			
Currants—					
Fine Filiatras	0 06	0 07	Vostizzas	0 08½	0 09
Patras	0 07½	0 08			
Uncleaned ½c le s					
Raisins—					
Sultana	0 05	0 07			
" fancy	0 06	0 07½			
" extra fancy	0 08½	0 09			
Valencias, selected	0 06	0 06½			
Seeded, 1 lb packets, fancy	0 08	0 08½			
" 16 oz. packets, choice	....	0 07½			
" 12 oz. " "	....	0 06			
Dates—					
Hallowees	0 05	0 05½	Fards choicest	....	0 10
Sairs	0 05	....			

Nuts—The situation in the nut market has not changed during the past week. Demand is centered upon shelled walnuts and almonds.

Almonds, Formigetta	....	....	0 11		
" Tarragona	0 11½	0 12			
" shelled	0 32	0 35			
Walnuts, Grenoble	....	0 13½			
" Bordeaux	....	0 11			
" Marbots	....	0 12			
" shelled	0 28	0 30			
Filberts	0 12	0 12½			
Pecans	0 16	0 18			
Brazils	0 15	0 15½			
Peanuts, roasted	0 08	0 12½			

Coffee—Sales of coffee are reported to be lighter. Dealers state that the demand falls off considerably during the summer months and it will be some weeks yet before it starts up the scale again.

Rio, roasted	0 12	0 15	Mocha, roasted	0 25	0 28
Santos, roasted	0 13	0 17	Java, roasted	0 27	0 33
Maricaibo, "	0 14	0 20	Rio green	0 10	0 11

Teas—The tea market is firm, although it has not had any particular local effect yet. The demand is steady.

Spices—This market is dull, according to the big dealers. It is a little early yet for the annual heavy demand that will begin to show itself in another month.

Peppers, black	0 15	0 18	Cloves, whole	0 25	0 35
" white	0 22	0 25	Cream of tartar	0 25	0 28
" whole, black	....	0 16	Allspice	0 14	0 16
			" whole	0 14	0 16
Peppers, whole, white	....	0 23	Mace, ground	0 75	0 80
			Mixed pickling spices, whole	0 15	0 16
Ginger	0 20	0 25	Cassia, whole	0 20	0 25
Cinnamon	0 21	0 23	Celery seed	....	0 24
Nutmeg	0 20	0 30			

Rice and Tapioca—Trade in these staple summer articles keeps up. The price list shows no change.

	Per lb.	
Rice, stand. B	0 02½	0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	....	2 80
Rangoon	0 03	0 03½
Patna	0 05½	0 06½
Japan	0 04½	0 05
Java	0 06	0 07
Carolina	0 10	0 11
Sago	0 05½	0 06
Seed tapioca	....	0 06
Tapioca, medium pearl	0 05½	0 06

Beans—This market is still quiet, with trading confined to regular limits. Otherwise there is but little doing.

Prime beans, per bushel	....	2 10
Hand-picked beans, per bushel	....	2 25

MANITOBA MARKETS

Advanced—Prunes and evaporated apples.

Firm—Sugar.

Weaker—Sago.

Reduced—Seeded raisins.

Winnipeg, July 28, 1910.

Last week was a slack one for many of the wholesalers, due to the travelers all being assembled for the exhibition. Merchants, however, from many parts of the west visited the city during the fair, and called on the local jobbers. Many large orders were listed, but the bulk of ordering was, in the main, disappointing. Wholesalers were anxious to learn of the wheat crop prospects, and the visitors from the southern parts of the three provinces had many woeful stories to relate of wide expanses of wheat areas which were practically ruined by drought and heat. The increased acreage this year may keep up the average yield set by former years, and the great northern plains will yield a bumper crop.

As yet the crop condition in wheat has not affected the markets of the west, and it is not expected that any changes will occur on this account. Importations and local wholesale stocks may be slightly restricted.

The oat crop will not be heavy, and the cereal market is being held strong, although no change over the recent advance has been made this week.

Sugar—Heavy shipments are continually leaving the city, and it is evident that there is a considerable amount of preserving being done everywhere in the west. Powdered and lump stuff is going out well, and the entire market is strong. Were it not that quotations are chiefly controlled by United States sugar men, the western market would certainly go up.

Montreal and B.C. granulated, in bbls	5 75
" " in sacks	5 70
" yellow, in bbls	5 35
" " in sacks	5 30
Icing sugar, in bbls	6 35
" " in boxes	6 55
" " in small quantities	6 55
Powdered sugar, in bbls	6 15
" " in boxes	6 35
" " in small quantities	6 50
Lump, hard, in bbls	6 65
" " in ½-bbls	6 75
" " in 100-lb. cases	6 65

Foreign Dried Fruit—Prunes lead the list in the demand just now, although all lines are moving freely in spite of competition in fresh fruit. Further advances may be made shortly, as California buyers are intent on boosting the market in all lines. California raisins have been reduced by the local houses. The stock is old and efforts are being made to make room for new goods. The quality is unmarred.

Smyrna Sultana raisins, uncleaned, per lb	0 06	0 11			
" " cleaned, per lb	0 09	0 13			
Valencia raisins, Rowley's, f.o.s. per case, 28's	....	1 45			
" " selects " 28's	....	1 55			
" " layers " 28's	....	1 75			
California raisins, choice seeded in ¼-lb. packages per package	....	0 07½			
" " fancy seeded, in ¼-lb. packages per package	....	0 06			
" choice seeded in 1-lb. packages per package	....	0 06½			
" " fancy seeded in 1-lb. packages per package	....	0 07½			
Raisins, 3 crown muscatels, per lb	....	0 06			
" 4 " " "	....	0 06			
Prunes, 90-100, lb	0 05½		Prunes, 50-60 "	....	0 08
" 80-90 "	0 05½		Prunes, 40-50, lb	....	0 09
" 70-80 "	0 06½		Silver prunes, ac. to quality	0 09½	0 12½
" 60-70 "	0 07½				
Currants uncleaned, loose pack, per lb	....	0 06½			
" dry, cleaned, Filiatras, per lb	....	0 06½			
" wet, cleaned, per lb	....	0 06½			
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	....	0 07			
Pears, per lb	0 09	0 15	Nectarines, 1b	....	0 09½
Peaches, standard, per lb	....	0 08	Dates, per lb., Hallows, bulk	....	0 06½
Peaches, choice	....	0 09	Dates, packages 30 in case	....	0 06½
Apricots, standard, per lb	....	0 15	Figs, per lb	0 04½	0 05
Apricots, choice per lb	....	0 15½	Peel, lb., lemon	....	0 09½
Plums, pitted, lb	0 11	0 12½	" " orange	....	0 10
			" " citron	0 13½	0 18

Syrup and Molasses — Late reports show that starch goods have been reduced, thus creating a double weakness in the syrup market. The other condition is that the demand has almost entirely fallen off, and the output, covering an exceptionally long period, has been light. Only cool weather will revive the market.

Syrups—	
24 2-lb. tins, per case	2 05
12 5-lb. tins, per case	2 30
6 10-lb. tins, per case	2 35
3 20-lb. tins, per case	2 45
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
Gingerbread molasses, ½ bbls., per gal	0 40
New Orleans molasses, ½ bbls., per gal	0 33 0 35

Nuts—Almonds and walnuts have a moderate sale only. Peanuts are the great leaders, and prices everywhere on the continent are firming.

Shelled Walnuts, in boxes, per lb	....	0 30			
" small lots, per lb	....	0 31			
" Almonds, in boxes, per lb	....	0 23			
" " small lots, per lb	....	0 24			
Peanuts, Virginia, per lb	0 11	0 13			

Rolled Oats—The oat market is strong, but has not warranted any advance in the rolled product for the past few days. The future is uncertain, and no doubt stronger prices will rule this fall.

Rolled oats, 80 lb. sacks, per 80 lbs	....	1 90			
40 " " 40	....	0 90			
" 20 " " 20	....	0 50			
" 80 " (8, 10s)	....	2 35			

Tapioca and Sago—The trade is good on these lines, and strong prices are ruling. Tapioca is particularly firm and higher prices will certainly be quoted.

Pearl tapioca, per lb	0 05½	0 06
Sago, per lb	0 05	0 05½

Beans—The good crop prospect in the east has not weakened the market here in the least. Wholesalers do not expect any lower quotations than those given below. The trade is always good in the west, and the output at present is quite satisfactory considering the season.

3-lb. picker, per bushel	....	2 20
Hand picked, per bushel	....	2 30

Evaporated Apples—The revival in the evaporated apple market has come to stay, judging from present indications. Reports from the States are that frost has injured the apple crop, and it was due to this in part that the price was put at 9½ cents recently. This is an advance of 1 cent over that of last week.

BRITISH COLUMBIA MARKETS.

Vancouver, July 28, 1910.—Flour is still in the ascendant, and this week the price is $7.10, with the prospect of higher quotations. Reports from the wheat producing country are that the crop will generally be light, and quite a failure in many places. Enterprising as the flour millers are, they will not wait to see but are quick to act on rumor and have put the price up. It will come down, though, only after they have been doubly assured, either this year or next, that there is plenty of wheat. The price of the wheat out of which the present flour is made was not sufficient to warrant the increase, but the fact that sometime it might be high is enough to start the price soaring.

Heat, too, is damaging the melon crop,

Winnipeg Industrial Exhibition Bigger than Ever

Extended Ten Days This Year—Exhibits Show the Importance of the Western Metropolis As Distributing Centre—Many Foodstuffs on Display—Ontario and British Columbia Fruit Attract Attention.

Winnipeg, July 27.—The greatest fair in Western Canada, known as the Winnipeg Industrial Exhibition, closed on July 23, after ten successful days. This year the fair period was extended to almost double the length of time given to any previous exhibition. This is significant with the rapid growth of the city, and the country as a whole. It further bears out the fact that although Winnipeg has many industrial rivals in the other progressive cities in the west, yet she retains a commanding position from the standpoint of her numerical and industrial expansion.

Judgment or criticism can be best passed upon the Winnipeg exhibition when it is estimated in comparison with other great Canadian fairs. The Canadian National Exhibition is, of course, the greatest annual fair. The exhibitions in both centres are the best that those centres can produce.

Great Distributing Centre.

Winnipeg cannot yet be counted a very great manufacturing centre, although it no doubt will be before many years. It is not strictly an agricultural centre, since in this regard it is superseded by many other western centres. It is, however, a great distributing centre of a wide range of merchandise, and this fact could be brought out by a general survey of the exhibition. Most of the exhibits were of goods that are distributed, and not manufactured in this centre. Whether it is that many of the local manufacturers are satisfied with their trade, it was evident that they did not take advantage of the exhibit features. Every great fair depends much upon the support of local manufacturers, and so long as the Winnipeg factories decline to show their goods, so long will the fair be held in check. Should the fair be deprived of the agricultural displays, the outside manufacturers' exhibits in the halls, and the vaudeville stunts before the grand stand, there would be little left upon which to base a great fair. It is unwholesome, however, to take this sort of view, and it is better to believe that that which was was best.

There were several displays of grocery stocks dispersed throughout the three manufacturers' buildings.

Ontario Fruit.

The Ontario Department of Agriculture occupied more space in the fruit building than any other single outside corporation at the exhibition. The entire east end of the building was utilized for the exhibit of fruits from different parts of the province. It was unfortunate that the season was rather inopportune for a perfect exhibit of the wide range of high-class goods that come from that province. As a consequence the range of goods was limited, and all the apples on hand were last year's cold storage stock. The apples were in excellent condition and showed plainly that they had good preservative qualities. The pears, peaches and plums were all bottled, and this display, arranged in banks at the rear, was effective. There was a large quantity of currants on display, and these won admiration, many boxes being given away to the passersby. The large booth was covered with green and white cloth, and "Ontario" was lettered in green on an arch in the centre. T. B. Revett, of the Horticultural Department of Ontario, was in charge of the exhibit.

Honey Exhibit.

Although honey production is being indulged in more and more in this province, the exhibition of this product was not large. There were only two exhibitors. It is believed that it was due to the fact that honey producers can easily find an eager market for their goods, that more of them did not take advantage of the opportunity to make an exhibit.

B. C. Fruit.

The British Columbia government exhibit of fruit covered a range including cherries, currants, tomatoes, raspberries and peaches. All the stock was well preserved in spite of the fact that it traveled 1,600 miles. The tomatoes were particularly attractive and firm in quality. Most of the stuff came from Nelson and Mission Junction districts. The few peaches on hand were picked early and did not fairly represent the quality of the B.C. peaches. The crop is said to be heavy this year. All other fruits from the coast province were shown in preservatives, and the display of the tiered glasses was exceedingly fine.

Varied Crop Conditions in Western Canada

Southern Parts of Manitoba and Alberta Have Suffered From Lack of Rain, But Northern Districts in These Provinces Present More Hopeful Outlook—The Western Provinces as Seen by an Easterner—Loss Seems to Have Been Heaviest in the Lethbridge District—Rain is Badly Needed in Manitoba.

By Staff Representative

Indian Head, Sask., July 23—Throughout the whole west varied reports of the crop situation may be heard in each locality. Each place that has any crop at all seems to be boosting its particular locality. On the south branch of the C.P.R., from Pincher to Medicine Hat, the situation in some places is very acute just now, only four inches of rain having fallen since last fall. At Pincher an old resident farmer told the writer that while his crops were not up to standard by any means, yet he would have enough to pay for his labor. He seemed reasonable in that he said that the country must look for an occasional bad year. This, he told me, was the worst in fifteen years. Rain would still help them here if it came within ten days.

At Macleod the writer was driven through the surrounding country, and while everything was very dry, yet some very fair crops were seen. In other parts of the same immediate district the crops were in much better shape, but, of course, in need of rain. The wheat in many instances was quite well headed, but much shorter than usual. There was much evidence of careless farming and in a great many cases the farmer himself is largely to blame, and this year will be a good lesson to him. He had sown the wheat on top of stubble, and in other cases had merely scratched the ground and dropping the seed, not giving it any depth. The oat crop in this district is very poor. The banks are inclined to tighten a little, but have not as yet received specific instructions to that effect. One manager told me he expected instructions in every mail. A local machine representative said that up to the present farmers had made all their payments, but he expected there would be a few this fall whom he would have to carry over.

This District Suffered.

The worst evidence of crop failure in Alberta was found in the Lethbridge district, where they have almost no crop at all. Travelers visiting Lethbridge see this when calling on customers. Real estate firms, for instance, are doing almost nothing, and some are closing up. In the Cardston district, southwest of Lethbridge, conditions are much better.

Conditions around Medicine Hat are much the same as at Lethbridge.

As you near Moose Jaw the wheat begins to look much better, and a fair crop is looked for. This whole district as far as Regina and Indian Head is in good shape. At the latter place the writer was told that the crop outlook was never better. This can be relied on, as it was received from reliable sources. A splendid downpour of rain on the 15th inst. helped the situation materially, although they were not suffering from need of it. Some very fine samples of wheat were seen at Regina. They were grown at a point fifteen miles north, and the heads were long and well filled out. The Saskatoon district is also said to be in good condition.

Crops all through the northern part of Manitoba, Saskatchewan and Alberta are known to be in good shape.

DIRECTORY OF

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

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Correspondence Solicited.

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Correspondence Solicited — Highest References

MORE THAN SEVEN THOUSAND pairs of eyes—interested eyes—rest on this page fifty-two times a year. By the use of an inch space an advertiser is able to place himself prominently before nearly one hundred pairs of eyes for every cent the advertising costs him.

The West India Co., Ltd.

The Canadian house of

Sandbach, Parker & Co., Demerara, B.G. Sandbach, Tinne & Co., Liverpool, Eng.

and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building, - - - MONTREAL

Well-Earned Holidays

Red Rose Tea travellers will be on holidays from Aug. 1st to the 15th, and I am sure you wish them all two weeks of solid enjoyment. In the meantime your stock of **Red Rose Tea** may get low in some grades, and your order by mail, or by wire at my expense, will receive prompt attention.

It Pays to Recommend

Red Rose Tea

Because it "is good tea"

7 Front Street East, Toronto, Ont.
315 William Ave., Winnipeg, Man.
} Branches

T. H. ESTABROOKS
ST. JOHN, N.B.

PRIMUS **1910 PACK** PRIMUS

Canned Fruits and Vegetables

"PRIMUS" BRAND

The Best Selected Goods Packed this Year

Price and Quality Guaranteed

L. Chaput, Fils & Cie. - Montreal

SOLE DISTRIBUTORS

FRESH EGG CIRCLES EXPLAINED.

Chatham, Ont., July 26.—Chatham is the second place where co-operative egg circles have been explained. At a recent meeting here addresses were given on the subject by Prof. F. C. Elford, of Macdonald College, Quebec, H. C. Duff, of the Farmers' Co-operative Association, Peterboro, Ont., Prof. Graham, of the Ontario Agricultural College, Guelph, John A. Gunn and John I. Brown, Montreal.

The object of the movement as explained by these men is to handle only guaranteed fresh eggs, for which the highest price will be secured. Egg circles are formed among the poultry raisers and egg producers; eggs are collected every week and taken at once to a central station, where they are tested by the buyers. Every egg is numbered by the producer so that in the event of any dissatisfaction the trouble can be traced up to the producer. Eggs are to be gathered by the circles at least once a week; no eggs are to be delivered from found nests, and any eggs that do not meet the buyer's tests are to be accounted for by the producer. The membership fee is $1.

Provision is made for excluding badly shaped, small or discolored eggs, and for collections at least twice a week in the summer months. No organization work was done at the meeting, which was held largely for educative purposes. This system is now in operation in Peterboro county.

TRADE NOTES.

Goderich, Ont., grocers are among the number who take the weekly half-holiday during the summer months.

Kamloops, B.C. is endeavoring to secure jobbing rates from the C.P.R. Before when an application of this kind was made, the reply was that until a wholesale house was established the rate could not be given. Now, however, a merchant has started in the wholesale business and cheaper freight rates are being asked so that goods may be distributed from Kamloops. The board of trade is acting in the matter.

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample.

Frederick E. Robson & Co.

26 Front St, E., Toronto

MUCH PRAISE

has been given Fels-Naptha:—and every word deserved. Always that Fels-Naptha "did everything claimed for it." Of these, most important, the saving of work, time, and boiling or scalding water.





USE PLENTY OF

WILSON'S

FLY PADS

on Wednesday afternoons and over Sundays and keep your store as free from flies as possible.

Quality and Consistency

are the two things to bear in mind regarding our biscuits. Always good and always equally good. A steady money-maker.

THE CANADIAN BISCUIT CO., :: LA PERADE, QUE.

Utilize Now the Living, Fruitful Present Time

To Secure a New and Ready Market for Your Goods!

New towns are springing up every day in the GOLDEN WEST, and we are here to tell you of the prospects, needs, opportunities and demand for any line of wares.

We are represented at each pulsating distributing centre, where we have large track warehouses and ample storage accommodation for all classes of merchandise. May we handle your products for you on a reasonable commission basis? We have the experience, the business ability, and the financial standing to do so successfully. Get in touch with us. We will advise you of the Western prospects of your lines.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY EDMONTON FORT WILLIAM

Storage for all classes of merchandise. **Cars distributed from Calgary, Winnipeg, Regina, Edmonton, Fort William**

HONESTY!



No reputation is so valuable to manufacturer or retailer as that of making or handling HONEST GOODS—goods of guaranteed purity, unimpeachable quality and highly skilled manufacture.

"E.D.S." BRAND

E D S

Jams, Jellies, Grape Juice and Catsup

bear the hall-mark stamp of honesty. The department of Inland Revenue has certified them to be 100% PURE. Send for Government Bulletin 194 and be convinced that no line you can handle will so add to your reputation as "E.D.S." Brand. See that your shelves are liberally stocked with these satisfaction-givers.



You can recommend them to your best customers with every confidence.

Made by E. D. SMITH at his own Fruit Farms

WINONA, ONT.

AGENTS—N. A. Hill, 25 Front St. E., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.

THE MAPLE LEAF
is an emblem we are all proud of

GUNN'S

Maple Leaf Brand



Pure Lard

is the pride of the housewife and chef, and brings orders and still more orders to the discriminating grocer who stocks it.

IT IS UNEQUALLED

Put up in all standard packages.

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

G.T. Ry.

DURING the Strike of the employees of this company we must ask our customers to have as much patience as possible. It is impossible to ship freight on this Road, but we can keep you supplied by express, and hope that the difficulty will soon be settled.

Special for Hot Weather Trade

"Star Brand" Cooked Hams

F.W. Fearman Co.
LIMITED
Hamilton

REINDEER
Coffee
With Milk and Sugar

Ready



To Use

No trouble to prepare
Just add Boiling Water

The Truro Condensed Milk Co., Limited, Truro, N.S.

MILD CURED

Breakfast Bacon
Skinned Backs
and Hams

Finest Quality. Made from Selected Hogs.
Made under Government Inspection.

The WM. RYAN CO.
LIMITED

PACKING HOUSE:
FERGUS, - - ONT.

HEAD OFFICE:
70 and 72 Front St. East TORONTO

Increased Prices in Some Pork Product Lines

Curtailment of Supplies From Country Points Created a Certain Scarcity—Butter, Eggs and Cheese Have Not Changed in Prices—Poultry and Old Honey are Quoted at Reduced Figures—Railway Difficulty has Caused Considerable Inconvenience to the Trade.

Trade in these markets was considerably inconvenienced last week as the result of the railway labor difficulty. This is to be expected from the fact that the provision men obtain their supplies in almost every case from country points and at least half, if not more, of these were dependent upon the G.T.R. The trade were not expecting the strike and were caught off their guard so to speak. However, they quickly sought to readjust matters, arranged to ship by some other means, and also sought for new sources of supply. So well have they handled business that only in the case of pork products have prices been affected.

There have been a few other advances, but they cannot be attributed in the same measure to the strike. Dealers, however, do not appreciate the present conditions, and they are all hoping for a settlement. They anticipate results that will be felt for some time, even after any settlement that may be arrived at.

Butter and eggs that are held any length of time quickly deteriorate, and the dealers in these goods know that stocks are being held on account of poor shipping facilities. If these are shipped at a later date there will be a general loss, they say, and it is with a unanimous accord that they refer to the loss and inconvenience that the strike is entailing.

Supplies of hogs have been curtailed somewhat and prices took quite a jump during the week. Butter and eggs have not changed much in any particular, but poultry and old honey are quoted at reduced prices. Cheese is holding its own at former prices.

MONTREAL.

Provisions—Prices are too high at present to be conducive to a brisk demand for this class of goods. Prices, however, in some lines were raised today, notably compound lards. This has caused a feeling of uncertainty as to which way the cat would jump next, and as a result trade is slightly better. Weather conditions are against any heavy trade, and until the cool weather there is expected to be little further change.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15⅝
Cases, tins, each 10 lbs., per lb	0 15½
" " 5 " "	0 15⅝
" " 3 " "	0 16
Pails, wood, 20 lbs. net, per lb	0 16
Pails, tin, 20 lbs. gross, per lb	0 16¼
Tubs, 50 lbs. net, per lb	0 15⅛
Tierces, 375 lbs., per lb	0 15¼
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 12⅝
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13
" 5 " " " "	0 12⅝
" 3 " " " "	0 13
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 12⅝
Tierces, 375 lbs., per lb	0 12¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	30 00
Bean pork	24 00
Canada short cut back pork, bbl. 45-55 pieces	29 50
Clear fat backs	32 50
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 16½
Long clear bacon, heavy, lb	0 15½
Long clear bacon, light, lb	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 17
Large sizes, 18 to 25 lbs., per lb	0 18
Medium sizes, 13 to 18 lbs., per lb	0 20
Extra small sizes, 10 to 13 lbs., per lb	0 21
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20
Breakfast bacon, English, boneless, per lb	0 20
Windsor bacon, skinned, backs, per lb	0 22
Spiced roll bacon, boneless, short, per lb	0 18
Hogs, live, per cwt	10 25
" dressed, per cwt	14 25

Butter—Receipts are falling off considerably, though it may prove to be only a temporary respite. The market remains steady, at last week's figures, and with a good trade passing. Receipts for the week are 14,756 packages, as against 18,523 packages same week last year. For the season they are 202,559 packages, as against 176,634 for the same season last year.

New milk creamery	0 23½ 0 24
Dairy, tubs, lb	0 21
Fresh dairy rolls	0 21

Cheese—There is no excitement in the cheese market this week. Receipts are falling off to a considerable degree, and there seems to be a likelihood of a continuation. Many of the factories are reducing their output, and it looks as if there would be a stronger market in the near future. Receipts for the week are 80,993 boxes, as against 102,415 boxes same week last year. For the season they are 758,301 boxes, as against 776,973 same season last year.

Quebec, large	0 11⅝
Western, large	0 11¾
" twins	0 12
" small, 20 lbs.	0 12
Old cheese, large	0 13

Eggs—The feature of this week's trade is that storage eggs are beginning to come on the market to a certain extent. This is partly due to strike conditions here, as some of the bases of supply are cut off. Dealers are well satisfied to see a diminution of receipts, however, as they have been coming in too freely to be taken care of properly. Receipts for the week are 6,901 cases, as against 3,749 same week last year. For the season they are 113,091, as against 113,745 cases same season last year.

New laids	0 25
Selects	0 22
No. 1	0 19

Honey—The honey market seems to keep about the same. Some arrivals are coming in, and they appear to be of fully as good quality as last year. Prices are expected to be practically unchanged

White clover comb honey (nominal prices)	0 15 0 17
Buckwheat, extracted	0 08½ 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11½
Buckwheat comb	0 12½ 0 13

WINNIPEG.

Lard.—Manufacturers and jobbers report a revival in the lard market and supplies are goingout more freely. The pure stuff is the most popular and a good season is expected to open up this fall.

Pure, 20-lb. pails	3 30
" 3-lb. tins, 60-lb. cases	10 10
" 10-lb. tins, 60-lb. cases	10 60
Compound, 20-lb. pails, per pail	2 50
" 5-lb. tins, 60-lb. cases	8 50

Butter.—The market on all butter is held strong and heavy shipments are leaving the city for the east. The price of creamery is 24 cents to-day. Dairy has a good market and the price is stronger at 21 cents just now.

Eggs.—The heavy western shipment has sent eggs up and the figure ranges from 20 to 21 cents this week. The stock is all candled, and the supply from the province has not dropped off in the least.

Cheese.—The cheese market is becoming stronger. Local factory stuff is gaining prestige on this market and supplies are jobbing at 12 to 12½ cents. The Ontario product is up ½ a cent this week, and the importation has dropped off somewhat. The price is stiff at 14 cents.

Honey.—Indications are that the yield will be fairly heavy this year. No new stock has been received by the trade, but samples from the east are expected soon. The Manitoba stuff will be of good quality and will arrive earlier than usual. The demand is not good, however, and there is little activity in the market.

Honey, 2½ lb. tins, per tin	0 37
" 5 " "	0 65
" 12 oz. jars, per dozen	2 10
" 60-lb. tins, per lb	0 13

TORONTO.

Provisions—A scarcity in the primary market has boosted prices during the past week. In other words, there has been a scarcity of hogs, and, of necessity, pork products have been affected. It is not that the supply has become exhausted, but those in touch with conditions assert that some of the large abattoirs have been affected by the strike insomuch as some of the places from which they receive regular supplies have been cut off by the strike. They have had to look in other quarters to try to meet the deficiency. The result has been to send up the price of live hogs, and some of the leading lines of pork products have also been affected. In regard to the future, of course, we cannot offer anything but surmises. The trade is looking for an early conclusion of the present difficulty.

Long clear bacon, per lb	0 14½ 0 15
Smoked breakfast bacon, per lb	0 20
Pickled shoulder	0 13½
Roll bacon, per lb	0 15 0 15½
Light hams, per lb	0 19
Medium hams, per lb	0 19
Large hams, per lb	0 18
Cooked hams	0 27
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 19½
" pea meal	0 19½ 0 20
Heavy mess pork, per bbl	28 00 29 00
Short cut, per bbl	30 00 31 00
Lard, tierces, per lb	0 14¾
" tubs "	0 15
" pails "	0 15½
" compounds, per lb	0 11½ 0 12¾
Live hogs, at country points	9 30 9 40
Live hogs, local	9 75
[illegible]	12 25 12 50

Butter—Local dealers state that there has been but little change in the butter market. Supplies at first were almost cut off when communication with particular shipping points was stopped, but arrangements were quickly made to secure stocks from other places. The price of butter has not been affected, but in regard to supplies it is believed that there has been a little decrease. In some places farmers were drawing the butter as far as sixteen miles or more, and under such conditions it could scarcely escape deterioration to some extent. Dealers arranged for shorter hauls and the inconvenience which was felt in the first week of the strike has been largely overcome. Still, on all sides provision houses are hoping for an early settlement of the strike.

	Per lb.	
Fresh creamery print	0 23	0 24
Farmers' separator butter	0 19	0 20
Dairy prints, choice	0 18	0 18½
No. 1 tubs or boxes	0 19	0 20
No. 2 tubs or boxes	0 17	0 18

Eggs—Supplies of eggs are coming in now in liberal quantities. Prices are a little stiffer. In some places stocks are being held on account of inability to ship, and it is felt that they may be sent in later and in poor condition.

Selects	0 21	0 22
Fresh eggs, doz	0 18	0 20
Second grade, doz	0 17	0 18
Chips, doz		0 16

Cheese—The cheese market has not been seriously affected by the strike. New makes at country points have either been stored away for later shipments, or in places where it was possible they were drawn to another road. Reports are received from some quarters that production is decreasing, but this is to be expected at this season. However, pastures are said to be in good condition yet and the make of cheese may be expected to be fairly large for some time.

Old cheese—			White		0 14
Large		0 12½	New cheese—		
Twins	0 13	0 13½	Large	0 11½	0 11½
Stiltons	0 15	0 16	Twins	0 11½	0 12

Poultry—Receipts are larger and prices are lower. With normal shipping facilities the market would be in much better condition. Farmers have been giving more attention to the poultry end of their trade of late, thus explaining the impetus that has been given the market.

Spring broilers, live	0 14	0 15
Hens, per lb. live	0 11	0 12
Turkeys, per lb., large, dressed	0 19	0 20
Spring duck, lb., live	0 14	0 15

Honey—Prices of honey are quoted somewhat easier. This is especially so on the old stocks. Reports in this regard are somewhat contradictory. With the supplies of the new honey considerably below the average, it might be expected that there would be an effect upon the old stock prices.

Clover honey, extracted, 60 lb. cans	0 10
" " " 10 lb pails	0 10½
" " " 5 lb. pails	0 10½
" " comb, per dozen	1 75
Buckwheat honey, lb	0 06½

The annual meeting of the British Columbia Packers' Association was held in Vancouver recently.

Getting a Sure Profit on Sale of Cooked Meats

Some Grocers Aim to Sell Whole Hams To Make Sure of No Shrinkage or Loss by Waste Ends—Others Get Their Profit on the Best Parts and Sell Shanks at a Loss.

Does the grocer who is interested in the provision line secure a profit on the smoked hams he handles?

A branch manager of one of the largest provision dealers in Canada remarked recently in a rather odd way. "There doesn't seem to be much to this business from the layman's standpoint but when you get into it you begin to open your eyes."

After slicing it down, a half pound to Jones and a pound to Smith, until but the shank is left or what is termed the shank, has the grocer made a profit on the whole transaction and what was the extent of it?

In the old days the corner store grocer took no chances on a loss. He bought the ham and he sold it just as it was. There was no slicing and no loss.

As the result of hanging in the store the ham had shrunk in weight and had become to a certain extent dry. The consumer, however, had to bear with this. There are some retailers who are carrying on a ham business in much the same manner to-day and they are confident of their profits.

Whole Hams Bought.

At this particular time of the year the grocer should endeavor to conform his trade to this plan. During the warm weather the average housewife likes to buy a smoked ham, take it home, boil it and serve it cold for various meals. It lasts for several days or perhaps a week. It offers a release from the stove and places the good wife on the promenade deck instead of down in the engine room.

It has been stated by some retailers that the safest and probably the best way to build up a good business in hams is to sell them whole, if possible. But this can only be done at certain times.

It is not every grocer who sells a couple of hams a day and when he is getting down to the small end of one the customer soon lets him know about it and he has to cut into another. To guard against allowing these shanks to collect is preserving a caution that will help the profits. In summer particularly this meat dries rapidly and the average customer will have none of it.

It becomes a question of selling the whole ham at 20 cents a pound or slicing it at from 23 to 25 cents a pound. If the grocer to please his customers decides to slice the ham he should pay close attention to just what he is doing. There is no element of business in working on an uncertain basis. The grocer paid for these shanks and it should be his business to get his money back and in addition, a fair profit.

Sells Shanks at a Loss.

One grocer's method is to sell the slices at a good profit and when he is nearing the shank to offer it to some customer at a much reduced price. This he believes is sufficiently safeguarding his interests. For instance, he sells the slices at 26 cents and offers the shank when it had been well reduced, at 15 cents.

Dealing in ham is one example of numerous sidelines the grocer handles. He should know exactly what margin he is realizing. A thorough knowledge of his business is its best invigorator. There is no groping in the dark, the grocer having an intelligent grasp of just what he is doing. He should be able to tell before hand what his profit is going to be and then follow his sales for a time until he is sure that he is working on a safe and profitable basis.

During the summer months of the year, at any rate a good business can be built up in handling hams and the grocer should endeavor to get the most out of the opportunities presented to him.





THE PROFIT.

NO ALUM

A first class profit is made on MAGIC BAKING POWDER when purchased in proper quantity to secure the benefit of the special trade discount. It is extensively advertised and sells readily—your customers get an article that pleases them, and dealers have the satisfaction of supplying to their trade pure and wholesome goods. ***Easy selling qualities*** and a ***lasting profit*** is the result.

MAGIC BAKING POWDER

CONTAINS NO ALUM.

MAGIC is a medium-priced baking powder and the only well-known one made in Canada that does ***NOT*** contain Alum.

E. W. Gillett Co. Ltd.

Winnipeg. TORONTO, ONT. Montreal.

It is a Delicate Matter

to tell a successful merchant that we know how to handle his accounts better than he does himself. Yet our record of more than 60,000 systems sold in six years proves that we are right when we tell ***you*** that we can save ***you Time, Labor*** and ***Money*** and that the saving effected will pay for the McCaskey Account Register System several times in the first year it is in your store.

Will you listen and learn about it? A postal card will bring you information, Free.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

96-104 Spadina Avenue - TORONTO, Can.

FIRST AND STILL THE BEST



MADE IN CANADA

Suggest

Clark's Pork and Beans

to any customer who is kicking about the high prices of food.

We do not think more nourishment in as palatable a form can be bought for the price.

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties



Fresh Supplies of

Carr's Biscuits

are received frequently by their distributing agents in Canada, and ALWAYS IN CAR LOADS.

The retailer can therefore rest assured of the absolute freshness and condition of every biscuit he buys. Carr's biscuits reach the grocer in as crisp a condition as when they leave the factory.

Get hold of, and retain the family trade by means of Carr's specialties

Ask our agents for them

Carr & Co., Carlisle, Eng.

Order from Agents—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg; L. T. Mewburn & Co., Ltd., Calgary; Standard Brokerage Co., Ltd., Vancouver, B.C.; T.A. McNab & Co., St.John's, Newfoundland.

By Royal Letters Patent

NELSON'S
POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

Another Advance in Price of Flour at Montreal

This Movement in Sympathy With Western Crop Conditions—Confidence in the New Crop has Been Restored to Some Extent by Recent Rains—Reports are Satisfactory From Many Districts—Ontario Fields Have Never Shown Better Grain and a Big Yield is Anticipated.

About the early part of the present week there was an easier tone to the wheat markets in Winnipeg and Chicago. This easiness was represented by a close at the end of one day of about two cents below the opening price. This was partly in the form of a reaction following the rapid advances of late, but was mostly due to the feeling produced by the recent general rains throughout the west. They arrived at an opportune time, for some districts, but they were too late for others.

However, there was a reclaiming of some of the lost confidence. The estimate of the western crop about two months ago was placed at 150 million bushels. Drought has cut that figure in two and some houses are placing the figure at 75 million. The more sanguine of the trade, however, are looking for eighty or more. The country is undergoing a scrutiny by experts, but even at the best it will be some time yet before a definite idea of the yield will be obtained.

MONTREAL.

Flour—Flour prices have taken another 20c jump, owing to the western wheat situation, and the report is that they are very apt to stay at least is high as they are now, if not going still higher. At least, there seems to be no immediate likelihood of any weakening. The G.T.R. strike has not helped matters any, and if long continued might influence the market materially. Trade passing is rather light, owing to the fact that dealers have already laid in most of their supplies. Still, in view of the present state of the market, trade is certainly fair.

Winter wheat patents, bbl	5 75
Straight rollers, bb	5 80
Extra, bbl	6 00
Manitoba spring wheat patents, bbl	6 30
" strong bakers, bbl	5 80

Rolled Oats—The market is firm at the recent advance, and trade passing seems to be on the increase, although nothing as yet to boast of. Some export demand seems to have been found, but buyers seem to be waiting for a drop to take place. At present there is little to lead one to think that any such change was in prospect.

Fine oatmeal, bags	2 42½
Standard oatmeal, bags	2 42½
Granulated "	2 42½
Golddust cornmeal, 98-lb. bags	2 10
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags	2 20
" barrels	4 65

TORONTO.

Flour—Locally the trade is quite encouraging. Interest is pretty well divided between the Ontario and western crops. The former are unusually promising. From all parts of the province reports are being received which would indicate a harvest such as has not been garnered in many years. This report is not confined to any one grain, but to practically all. Wheat is in splendid condition, and reliable estimates place the crop at forty bushels an acre in many localities, while it is expected that the average will reach more than 25 bus. to the acre.

Some of those who are following the crop conditions state that they expect Ontario to yield about 25,000,000 bus. Not only is the crop a good one, but the farmers of the province have in latter years been receiving prices that have encouraged them to extend their planting of wheat, and the result is that in addition to a good yield per acre there is a considerable increase in the total acreage.

Manitoba Wheat.

1st Patent, in car lots		6 20
2nd Patent, in car lots		5 70
Strong bakers, in car lots		5 50
Feed flour, in car lots	3 10	3 30
25 cents dearer in bbls.		

Winter Wheat.

Straight roller	5 10
Patents	5 30
Blended	5 10

Rolled Oats—The oat crop throughout the province is showing well, and indications are equally strong for a good yield. Buying is reported to be up to the mark and the market continues to give evidences of a strength which has been a feature throughout the entire season.

Rolled oats, small lots, 90 lb. sacks	2 30
" " 25 bags to car lots	2 20
Rolled wheat, small lots, 100 lb. brls	3 10
" 25 brls. to car lots	3 00
Standard and granulated oatmeal, 98 lb. sacks	2 53

FREEDOM FROM FLIES.

A successful grocer describes the following method which he uses to dispose of flies. About fly season time he takes a narrow strip of wood and tacks it at the ceiling at the edge of the shelf, to this strip he tacks mosquito netting, which extends to the floor. These strips of netting over-lap each other from 8 to 12 inches so that in taking the goods from the shelves the over-lap will not leave space between the drops. In order to keep the netting in place little loads of lead are tied at the bottom. The front windows about once a week are emptied and the whole store is darkened, a little light is left in one window, where the flies will gather. At this point fly paper or fly buttons is used in sufficient quantity. In the course of half a day the store is well rid of flies.

William Rennie, seedsman and agriculturist, Toronto, died on Sunday, July 24.

The Ottawa Retail Grocers' 10th annual excursion will be held on Monday, Aug. 1, to St. Lawrence Park, Cornwall, Ont.

Biscuit Quality

is no less a matter of purity of materials and of skill and care in mixing and baking, than of the way in which the biscuits are packed.

Your absolute guarantee against soggy conditions is to sell exclusively—



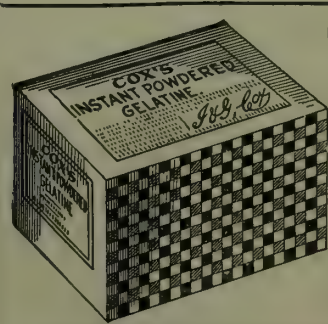
This is the kind that always reaches you in the same crisp and fresh condition as it leaves our oven.

Your cracker business will be booming this summer if you are selling

MOONEY'S

Order to-day.

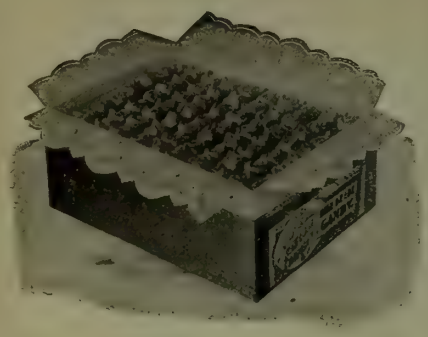
The MOONEY BISCUIT & CANDY CO., LTD. Stratford, Can.



COX'S
INSTANT POWDER
GELATINE

The PURITY of this GELATINE is GUARANTEED by Messrs. COX who themselves both MANUFACTURE and PACK their brand under scientific supervision.

J. & G. Cox, Ltd. Gorgie Mills
EDINBURGH
CANADIAN AGENTS
C. E. Colson & Son, Montreal A. P. Tippet & Co., Montreal



A Secret!

Many people would give a great deal of money for the recipe we use in making that famous confection of ours, the

Chocolate "BORDO"

But that is a secret—a secret we have jealously guarded for a quarter of a century.

Had imitators the knowledge of our method of manufacture they would soon be selling "Bordo" Chocolates in as great quantity as we are.

But, lacking the formula, they cannot produce the goods the people want.

So, we continue to supply, in yearly larger quantities, the requirements of the trade that is catering to those who insist on having the original "Bordo" Chocolate.

The Montreal Biscuit Co.
(The Originators)
Brewster Ave.
MONTREAL.

TRUMILK
IS FULL CREAMED CANADIAN MILK IN POWDER FORM
MILKSTOCK
IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers
Canadian Milk Products, Limited
MAIL BUILDING, TORONTO

52 Highest Awards In Europe and America
WALTER BAKER & CO.'S CHOCOLATE & COCOA


Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Limited
Established 1780, Dorchester, Mass.
Branch House, 86 St. Peter St.
MONTREAL, CANADA

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

W. H. ESCOTT
WHOLESALE
Grocery Broker
141 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

MAPLE SYRUP!
Small's Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

Cheese for 5000 Grocers
Roquefort, Gruyere, Camembert, Oka, Parmasan, Edam, Stilton.
WE ARE SPECIALISTS FOR THE TRADE.
Write, Wire or Phone.
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents.

ROLLED OATS
FLAKED WHEAT and OATMEALS
Bags or Barrels. Car or Broken Lots.
WRITE FOR QUOTATIONS.
Prompt attention to all orders.
J. W. EWEN - Uxbridge, Ont.

FEATHERS WANTED
Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance
WRITE TO
P. POULIN & CO.
39 Bonsecours Market, - Montreal
WE SELL FEATHERS TO

THE HODGSON GUM CO.
898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.

When writing advertisers kindly mention having seen the advertisement in this paper.



Lest You Forget

ALL we are going to tell you to-day, Brother Grocer, is this:

We have never used Cheap Wheat in the milling of FIVE ROSES flour, nor "doctored" wheat, nor anything else that's poor.

Out in the western prairie land we have over 80 elevators sifting the topmost cream of the *Hard Spring Wheat* upon which has been built the grand reputation of the Manitoba growers.

The least rust, or speck, or stain on the amber-colored berries warrants immediate rejection beyond recall.

There is nothing off-color, off-grade, off-quality, in the wheat that makes FIVE ROSES.

It's the pure extract of the pure kernel, needing NO BLEACHING, Brother Grocer.

A pure *Manitoba* flour is FIVE ROSES, from the ripe, red grain.

No admixture of soft wheats to reduce the strength, the lightness, the quantity of breadstuffs.

Often we pay a premium over the market price in order to secure the coveted crop of a particularly favored district.

Because, you see, the FIVE ROSES case is rested *finally* not upon FIVE ROSES salesmanship or upon FIVE ROSES advertising—good as we want these to be—but upon FIVE ROSES FLOUR, the product of 21 years of fidelity to specifc, standard quality ideals in Wheat Buying, in the Milling and Marketing of Flour.

Is this assurance worth anything to you, Brother Grocer?

Then we give it in all Sincerity.

LAKE OF THE WOODS MILLING CO., LIMITED

Makers of FIVE ROSES Flour

Montreal

Canadian Raspberries

Lawton Berries Tomatoes
Cucumbers Egg Plant

New Verdilli Lemons

California Fruits
Peaches Pears Plums

Watermelons
Oranges and Bananas

SEND YOUR ORDERS TO

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. - TORONTO
Carload Importers

"St. Nicholas"
and
"Home Guard"
Verdelli Lemons
are of
Decidedly Superior Quality

and the lemon you should buy at the present high price if you wish to get the Biggest Value for your money.

J. J. McCABE
AGENT
32 Church Street, Toronto.

Strike Has Seriously Affected Fruit Business

There Has Been a Quietness That is Getting Upon the Dealer's Nerves—All Hoping for an Early Conclusion of the Present Condition in G. T. R. Freight Circles—Lemons and Oranges are Firm—Certain Amount of Waste has Been Reported in Recent Receipts of Some Varieties.

It is next to impossible to estimate the exact effects of the present railway difficulty upon the fruit markets particularly of eastern Canada. With the fruit season reaching its zenith and from the fact that the G.T.R. twists its way in and out through the Eastern provinces providing the sole communication for many of the smaller towns and villages and considering that practically no freight has been carried for almost two weeks, looking at these facts it is apparent to even the outsider that the fruit trade must have been considerably curtailed during that time. One instance might be cited of a lakeshore town on the G.T.R. No other road passed through the place, but fortunately goods could be carried from Toronto by boat. Had the town been farther inland there would have been no alternative but to wait until the railway could serve them again.

As the summer passes on, the various fruits and vegetables are coming and going, opening at a high price and gradually sliding down the scale until they are struck off the lists. Raspberries and cherries are waning and will soon be gone, but there has been a good business in each case. Oranges and lemons are quite firm and in good demand. Imported peaches, pears and plums are also going rapidly. On account of the abundance of almost every variety of fruit the strike is all the more annoying to those who were looking forward to a good season unhampered by extra difficulties in obtaining the fruit. On every side the men in the fruit business are hoping for some signs of peace and a restoration of the old order.

MONTREAL.

Green Fruit—One or two dealers report a slight break in the lemon situation, due to new arrivals, but the majority say that prices are higher still, quotations now ranging from $7 to $7.50.

California late Valencias are still scarce, and there is a still further advance in price, some selling as high as $5.50. The Grand Trunk strike has had a decided influence on the receipts of perishable fruits, and several shipments have been delayed until they will be only fit for the dump when they arrive. As yet prices have not been affected to any appreciable extent.

Apples—			Oranges—		
Bananas crated, bunch	2 00	2 25	California, late Valencias	5 50	
Blueberries, box	0 75		Valencias, large, per case	4 50	5 00
Cherries, basket	1 75		Pineapples—		
Gooseberries, gal.	0 30		Floridas, case	5 50	
Cranberries, bbl.	11 00		Strawberries, qt.	0 10	0 12
Cocoanuts, bags	4 25		Raspberries, qt.	0 12	0 15
Grape fruit—			Plums	1 75	2 25
Florida, box	9 00		Peaches	2 00	2 25
Limes, per box	1 00		Pears	3 00	3 50
Lemons	7 00	7 50			

Cherries are scarce and locally are about done. Those on sale are very mediocre quality, and are higher in price.

Vegetables—With the exception of carrots and turnips, which are slightly higher, vegetables in general show weakness. Beans are now selling at $1 and even less in scattered instances.

Mushrooms are practically done, and tomatoes are showing a decided scarcity. Celery is also about done.

Trade in general is brisk, but dealers complain of the prices they have to sell for in comparison with the buying prices and the waste due to the prevailing hot weather. Still there seems to be no doubt that business is good, such as it is.

Beans, green, basket	1 00		Onions—		
Beans, wax	1 00		Egyptian, lb	0 03	0 03½
Beets, doz	0 25	0 35	Potatoes—		
Carrots, doz	0 15	0 20	Montreal, bag	0 50	0 60
Cabbage, new, dz	0 50	0 60	Potatoes, new, per bbl	2 50	3 00
Celery, doz	0 75	1 00	Parsley, dozen		0 20
Cauliflowers, Montreal	1 00	3 00	Parsnips, new, dz	0 50	0 60
Cucumbers, doz.	0 40	0 50	Radishes, dozen bunches	0 15	0 20
Garlic, 2 bunches		0 25	Rhubarb, doz		0 25
Green Peppers, basket		0 75	Spinach, bbl	1 75	2 00
Lettuce—			Tomatoes—		
Montreal, doz	0 25	0 30	Jersey	2 00	2 25
			Turnips, new, bunch	0 30	0 35

Fish—Mackerel are scarce and are selling now at 15c, an advance of 5c over last week. Another run is expected in August, and it is to be hoped that it will be above the average, or there will be a bad situation in this market.

Lake and river fish are also scarce, owing to the fact that it is the close season for a great many varieties.

Gaspe salmon are higher, owing to scarcity.

Large sales of halibut are reported at good prices, and receipts of this fish are coming in freely from the Pacific coast.

Oysters are selling slowly just now, because of the hot weather.

A feature of the week is the arrival of a 400-lb. sturgeon, caught down near the gulf.

FRESH

Pike		0 08	Whitefish		0 12
Perch		0 06	Mullets		0 06
Steak cod		0 06	Haddock		0 05
B.C. salmon		0 13	Halibut		0 09
Gaspe salmon		0 20	Bullheads		0 10
Market cod		0 04	Carp		0 06
Sturgeon		0 10	Dore		0 12
Lake trout		0 12	Mackerel		0 15

FROZEN

Codfish	0 04	0 04	Pike		0 07
Dore, winter caught, per lb		0 10	Salmon, B.C., red,		0 10
Haddock		0 04	Gaspe salmon, per lb		0 18
Halibut, per lb.		0 08½	Smelts, 10 lb. boxes		0 07½
Herring, per 100		1 25	Whitefish, large, lb		0 09
Market cod		0 04	Whitefish, small		0 07
Steak cod		0 05			

SALTED AND PICKLED

Green cod, No. 1, bbl	6 00	6 50	Salmon, B.C., red, bbl		14 00
Labrador herring, bbl		5 00	" " pink, bbl		12 00
" " ½ bbl		2 85	" Labrador, bbl		17 00
Labrador sea trout, bbls		11 00	" " ½ bbls		8 50
Labrador sea trout, half bbls		6 00	" " trcs., 300 lb		23 00½
No. 1 mackerel, pail		2 00	Salt eels, per lb		0 07
" " ½ bbls		8 00	Salt sardines, 20 lb. pls		1 00
No. 1 pollock, bl		4 00	Scotch herring		6 50
			" keg		1 00
			Holland herring, bbl		5 50
			" " keg		0 75

SMOKED

Bloaters, large, per box	1 00
Haddies	0 08
Herring, new smoked, per box	0 13
Kippered herring, per box	1 15

SHELL FISH

Clams, Quahogs, per bbl	6 50
Clams, Little Necks, per bbl	10 00
Shell oysters, bbl	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 50
" Selects, Imp. gal	1 6
" "Sealshipt," standards, per Imp. gal	1 75
" " select, per Imp. gal	2 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5½, 6, 8, 9 & 10c. per lb.	
Shredded cod, per box	1 80
Skinless cod, 100 lb. case	5 50

WINNIPEG.

Fresh Fruits—This week marks the disappearance of a few lines, chiefly cherries and pineapples. The trade in all lines is heavy and prices are quite stiff.

Bananas	2 50	Oranges, Valencias	5 50
Cranberries, bbl	8 00	Raspberries, wash case	5 00
Cocoanuts, doz.	0 90	Currants, case	4 00
Lemons, Cal.	10 00	Watermelons, dz	6 50
Peaches, Crawford's, case	1 50	Plums, blue, Cal case	2 25
Apricots, case	2 00		

Vegetables—This season the volume of goods disposed of on the local market has been greatly in excess of any previous year. Prices, too, have been

HOT WEATHER!

LEMONS

Nothing so good as a drink of Genuine Lemonade made from our **HOME GUARD** or **LORD BERESFORD** Brands of Fancy Lemons. Most of the summer ills the human flesh is heir to are quickly corrected by the free use of Lemonade.

WHITE & CO., Ltd.

Wholesale Fruit **TORONTO**

Raspberries (Short crop)
Now at their best.

Currants (Red Cherry)

Cherries (Montmorency)
Will be over this week.

Tomatoes
Cucumbers } Canadian
Now ready

Write, phone or mail your orders to

Stevens & Soloman
Growers and Shippers of
CANADIAN FRUITS
HAMILTON, - - - ONT
Phones 1990 and 2700

CALIFORNIA
Late Valencia Oranges
GOLDEN ORANGE
BRAND

The Finest Orange Grown.
Fresh Cars Arriving Weekly.

Always Order
GOLDEN ORANGE BRAND
And get the very BEST from

HUGH WALKER & SON
(Established 1861) **GUELPH, ONTARIO**

BUSTER BROWN



A POPULAR BRAND that "can't be beat"!
Insist on having LEMONS packed by FOLLINA—They're Alright.



FOLLINA BROS., PACKERS

W. B. STRINGER, SALES AGENT.

stronger and the local production has been increased.

Asparagus, doz	1 50	Onions, Egyptian, per lb.	0 04½
Butter beans, lb	0 15	Potatoes, new, bs	1 75
Carrots, doz	0 30	Parsley, per doz.	0 25
Cabbage, new, lb	0 03	Radish, dozen	0 20
Cucumbers, doz.	1 25	Rhubarb, lb	0 03
Lettuce, doz.	0 20	Tomatoes, crate	2 00
Mint, doz.	0 30		
Onions, green, per dozen	0 20		

Fish—The catch of fresh fish in Manitoba waters has reached the limit stated by the law, and as the trade warrants a greater supply, local jobbers are endeavoring to bring in fresh whitefish and halibut from other provinces. Next week a shipment is expected from Edmonton. The continuance of hot weather has tended to weaken the meat trade and stimulate the use of fish. Prices have varied little.

Halibut	0 09	Whitefish	0 09
Salmon Trout	0 11	Smoked—	
Whitefish	0 08½	Bloaters, basket	1 50
Haddock	0 06	Fillets, lb	0 20
Lake Frozen—		Haddie, Finnan	0 08
Goldeyes	0 03½	Herring, Digby, bdls	0 95
Yellow Pickerel	0 07		
Pike	0 03½		

TORONTO.

Green Fruits—In spite of the strike the local fruitmen are doing considerable business, but it has been under certain inconveniences. That there has been a falling off in trade is substantiated by the fact that the usual amount of goods is not being received. The shippers would not take a risk under present conditions; the wholesalers were in the same boat fearing to order goods under the possibility of delayed deliveries and the commission men concluded that adopting the same protective policy was good enough for them. Of course, there has been fruit brought in, but for the most part there has been a noticeable quietness which was not even thought of during the week previous. Express charges are practically prohibitive when a consignment of fruit has to be moved and the C.P.R. is reported to have as much as it can handle.

Lemons have been arriving more plentifully than for some time past. They are of good quality and are bringing a good figure. The price of 300's is firm but in the 360 class they may be cheaper and may have a weakening effect on the others. This latter is really not expected although it is a possibility.

Oranges are firm and are quoted at higher prices. Lemons are bringing more money in the United States than on this side of the line. Watermelons and peaches have been showing an amount of waste of late that has been discouraging. A day's delay with fruit of this kind means dollars, hence the dealers do not feel disposed to take chances of that kind. Bananas have arrived just about ripe, others have been in good condition. The fruitmen are not at all pleased with the first week of the railway trouble. The season is just at its height and fruit dealers are not the class of men who relish business unless it is just about "hitting the high spots".

Raspberries have dropped in price, as have also blueberries. Receipts are fairly liberal, but there is room for much improvement. Pears and peaches are a little cheaper but the rest of the market is remaining firm at former figures.

Bananas	1 50	2 00	Gooseberries—		
Blueberries, bas	1 10	1 25	Large, per bas	1 00	1 25
Cantaloupes, Cal.—			Small, per bas	0 65	0 75
Pony crates		6 00	Grape Fruit—		
Large crates	7 50	8 00	California	3 75	4 75
Cherries, sour—			Lemons—		
Small basket		0 50	Verdelli	6 00	6 50
Large basket	1 00	1 25	Limes, box		1 25
Cherries, sweet—			Oranges—		
Small basket	0 50	0 75	Valencia	4 50	5 00
Large basket	1 00	1 75	Peaches—		
Cocoanuts, sack		4 50	Georgia		2 50
Red currants, small basket		0 75	California	1 25	1 50
Black currants, basket		1 50	Pears, box	3 00	3 25
Greengages, box	1 00	1 75	Pineapples, case	2 25	3 00
			Plums, case	1 50	1 75
			Raspberries		0 11
			Watermelon, ea.	0 40	0 50

Vegetables—Home grown vegetables are becoming cheaper under increased production. Beans, cabbage, cucumbers, tomatoes and a few others are easier and enjoying good business. Regarding the potato market there seems to be an unsettled feeling depending upon the extent of the new crop. The receipts of the latter have begun to come in although in limited quantities. The general feeling is that the crop is going to be up to the average but in some districts the reports are unfavorable. The old stock is going a-begging for buyers and farmers are actually giving it away.

Beets, doz	0 25	0 30	Potatoes, Delaware		0 75
Beans, wax, per 11-qt. basket	0 35	0 50	Potatoes, Virg.	2 75	3 00
Cabbage, case—			Parsley, per doz bunches	0 25	0 30
Canadian	1 50	1 75	Radishes, doz		0 25
Carrots, Canadian, doz		0 30	Peas, green, per 11-qt. basket		0 35
Cauliflower, dz		2 25	Green peppers, basket		
Cucumbers, bas		0 75	Spinach, hamper		0
Lettuce, Canadian, head	0 25	0 30	Turnips, bag		
Onions—			Tomatoes, Texas crate 4 basket	1 25	1 50
Texas Bermudas per crate		2 00	Tomatoes, Can., basket 11 qt.	1 00	1 50
Egyptian, sack	3 00	3 25	New turnips, p.r 11-qt. basket		0 50
Potatoes, Ontario, bag	0 20	0 30			

Fish—There have been no changes in the fish market during the past week. Newspapers have reported advances in fish as the result of the failure of the delivery, but the wholesale people do not bear them out. Halibut, white fish and trout remain the best sellers.

FRESH CAUGHT FISH

Halibut	0 09	0 10	Steak cod		0 08
Salmon trout		0 11	Perch		0 07
White fish	0 11	0 12	Haddock		0 07
Herring		0 06	Mackerel	0 22	0 23

FROZEN LAKE FISH

Pickerel yellow	08	Pike	0 07
		Whitefish, frozen	0 0

OCEAN FISH (FROZEN)

Herring, per 100	1 5	Salmon, pink, per lb.	0 08
		" red	0 09

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Cod, Imperial, per lb.	0 05
Codfish, Bluenose, "	1 40	Fillets, per lb.	0 11
Cod steak, per lb.	0 07	Haddie, Finnan	0 07
		Quail on toast, per lb.	0 05

SEASON 1908-9

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

TRY LEARD'S LOBSTERS and CANNED CHICKEN
Write for Prices
W. A. LEARD
Summerside, - P.E.I.

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

CARTER'S
EXTRA CONCENTRATED
LEMON SYRUP
"BIG WHEEL"
LEMONADE.
CRYSTALS OR POWDER.
H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

Sardines That Sell

are those that have a guarantee on each tin!

Concord Norwegian Sardines

are finest small autumn fish only, packed, when freshly caught, in high-grade oil. Each tin is provided with an extra cover for use after it has been once opened. The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree. Order from any wholesale grocer, and don't forget the name CONCORD.

CCC Norwegian Canned Goods

LIST OF AGENTS:

R. S. McIndoe, Toronto; A. H. Brittain & Co Montreal; W. A. Simonds, St. John, N.B. Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.







THE MOST POWERFUL LEVER

to move the whole family trade round your way is the

BRUNSWICK BRAND SEA FOODS

For fourteen years this brand has held the premier position for quality, and you had better be out of business than handle other than **Quality Goods.**

CONNORS BROS., Limited, Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta

TRADE NOTES OF THE WEEK.

Business Changes Recorded Throughout the Dominion During the Past Week.

Ontario.

Wm. Ford, grocer, Toronto, sustained loss by fire.

W. C. Box, general merchant, Bolton, Ont., has sold to Jas. B. Box.

F. J. Cowling, grocer, Toronto, Ont., has sold out to Fred Benson.

Thomas Atkinson, grocer, Ottawa, Ont., is succeeded by R. Richardson.

E. R. Newans is taking over the grocery business of Laura C. Newans, London, Ont.

Henry Cunningham, of Armour & Cunningham, grocers, Brockville, Ont., died recently.

W. J. Cain, general merchant, Port Lambton, Ont., is advertising his business for sale.

Geo. R. Dodson and J. S. Foster, general merchants, Highgate, Ont., recently sustained loss by fire.

Quebec.

J. A. Julien, grocer, Montreal, has assigned.

Mitra & Hanna, general merchants, Montreal, have registered.

The assets of J. A. Julien, grocer, of Montreal, are to be sold.

Despres & Fontaine, general merchants, Weedon, Que., have registered.

The assets of John Barclay, grocer, Montreal, Que., are to be sold.

J. B. DeVilliers & Fils, have opened a new general store at Riviere Beis Clair, Que.

The assets of A. G. Marrach & Co., general merchants, Joliette, Que., are advertised for sale.

The assets of Jos. Tremblay, general merchant, Les Eboulements, Que., are advertised for sale.

G. W. Holmes & Co., general merchants, Mansonville, Que., sustained loss by a recent fire. Insurance was carried.

Western Canada.

R. J. Smythe, grocer, North Vancouver, B. C., recently sustained loss by fire.

J. R. Foreman has opened a general store at Arden, Man.

Jos. Bradley has opened a general store at Wolfton, Sask.

J. Dart has opened a general business at Jack Fish Lake, Sask.

John Marshinski has opened a general store at Winnipegosis, Man.

W. J. Davidson has opened a general business at Sedley, Sask.

Dawson & Co. have opened a general store at Le Ross, Sask.

James Sinclair & Son have opened a general store at St. Louis, Sask.

Gordon L. McQueen has opened a grocery store at Daysville, Sask.

Luther Cornell has opened a grocery store at Glen Bryan, Sask.

Fanny Simpson has opened a grocery business in Edmonton, Sask.

Stevens & Allan, grocers, Kamloops, B.C., sustained loss by fire.

McCartney & Fleming, grocers, Vancouver, B.C., have dissolved.

Doyle & Allum, Ltd., grocers, Revelstoke, B.C., have assigned to W. B. Robertson.

C. J. Moore & Co., Comox, B.C., have sold their Courtenay branch to T. E. McKean.

C. F. Sealund has purchased the business in Wetaskiwin, formerly conducted by the Horseshoe Trading Co. Mr. Sealund will continue his grocery in the old premises.

OPPORTUNITIES IN THE WEST.

Announcements of business opportunities in the west refer to the following openings: A brush and broom factory in Edmonton, Alta.; flour and feed stores in Oakner, Man., Landis and Young, Sask., and Tofield, Alta.; flour mill in Bradwell and Bangor, Sask., and Tofield, Alta.; general stores in Beaudry, Cabot, Gregg, Rivers and Uno, Man, Allan, Biggar, Birmingham, Bradwell, Cana, Goodeve, Hubbard, Tasmin, Landis, Leney, Leross, Mostyn, Punnichy, Quinton, Raymore, Undora, Venn, Vera, Yonker and Zelma, in Sask., and in Chauvin, Deville and Philips, Alta.

AN ERROR.

In transcribing notes an error was made in our issue of July 15, in an item referring to Longeway & Lewis, grocers, Montreal. This item stated that this firm had "assigned" when it should have read "registered" as reported by Bradstreets. We regret this error and trust that no inconvenience has been caused Longeway & Lewis.

JAMAICA CIGARS and CIGARETTES

"La Retreat" Brand

Made from the finest and choicest tobacco.

La Retreat Factory Co.
7 Port Royal St.
Kingston, Jamaica, B. W. I.

Agent required for these Products in Canada.
Special inducement to financially responsible party.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
Those made by McDOUGALL are peerless. Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scot.

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

TANGLEFOOT



The Original Fly Paper
For 25 years the Standard in quality
All others are Imitations

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade



ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

ADDING MACHINE.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

AGENTS WANTED.

WANTED—Grocers to sell Nation's Custard Powder. Retail 5 cents per packet. ½ and 1-lb. patent measure tins. Gives big profit. Satisfies customers. Increases sales. Wholesale Agents:—Green & Co., Toronto; W. H. Escott, Winnipeg; W. H. Malkin Co., Vancouver. (34)

AGENCIES WANTED.

A FIRM OF COMMISSION AGENTS in Jamaica are desirous of representing Canadian firms manufacturing groceries, biscuits, condensed milk, etc. Can influence large turnover in these lines. Highest references given. Box 343, CANADIAN GROCER, Toronto. (tf)

MALE HELP WANTED.

WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

MANAGER WANTED.

MANAGER WANTED.—A large Oyster Company, about to open a wholesale branch in Toronto, invites correspondence from men thoroughly competent to act as manager. Only live wires need apply. Write full details of your age, entire previous experience, salary desired to start with, references, etc. All correspondence strictly confidential. Address Box 354, CANADIAN GROCER, Toronto.

BUSINESS CHANCES.

FOR SALE.—grocery and butcher business in good live town about forty miles east of Toronto. This is a good paying business. Address Box 355 CANADIAN GROCER.

FOR SALE OR TO RENT. A general country store in one of the best wheat sections of Southern Sask. A post-office and mail route in connection. Address, Postmaster, Ingleford, Sask. (32)

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

COUNTER CHECK BOOKS.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

MISCELLANEOUS.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

MISCELLANEOUS.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

AT LAST—A really practical pencil sharpener. The "Spiro" sharpener built on a new principle, positively does not break the lead. Ten blades. Sharpener lasts a lifetime. Every pencil user needs one. Your pencil sharp in a second. Ask your stationer or write us direct. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

EVERY RETAIL MERCHANT should use a Typewriter and every retail merchant would use a Typewriter if he knew the liberal proposition we are prepared to make. A simple request will bring it. The Monarch Typewriter Co., Ltd., 98 King St. West, Toronto, nt.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

MISCELLANEOUS.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 134-139 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 134-139 University Ave., Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3 "	"	1 25
¼-lb. tins, 4 "	"	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	



ROYAL BAKING POWDER

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ¼ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 60
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams	Per doz
Strawberry	1 90
Raspberry	1 90
Black currant	1 80
Red currant	1 80
Raspberry & red currant	1 80
Raspberry and gooseberry	1 80
Damson plum, stoneless	1 70
Greengage plum, stoneless	1 70
Gooseberry	1 80

Peach	1 80
Pear	1 70
Jellies	
Red currant	2 40
Black currant	2 40
Crabapple	1 70
Plum	1 70
Grape	1 70
Marmalade	
Scotch	1 40
Orange Jelly	1 75
Green Fig	2 25
Lemon	1 80
Pineapple	2 25
Ginger	2 25

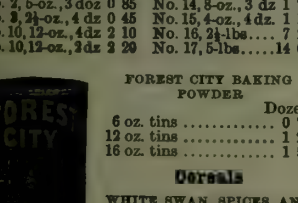
Pure Preserves—Bulk

	5's & 7's per lb.	14's & 30's per lb.
Strawberry	0 11	0 10½
Black currant	0 11	0 10½
Raspberry	0 11	0 10½
Other varieties	0 09	0 08½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00

FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

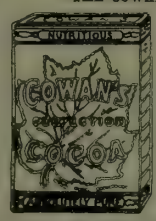
White Swan Flaked Peas, per doz. $1 00

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Solutle, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22
Special quotations or Cocoa in bbls. kegs, etc.	
Unsweetened Chocolate—	Per lb.
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 200 size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" 8's " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c. size	90 per dr.
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c. lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Soluble cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.

	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	.. .	0 15
Macaroon	0 17	....	0 17
Desiccated	15	....	0

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 16
Shredded	0 15
In packages 3-oz., 6-oz., 8-oz., lb.	5 90

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED.

"Jersey" brand evaporated cream per case (4 doz.)	$4 00
Reindeer" brand per case (4 doz.)	5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins.

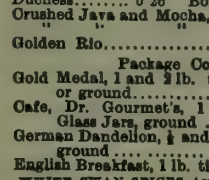
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees'

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.

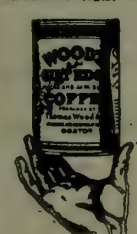


1-lb. decorated tins, 32c. lb	
Mo-Ja, ½-lb. tins 30c. lb.	
Mo-Ja, 1-lb. tins 28c. lb.	
Mo-Ja, 2-lb. tins 26c. lb.	

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 3 tumblers), $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	0 32
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz. $ 8 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40



	Ground or bean, lb	W.S.P.	Ret. P.
	1s	0 32	0 50
	1s	0 33	0 50
	½s	0 29	0 40
	½s	0 30	0 40
	¼s	0 22	0 30
	¼s	0 23	0 30

Packed in 30s and 50-lb. cases
Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	1
" " 10c cakes, 36 in box "	2
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montrea $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts.

SHIRRIFF'S

1 oz. (all flavors), doz.			1 00
2 " "	"		1 75
2½ " "	"		2 00
4 " "	"		3 00
8 " "	"		5 75
8 " "	"		5 50
16 " "	"		10 00
32 " "	"		18 00

Discounts on application.



CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails, per lb	0 06½

Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails	0 06½

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. 1$0. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 80 jars, doz. $1.48.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 dz.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself, as well as for us, by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

Molassine Meal

Molassine Dog and Puppy Cakes

Molassine Terrier, Hound and Puppy Meal

Molassine Chicken and Poultry Food

Are reliable foods for horses, cattle, dogs and poultry.

Sole Canadian Importer:

ANDREW WATSON

61 YOUVILLE SQUARE, MONTREAL

NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

R. B. Wiseman & Co.

123 Bannatyne Avenue East **WINNIPEG, MAN.**

Reference—Bank of Ottawa, Winnipeg

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

---

2 IN 1

THE SHINE COMES QUICKLY, GOES SLOWLY

"Two in One" is the **best selling** shoe polish on the market, because it is the **best polish.** Guaranteed free from all adulteration and admixture.

Order to-day.

The F. F. Dalley Co., Limited

Hamilton, Canada. Buffalo, N.Y.



BROOMS OF QUALITY

WE make them! **YOU** should sell them!

YOUR customers will appreciate them! **OURS** do

and keep our factory going on FULL TIME

A postal will bring you information.

Walter Woods & Co. - **Hamilton and Winnipeg**



BLACK JACK

QUICK, CLEAN, HANDY

TRY IT.



SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

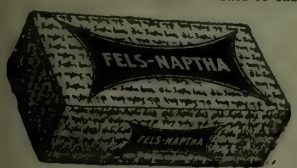
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



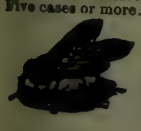
Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Fly Pads.

WILSON'S FLY PADS

In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.80; 5 boxes $3.75.





List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 12½
½-bbls.	0 12½
Tubs, 60 lbs.	0 12½
20-lb. Pails.	2 60
30-lb. tins	2 50
Cases 3-lb.	0 13½
" 5-lb.	0 13⅜
" 10-lb.	0 13½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 12
Tubs	0 12½
20-lb. pails	0 12½
20-lb. tins	0 12
10-lb. "	0 13½
5-lb. "	0 12½
3-lb. "	0 13
1-lb. cartons	13½

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 80
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 60
"Purity" licorice, 10 sticks	1
" " 100 sticks	....
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7½c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Cereals.



Grape Nuts—No. 22, $3.00; No. 33, $4.50.
Post Toasties—No. T3, $2.65.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

D.S.F., ½-lb. tins	per doz.	$ 1 40
" ¼-lb. tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ½-lb. tins	per doz.	0 85
" ¼-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 5 75
" pts. 24's	6 50
" ½-pts. 24's	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 doz. cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box, $3.00

Case of ½-lb. containing 120 pkgs. per box, $3.00

Case of 1-lb and ½-lb. containing 30 1-lb. and 60 ½-lb. pkgs, per box $3.00

Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, " 120 ½-lb. "		2 60
No. 3, " {30 1-lb. " / {60 ½-lb. "		2 60

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	1 65
5 cases	7 55

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. Montreal

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered), $3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

	Per lb
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 07
Barrels, 200 lb	0 06½
Kegs, 100 lb	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb	0 7½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks in case	0 08
Kegs, ex. crystals, 100 lb	0 07
Brantford Gloss—	
1-lb. fancy boxes, cases 35 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	1 00

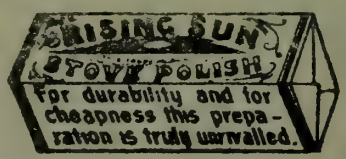
Canned Haddies, "Thistle" Brand

A. P TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD
6a size, gross, $2.40. 2a size, gross, $2.50

Boot Polish



PACKARD'S BOOT AND SHOE POLISHES

Mon-Ami, $9 gross; Black "O," $9 gross; Large Combination, $20 per gross; Pony Combination, $10; French Glycerine, $9; Ladies' Special, $20; Pat. Lea. Cream $20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03¾ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼-barrels, 175 lbs	0 03¾ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 75
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.



EMPIRE PACKAGE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c	1s, 20c.; ½s, 21c.
30c	1s and ½s, 23c.
40c	1s and ½s, 28c.
50c	1s and ½s, 35c.
75c	1s and ½s, Vulcan, 50c.

100 lb. lots freight paid.



	Wholesale	Retail
Blue Label, ½'s	0	0 35
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 25	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼s	0 55	0 80
Embossed, ½'s and ¼'s	007	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters			
Gold Tins, 5's	35c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	36c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1.00 lb.	
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb	



MELAGAMA TEA

MINTO BROS., 45 Front St. East

black, green, mixed—½s, wholesale 70c., retail $1; ¼s, 55c. and 80c.; ⅛s, 44c. and 60c.; 1 lbsand ½s, 40c. and 60c.; ¼s, 38c. and 50c.; 1 lbs. and ½s, 35c. and 50c.; 1 lb., ¼s, 30c. and 40c.; ⅛s, 32c. and 40c.; ¼s, 25c. and 30c.; 1 lbs., 24c. and 30c. We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
½-lb. paper pkgs., 4 doz. in case	$0 90
1-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ½-lb. paper pkgs. / 2 doz. 1-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

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IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	46
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	46
Rosebud Bars, 6s	46
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

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SAVE TIME & MONEY



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We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



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EUROPEAN OFFICE: 118 HOLBORN, LONDON E.C. ENG.



YOUR PROFITS

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The 'Arctic' is the 'last word' in scientific refrigerator construction, and is moreover a handsome ornament to any store.

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If you want information of any kind about the West Indies do not hesitate to write us for it.

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Port of Spain - Trinidad

Pure Reliable



Have no hesitation

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"COW BRAND"

BAKING SODA

It is noted for its strength, purity and reliability, and is a marked favorite with the cook.

See to your stocks. Order from your jobber

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Mince Meat

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Absolutely dust-proof.
3 dozen to a case.

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The leading Laundry and Cooking Starches in Canada.
They are noted for their purity and ease in handling and leave a good profit for the dealer.

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Seeded Raisins
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Seedless Raisins
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Pack only the best fruit from the best Vineyards and Orchards in California.

Full Grade **Full Count** **Full Weight**

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Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

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People with cultivated tastes and ideas are always more difficult to please. But you will find that

Ram Lal's Pure Tea

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MR. GROCER—

You will blaze a trail direct to your nearest distributor when you find out how much better FROU-FROU is than any other filled wafer.

FROU-FROU is the most delicious, tempting, indescribable morsel of goodness that you ever tasted.

We want to prove our claim to FROU-FROU being the world's greatest Wafer by sending you at our expense, upon receipt of your name and address, a generous sized sample of this dainty Dutch Delicacy.

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The Dutch Wafer of Indescribable Charm

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Canadian Distributors - - - TORONTO













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Leading Brands :

"Aylmer"
"Little Chief"
"Log Cabin"
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ETC.

DOMINION CANNERS
LIMITED
HAMILTON.



January February March April May June July August September October



November



December

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Knox Gelatine is a steady, all-year-round, "never stop" seller. There are two reasons : first, we do the steady, all-year-round, "never stop" kind of advertising ; second, **Knox Gelatine** is so satisfactory that people who buy it once always buy it. **Knox Gelatine** makes a pint to a quart more gelatine to the package than any other. We'll refund the purchase price if it fails to please your customers for any reason. Push **Knox Gelatine** for these reasons and because it sells at 15 cents a package, paying you a good profit.

CHARLES B. KNOX CO.

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Your Attention!



These goods we can highly recommend for quality and attractive style of packages.

The range is a large one, including Ox Tongues, Potted Meats, Galantines, etc., put up in both glass and tin.

Price list on application.

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Pure Fruit Jams and Jellies

IN BOTTLES.

They are made from the most luscious and ripened British Columbia Fruits and Cane Sugar.

"Kootenay" Brand preserves to a remarkable degree the natural flavor of the fruit, and invariably satisfies the most particular palate.

Keep a liberal stock of these ready sellers. They are attractively packed and are a profitable line to handle.

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When You Sell Borden's Brands—

You know, when you sell a customer Eagle Brand Condensed Milk or Peerless Evaporated Cream, that you have sold the best the world produces. Merchants all through Canada find it profitable to specialize on these brands, and besides, they get a lot of satisfaction out of it as well.

HAS BEEN BEST FOR OVER 50 YEARS.



Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macauley & Co., Vancouver, Victoria, Nelson and Calgary.

There's Money in Handling **Brand's Essences** of Beef, Chicken, Veal and Mutton

Peterboro, 9th July, 1910

Thos. O. Baxter

Dear Sir:

Would you please send us by Express, one dozen Brand's Essence of Beef in tin, same as we had before.

There is a growing demand for it. Two new customers are waiting for this lot to arrive.

The case of one man with the worst type of Anaemia has been a great advertiser. It has been a great thing for him, and all his friends are talking about it, so it has a good start now.

You will find enclosed Express Order in payment of last lot.

Your kind attention will oblige,

Yours truly,

A Leading Grocer

(Name on request)

Throughout the world Brand's Specialties have an enormous sale, and we are making a

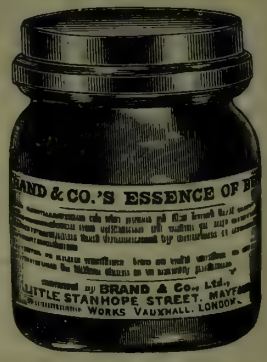
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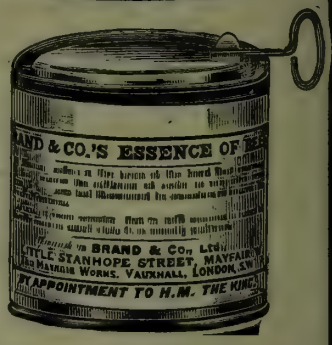
to high-class grocers so that we can properly introduce these goods to the Canadian public.

Avail yourself of this favorable opportunity to increase your trade. Our offer has been accepted by practically every merchant to whom it has been made.

Don't think that Brand's Essence is like ordinary meat extracts. It is not "just the same." Brand's is a clear, amber-colored jelly when cool.

Brand's is specially recommended for invalids, and is retained on the stomach when nothing else can be.





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BRAND & CO. Purveyors to H.M. the King **London, Eng.**



Balaklava Brand Beans

You already know them. If you do not, write us for information and prices. If you do know them, see that your stock is kept up.

—A WORD TO THE WISE—

The Eastern Canning Co.

Port Canada, N.B.

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NOTE THE SPECIAL FEATURES; also note that no other maker can use these but the Dayton. SWIVEL BASE, making the scale to revolve to either side of the counter. LOW PLATFORM, only 7½ in. from the counter. AUTOMATIC THERMOSTATS, regulating the scale in any temperature. DIAL FITTED with BALL BEARINGS, making it very sensitive for small weighings. These Special Features alone make the DAYTON SCALE superior to all others.

There are more DAYTON SCALES sold than all other makes of Computing Scales combined.

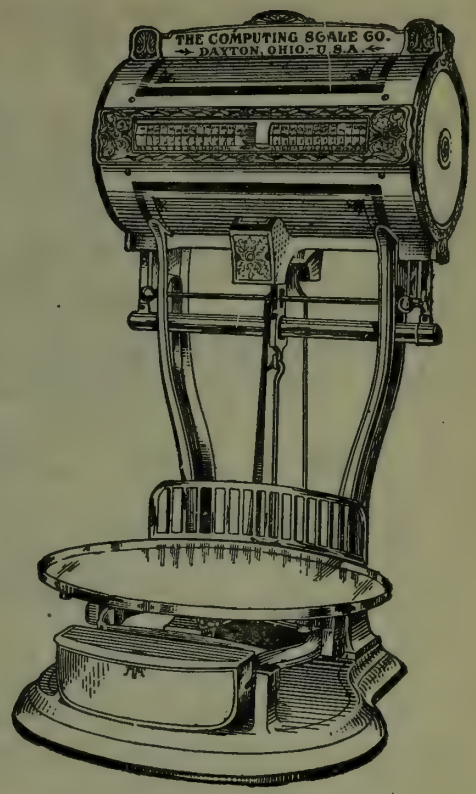
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Write us and get our quotations.

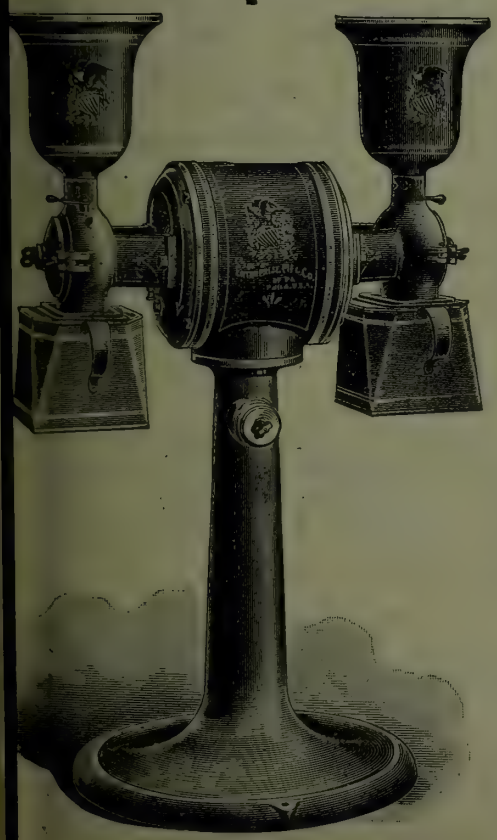
MADE IN CANADA

The Computing Scale Co. of Canada, Limited

164 West King Street, TORONTO, ONT.



Dayton Moneyweight Scale
Note the low platform



The LATEST "Enterprise" Electric Mill

New ideas applied to rapid grinding of coffee by electric power make these new "Enterprise" Pedestal Mills *by far the best on the market to-day.* They are **Direct Connected.** They lose no power in transmission. The grinders are on the motor shaft. The double Mill shown here, No. 0852, is for alternating current; can also be furnished for direct current. One Mill is fitted with tooth grinders which *cut* the coffee, the other mill fitted with ribbed grinders for pulverizing. Each hopper holds six pounds. The Mill will granulate 3 pounds of coffee per minute, and pulverize ½ pound per minute. The cans or receivers are enclosed as a protection against dust. The Mill is self-cleaning. This compact, graceful 1 H.P. Mill is already in great demand. We invite correspondence and will send facts, illustrations and prices of our 45 sizes and styles of Rapid Grinding and Pulverizing Mills on request.

We supply grocers also with Meat and Food Choppers, Self-Measuring Pumps and Faucets, Smoked Beef Shavers and other "Enterprise" Specialties. You should have our latest catalogue. If you haven't it, write.

The Enterprise Mfg. Co. of Pa. Philadelphia, U.S.A.

21 Murray Street, New York — 544 Van Ness Ave., San Francisco

Gossages' Magical Soap



The Best, The Sweetest
and The Cheapest
Free Lathering Soap
in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

WE WISH TO ANNOUNCE TO THE TRADE that we are in a position to handle a greater volume of business this season than ever before. We pack a full line of high-grade Fruits, Vegetables and Side Lines and are in a position to look after your interests no matter how varied the assortment required. Communicate with us before booking your order. Invest two cents and be convinced that we can save you Dollars.

ESSEX BRAND IS KNOWN TO ALL THE TRADE

Essex Canning & Preserving Co.

Essex, Ont.

ADD A ZEST TO THE PLAINEST FARE

In mansion and cottage alike there's a steady and insistent demand for

Prepared Mustard

Sterling BRAND

and Catsup

They have a distinctive flavor that has made them prime public favorites, and you have our guarantee of absolute purity back of your recommendation to your customer. Keep a liberal stock of the famous "Sterling" Brand Goods—the brand that stands for quality.

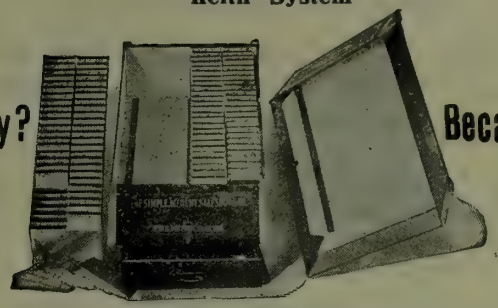
See to your stocks.

The T. A. Lytle Co., Limited

Sterling Road : : TORONTO

Simplicity No Waste of Time No Waste of Money with the Keith System **Protection**

Why? Because—



1. One simple writing does all the work—takes the order in duplicate or triplicate, gives customer itemized bill of purchase, showing total amount owing to date, and posts the account up-to-the-minute—no further work—no further worry.

2. The slips being numbered in duplicate or triplicate from 1 to 50 in each book, and the past account being carried forward with each order, protects you against forgotten charges, disputes, and the losing or manipulation of slips.

3. It protects your records against fire. No risk to run —customers claim it pays for itself in a few months only.

Write NOW for Catalog G. It explains fully.

The Simple Account Salesbook Co.,

Sole Manufacturers

Also manufacturers of Counter Pads for Store Use

1926 Depot St., Fremont, Ohio, and Hartford, Conn.

Old England's Healthful Drink

The most healthful drink of Old England is KOPS ALE, brewed from fine Kentish Hops. It is in big demand in all parts of the world, and particularly in the Daughter States.

Kops Ale or Kops Stout

will be found the best for luncheon or dinner, and are refreshing and stimulating at any time. They have a fine, bitter taste, but are entirely free from anything of an injurious nature. THEY ARE ABSOLUTELY NON-INTOXICATING. Good for all the year round trade. Let us correspond with you and send you Analytical report with other information.

NON-ALCOHOLIC AND WARRANTED PURE KOPS TRADE K O P S MARK REGISTERED ALE GUARANTEED BREWED FROM THE BEST KENTISH HOPS. KOPS BREWERY WANDSWORTH BRIDGE RD FULHAM LONDON ISSUED BY KOPS BREWERY FULHAM LONDON

CANADIAN AGENTS:—Hudson's Bay Co., Vancouver, B.C. W. L. MacKenzie & Co., Ross Ave., Winnipeg. Kenneth H. Munro, Coristine Bldg., Montreal. Royal Stores, St. John's, Nfld. The Turner Co., 106 Front Street East, Toronto

KOPS BREWERIES, London S.W., England

Can You Guarantee

the quality of the Canned Goods you are selling? You will be able to talk with conviction if you are handling

"Kitchener" Brand Fruits and Vegetables

We are packers of a full range of these goods, and their quality and flavor will be found unsurpassed!

Ask us for prices before ordering.

THE

Oshawa Canning Co.

LIMITED

Oshawa - - Canada



When over 95% of your customers use

WINDSOR SALT

for table and dairy, what is the use of taking up room in your store with any other brand?

Windsor Salt satisfies everybody, and it's never dead stock on your hands.

The Canadian Salt Co., Limited

WINDSOR, ONTARIO

PERRIN'S

RED LABEL



PACKAGE

20 CENT TINS

GRAHAM WAFERS

DELICIOUS GOODS, HANDSOME PACKAGES

BOYD & CO.

(formerly Watson, Boyd & Co.)

Port of Spain,

TRINIDAD, B.W.I.

Are prepared to receive and handle to best advantage all classes of Canadian Produce, including Hay, Oats, Fish, Flour, etc., etc.

Correspondence Invited. **All Codes Used.**

Do You Use

Redpath

Extra Granulated and other grades of Refined Sugar? They represent perfection in Sugar Refining.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

Importers, Roasters and Grinders

—OF—

COFFEE AND SPICES

MANUFACTURERS OF

Jams, Jellies, Pickles, Sauces and Flavoring Extracts

We manufacture a full line of these and are able to supply you quickly and cheaply.

OUR PRICES ARE RIGHT
WE WANT YOUR BUSINESS

Before replenishing our stock get our prices.

Empress Manufacturing Co.
Limited

VANCOUVER, B.C.

S. T. NISHIMURA & COMPANY

are receiving shipments of new crop

JAPAN TEAS

by every steamer. Jobbers kindly note.

Offices: Montreal and Shidzuoka, Japan

Northern Ontario Merchants

YOU ARE AFTER LARGER PROFITS

Let us show that

YOU CAN INCREASE YOUR PROFITS FROM 5% to 10%

A. J. Young, Ltd.

Wholesale Grocers and Provision Merchants.



WE ARE AFTER YOUR TRADE

OUR GOODS are at your door

Trade with us to YOUR ADVANTAGE

North Bay
Cobalt and
Sudbury

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

Everything About--

Wonderful Soap

will show you that it is the Washday Wonder Soap. The Friend of the Household.

The packing, the make-up and the quick sales have made it the friend of the grocer.

We Have a Proposition to Offer You

One that will work to our mutual advantage. It isn't a long story, but it will prove an interesting one. Write for particulars.

The Guelph Soap Co.,

GUELPH, : : ONT.

TORONTO AGENTS:
MacGREEGOR SPECIALTY CO.

PUSH

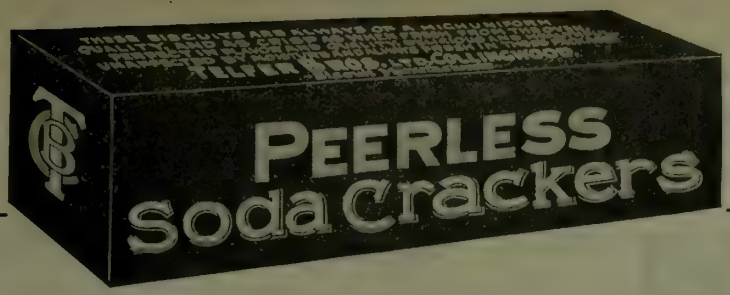
Shirriff's Flavouring Essences

WHY? Because they have every quality an essence should possess—STRENGTH, PURITY, FLAVOR. If your Jobber cannot supply you, write us direct.

Imperial Extract Co., 8-10-12 Matilda Street, TORONTO



Retails 10c. a Package.



This handsome package contains the Soda Cracker with a flavor--

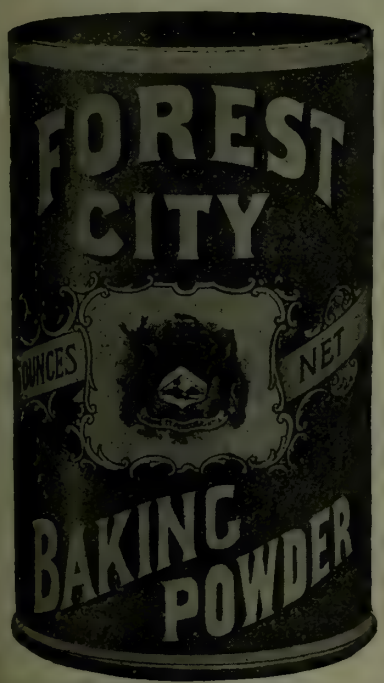
Red Label Soda Crackers, Crisp, Dainty and Wholesome.

You're sure of their quality, flavor, goodness, cleanliness and freshness. Manufacturers also of all kinds of dainty and high grade biscuits.

TELFER BROS., LIMITED, - COLLINGWOOD, ONT.

Branches: Toronto, Winnipeg, Hamilton, Fort William

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By
GORMAN ECKERT & CO., Limited
London & Winnipeg

To Sell or Not To Sell

THAT IS THE QUESTION

you are always "up against" when ordering! Are you selling

ASEPTO

(SOAP POWDER)

(The enemy of dirt).

It is positively unequalled for every kind of cleaning work, and the economical wife likes its price as well! A 5-cent packet makes two gallons of soft soap, or four gallons of liquid soap. Try a case.

Order from your jobber

Asepto Manufacturing Co.
ST. JOHN, N.B.

Agents—Rose & Laflamme, Ltd., Montreal



Repeat Orders is the story of all Grocers who handle

Canada First Evaporated Cream

There is nothing to equal it as a pure, healthful substitute for fresh cow's milk. Every can guaranteed absolutely pure and thoroughly sterilized. Order from your wholesaler.

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

Tartan BRAND

We have Specials in—

Salmon, Canned Goods and other lines

See our travelers or phone at our expense

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . HAMILTON

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

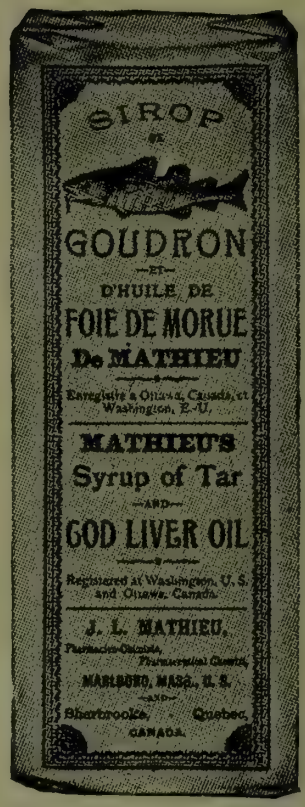
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd., Montreal



A COLD CURE EVERY Dealer Can Recommend

To be able to recommend an article because of its success in the past makes selling easy.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

has been a wonderful success.
The testimonials received by the proprietors tell of marvellous cures.
Thousands of households are never without it.
Its sales have multiplied in every community where it is sold.
Dealers never find it a slow seller.
During the Fall and Winter seasons large sales are assured.
Keep a good supply on hand and when ordering order also

MATHIEU'S NERVINE POWDERS

which are necessary to reduce fever and remove pains in connection with colds.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY :

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply : C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

O·K

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

1000 GUINEAS

Sells at 15' cents and 25 cents

BE WARY OF IMITATIONS

SAUCE

George Mason & Co., Limited

Sole Manufacturers - - - LONDON, ENG.

Sole Canadian Agents

S. T. NISHIMURA & CO.

MONTREAL

SUB-AGENTS:—
Toronto, Ont.—Geo. Stanway & Co
Hamilton, Ont.—James Somerville
Ottawa, Ont.—H. D. Marshall
London, Ont.—Wm. G. Coles & Co.
Quebec, Que.—A. Francois Turcotte
Kingston, Ont.—James Craig

The Commercial Account Register

The Up-to-Date Merchant Wants:

FIRST—The Best.
SECOND—Time Saver, Quickness in operation.
THIRD—Fire Protection. It must fit his safe.
FOURTH—Durability.



THE COMMERCIAL

has all the above features. Besides, it is equipped with the PATENT AUTOMATIC and indestructible sheet holder, PATENTED "locked" slip holder, and will LAST A BUSINESS LIFETIME.

It is the only perfect one-writing system. Does away with posting and statements. The BEST COLLECTOR known. Thousands in use in Canada and the United States. Send postal for catalogue.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

Royal Salad Dressing

Grocers say "People no longer consider ROYAL SALAD DRESSING a luxury, it's a necessity."

No table relish is so sure to please.

It attracts the kind of trade that buy the best.

Made in Canada by

The Horton-Cato Mfg. Co.

Windsor, :: :: Ontario

NO SPRINGS



MADE IN CANADA

After 9 Years' Test and Its Adoption by the World's Greatest Merchants

The Toledo Scale

Is Now the Recognized Standard.

1. It is Automatic.
2. It contains No Springs.
3. It is always reliable—not affected by temperature.
4. Guarantees Honest Weight.
5. Pleases Customers and Brings Trade.
6. Saves Money, Time and Labor.
7. Is Most Beautiful and Attractive.

105 Styles and Sizes for all kinds of Stores
PRICES $40 UP.

70,000 Now in Use

S. S. Kresge, using 150 Toledo Scales, says:—

"After a thorough demonstration and practical test of your Toledo Scales, we placed orders for a total of 150 Toledo Springless Automatic Scales for use in our system of stores throughout the United States. This, we think, is evidence enough that we consider the Toledo the best."

S. S. KRESGE,
By C. V. VanDusen

Scales of all makes taken in exchange rebuilt and for sale cheap.
Send for Catalogue, Free.

Toledo Computing Scale Co.

Makers of Honest Scales

TOLEDO, - - OHIO

CANADIAN OFFICES:
Toronto, Montreal, Winnipeg, Calgary, Moose Jaw, Edmonton, Saskatoon, St. Thomas, Vancouver.

Canadian Factory, Windsor, Ont.



MADE IN CANADA

NO SPRINGS

WHITE SWAN LYE

MAKES DIRT FLY

AND YOUR PROFITS HIGH

BUY

"CREST" BRAND

CREST BRAND — TRADE MARK — REGISTERED

DRY MUSTARD IN TINS

PREPARED MUSTARD IN BOTTLES

have the strength and flavor of the finest imported lines.

Stock and recommend these favorite goods!

Attractively put up as follows:—

4 doz. ¼-lb tins to case, **75c. doz.**

2 doz. ½-lb. tins to case, **$1.40 doz.**

2 doz. 10c. bottles to case, **90c. doz.**

4 dozen 5c. bottles to case, **45c. doz.**



Manufactured by

The Canada Spice and Grocery Co., Limited

London, Ont.

THE ELGIN
National Coffee Mill



The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable, and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. It's price is very reasonable.

Ask any of the following jobbers for our descriptive catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H Malkin Co., Ltd.; Wm Braid & Co. n
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherso , Glassco & Co.
TORONTO—Eby, Blain, l td.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell Bros. & Wilson.
MONTREAL—The Canadian Fairbanks Co. (and branches.)

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Smoked Herring in Bouillon

The new line put up by CHR. BJELLAND & CO., Stavanger, Norway (packers of King Oscar Brand Sardines.)

¶ ***A large tin of small Herrings packed sardine style in Spiced Bouillon.***

Pays the retailer a handsome profit at

10 cents per tin.

John W. Bickle & Greening
(J. A. Henderson)

Canadian Agents **Hamilton**

Here's a line to recommend!

A line of package tea that is used by the Crowned Heads of Europe will surely please even your most fastidious customer! Sell

Twining's Tea

the most reliable of all package teas. We have bona fide warrants from Monarchs of the World, which are your guarantee of purity and flavor. The favorite tea with all classes, sells at a moderate price, and leaves a good margin of profit.

Just the line for your best class trade.

Sold in packets only.

Canadian Agent:
HAROLD RITCHIE,
8 Matilda St., TORONTO

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND VEGETABLES and PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.
GLASGOW, SCOTLAND

Agents:— Maclure & Langley, Ltd., 12 Front E. Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg; R. Robertson & Co., Vancouver and Victoria

GINGERBREAD
BRAND
MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited
HALIFAX - NOVA SCOTIA

Facts are Stubborn Things
and the fact that

AURORA COFFEE

is so much Superior to all the others is a valid reason why you should handle it! The aroma and flavor of "Aurora" Coffee are unsurpassed, and its retail price, 40c., leaves you a very good margin of profit. Stock up without delay.

W. H. GILLARD & CO., Hamilton, Ont.



BRANCH—SAULT STE MARIE



ROWAT'S

The goods that sell

There
Are
None
Better

PROPRIETORS

ROWAT & CO.

GLASGOW, SCOTLAND

Canadian Distributors:— Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Sanitary Cans

For Hand Filled Goods

Tomatoes, Stringless Beans, Asparagus, Spinach, Etc.,
Apples, Peaches, Pears, Plums, Etc.

Sanitary Enamel Lined Cans

For Color Fruits and Goods of Strong Acidity

Strawberries, Red Raspberries, Black Raspberries, Blackberries, Sour Cherries, Blueberries, Beets, Rhubarb, Etc.

"The Can Without The Cap Hole"
"Bottom like The Top"

Write for Samples

Sanitary Can Company, Ltd.

Niagara Falls, - - Ontario



Here's a Winner For You

Housework of every kind entails soiled hands, and for chasing dirt, grease, tar or paint from the hands

SNAP

THE MAGIC HAND CLEANER

is without an equal.

It is antiseptic and beneficial to the skin and proves a phenomenally rapid seller. Sells at sight.

Order from your jobber.

SNAP CO., LIMITED

MONTREAL, - - CANADA

LEAD

It should be the effort of everyone to keep in the lead and not get behind. It is also important to handle good lead, that is black lead. And "James" Dome Lead is the best black lead in the world.

W. G. A. LAMBE & CO.
Canadian Agents

Something that Interests Grocers

A "GALT" EMBOSSED STEEL CEILING is an essential in any modern store.

It adds a touch of beauty and dignity to the interior of your store that nothing else can. No trouble to get a design that will harmonize with your fixtures and equipment.

A "GALT" METAL CEILING, however, is not merely an ornament. Its *practical* advantages appeal particularly to shrewd business-men. It is fire-proof; will not stain, crack or fall down; it is unaffected by heat, dampness or vibration.

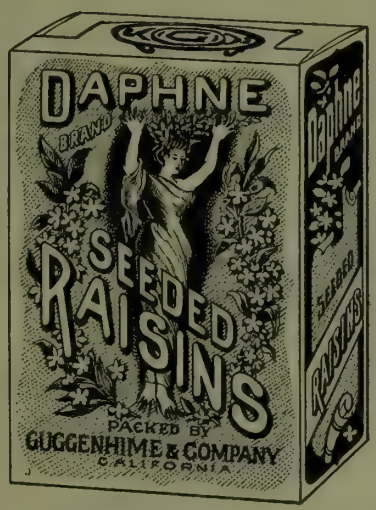
A "GALT" CEILING is moderate in cost and, if necessary, may be applied over a wood or plaster ceiling without interrupting business.

Send sketch and measurements of your ceiling for quotation and catlalog "A-3," showing hundreds of designs.

The Galt Art Metal Co., Ltd.
Galt, Ont.

"Pansy" and "Daphne"
(FANCY) (CHOICE)

SEEDED RAISINS and EVAPORATED FRUITS



are put up in Calfornia, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.
California

75,000 Gallon Pickles in Brine

This is at least one of the largest stocks held in Canada.

Kegs—1, 5 and 10 Gallon.
Bottles—Malt lever tops, and 40 oz. square.

Write for prices before placing orders elsewhere.

Thos. McCready & Son, Ltd., St. John, N.B.

Bonded Vinegar, Pickle and Spice Manufacturers.

Don't hesitate

to stock and recommend

PURNELL'S

Sauces, Pickles and Pure

Malt Vinegar





They are the most steady and profitable sellers of any imported lines, and are noted for their general quality and absolute purity.

See to your stocks! This is a line of satisfaction-givers that leaves the grocer a "well-worth-while" profit.

Sold by all Canadian Jobbers

Canadian Agents:

Charlottetown, P.E.I., Horace Haszard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. D. Bonhomme, 131 St. Peter St.; Toronto; Lind Brokerage Co., 73 Front St. E., Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., cor. Cordova and Homer Sts.

A QUICK SELLER AT A GOOD PROFIT

Women prefer using ***MINUTE TAPIOCA*** because of its obvious advantages as a summer dessert.

It requires no soaking—fifteen minutes' cooking produces a delicious tapioca pudding.

It is extra good value for the money—one package makes six full quarts of a pudding that is nourishing and delicious, and that presents an unusually smooth and dainty appearance on the table.



And ***MINUTE TAPIOCA*** is absolutely pure—put up in the world's largest and most sanitary tapioca factory.

Ask your jobber for MINUTE TAPIOCA

Minute Tapioca Co.

Orange, - Mass.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery.

Write for Illustrated Catalogue "Modern Grocery Fixtures".

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta; J. C. Stokes, Regina, Sask.
Montreal; W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA

White Dove Cocoanut Means Market Leader Cocoanut



W. P. DOWNEY
MONTREAL

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

J. C. STEWART, Halifax

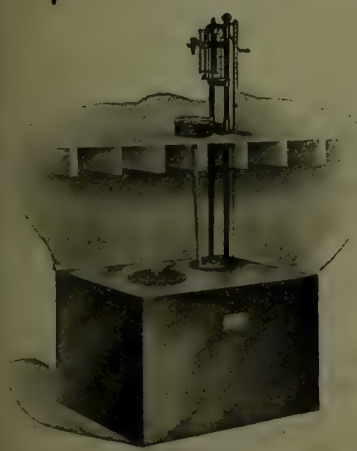
WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

A Square Deal for Yourself

Don't handle oil as an accommodation. Your investment, brains and time are worth more than a mere "Thank You."

No doubt you have often thought, when filling your customer's can, that, everything considered,—oily hands, smell, contamination of other goods, oil-soaked floors, fire risk, evaporation, leaking barrels, dripping faucets, overflowing, sloppy cans, measures and funnels,—that all these little losses and inconveniences combined inevitably eat up your few cents of profit, and you reasoned that it couldn't be prevented.

A Bowser Self-Measuring Oil Tank and Pump



CUT No. 1

would change all this, would make your oil business paying, clean and pleasant. With a Bowser you sell every gallon of oil just as quickly, conveniently, and with as clean hands and sure profits as when you hand out a package of tea.

Send for our free booklet showing how to make money on your oil, insuring a square deal both for yourself and your customers. Just ask for Booklet No. 5.

S. F. Bowser & Co., Ltd.
66-68 Fraser Avenue :: Toronto

Cold Spring Lemonade Powder and Health Salts



Prostrations from the heat are almost hourly occurrences. There is a simple method to protect yourself. A cool drink of

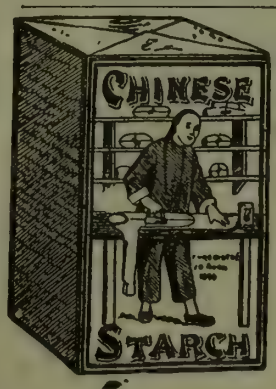
Lemonade or Health Salts

can be made almost anywhere. It cools and pleases.

See that your customers have a fair chance to try these delicious summer drinks.

Once a customer, always a customer.

S. H. EWING & SONS
MONTREAL and TORONTO



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

Positively the Largest Shippers of Malaga Fruit to Canada—

José Segalerva

MALAGA, SPAIN

IF a packer ships more fruit (to a market open to competition) than all other packers, it stands to reason that his raisins are most appreciated.

Segalerva last year was positively the largest shipper of Malaga Table Raisins (Blue Fruit) to Canada.

It's never a mistake to stock what the people want.

ROSE & LAFLAMME, Limited

Agents, - MONTREAL - TORONTO

GET THE HABIT

of stocking goods of known quality for which there is a regular and insistent demand.



Queen Quality Pickles

will meet every requirement of your best class trade, because they are real quality goods. Only the freshest and choicest vegetables and other ingredients are used, and QUEEN QUALITY give satisfaction, because of their purity and flavor.

Put up in 10-oz. and 20-oz. bottles.

Send to-day for Discounts and Prices.

Taylor & Pringle Co., Limited

OWEN SOUND, ONT.

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
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How to Establish a Tea Trade
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Handsome Interior View of O. Carignon & Fils' Grocery Store, at Three Rivers, Quebec.

Where System Reduces Expense of Retail Grocers

A Business Turnover of $150,000, With Only Nine Employes, Three of Whom are Delivery Men—Latest Fixtures and Store Equipment Lessens the Cost of Service—Make Turnover Almost Every Month—A Fine Example of a Well-built and Attractive Store.

Three Rivers, Que., Aug. 4.—Selling at retail by sample; making sales over the telephone; eliminating the wooden counter; concentrating and systematizing stock storage—these are dreams of the future for many grocers.

Yet they are actualities, simple everyday facts, in the store of O. Carignon & Fils, Three Rivers, Que.

When the disastrous fire of two years ago wiped out the business section of Three Rivers the former store of this firm was a total loss. Instead of being discouraged, the owners took advantage of the situation to build what they considered to be the finest block in the city. This block consisted of four stores, one of which is devoted to jewelry, a second to crockery and china, a third to boots and shoes, and last, but by no means least, the store occupied by the owners, the Brothers Carignan. These two young men, P. Lucien and Emile D., are sons of the original proprietor, O. Carignan.

An Old-established Business.

O. Carignan started a grocery store in Three Rivers as long ago as 1865. He was successful, both in business and in gaining the friendship of his associates. This popularity resulted in his election to Parliament at Ottawa.

In 1891 the older son, Lucien, was taken into partnership, and in 1895 Emile also was taken in. Since that date the management has been almost entirely in their hands.

The new store consists of one main floor, a four-storey storehouse, and a roomy barn and stable. The main store, of which the accompanying cut gives some idea, is one of the most beautiful interiors in any Canadian grocery. The floor is of blue and white mosaic. The woodwork is Flemish oak throughout, which gives a rich tone to the entire store. Even the spice, etc., receptacles are finished in the same way. Mirrors are scattered between the tiers of shelving. The show cases are handsome pieces of furniture, some of them being equipped with a refrigerating compartment. This enables butter and cheese to be displayed without any danger of deterioration.

Even the ceilings are beautifully decorated, and the whole effect is one of artistic and inviting cleanliness.

Store Kept Cool in Summer.

Electric fans keep the interior always cool, even in the hottest summer weather, and the presence of ice in the

show cases undoubtedly helps considerably in this direction.

As bases for all the show cases, onyx slabs are used, and this stone is used in many places throughout the store. The counters are polished red granite, and add greatly to the general effect.

The receptacles for groceries are the latest improved drops, with a glass front sample compartment. Throughout the store a generous use of mosquito netting keeps the goods free from flies and similar summer pests.

Even the two large central electric chandeliers add to the artistic appearance. They are of unique design and set off the whole store when lighted.

Modern Fixtures Installed.

As to store equipment, it is as modern and complete as money can buy. No effort has been spared to have every modern business aid available, and it is a pleasure to the employes, as well as the customers, to see the economy of labor in every department.

As to the stock distribution in the store, the same systematic work shows. In front is the confectionery and biscuit section, with display shelves of staple groceries on either side. The biscuit receptacle system is complete, and displays the biscuits, etc., to the best advantage. Liquors and tobaccos occupy the back section, also having shelves of staples behind them.

Back of the store proper is the office. This is raised a few feet above the store level, thus enabling a directing eye to be kept on operations in front without leaving the office.

Parcel Wrappers Save Time.

Still further back is the shipping department. Here all packages are done up, whether for delivery by wagon or to a customer in the store. In this way the work is systematized so that all the clerks in front have to do is to find out the wants of the customer and communicate them to the wrapping section. In this way there is a great economy of time and help, as an expert wrapper, with nothing else to do, can fill a great many orders in the course of a day. Also the clerks can wait on almost double the number of customers. For this reason no one ever sees the rush and bustle so prevalent in retail grocery stores. In fact, it seems hard to realize that so much business can be, and is, done in the course of a day's business, and yet have so little noise and bustle.

Give Fine Telephone Service.

The telephone orders now form the bulk of their trade. This has been encouraged by every possible means. Special clerks are assigned to answer the three phones, and special attention is paid to the filling and delivering of these orders. Often fully three-fourths of the day's business is done in this way. When you see a grocer whose customers feel they can depend on a phone order receiving just as much attention, or even more, than if they came to the store themselves, it speaks louder than words as to what kind of a business he is conducting.

Turnover Nearly Every Month.

O. Carignan & Fils last year did a business of over $150,000, with almost a monthly stock turnover. Remember, too, that this was all handled by the two members of the firm and but nine employes, three of which drove delivery wagons, thus showing how economically a systematic grocery business can be conducted.

Among the later improvements added are new stables, complete in every way, a new shed for their three wagons, an elevator in the store room, large enough to drive a wagon on, and thus simplifying unloading, silent salesmen of the newest type, and lastly, but far from least, the four-storey store room itself.

The storeroom is a fine fireproof building, designed to give systematic and sanitary housing to any and every kind of goods necessary to the retail grocer. Even a bonded warehouse for liquors has been added. Taken in connection with the fine concrete cellars, the storing accommodation is as complete as could well be possible. System shows in everything. The size of the various rooms, their position, lighting, etc., all go to show with what care the plans were drawn up.

Taken as a whole, the store is both a delight to the eye and to the man who believes in the future of the grocery business. Taking the size of the city—for Three Rivers has only about 14,000 people—the amount of business done is astonishing, and only goes to show that people do appreciate the man who does all in his power to serve the right goods in the right way and delivers at the right time.

Victoria Grocers Enjoy their Annual Picnic

Grocers, Wholesale and Retail, of a Pacific Coast City Spend a Delightful Day at Sidney—Not the Slightest Hitch Occurred to Mar a Thoroughly Delightful Day—Committee Provided a Merry Whirl of Amusement—There was Something Doing all the Time and Everybody Co-operated—A Resume of the Day's Events.

Victoria, B.C., August 2.—Last year's outing to Sidney proved such a success that the grocers, at their preliminary meeting, unanimously decided to again visit that charming spot. Energetic committees, with A. Brockhurst, president, held many meetings arranging the details of the outing, which proved the most successful in many years.. The weather was all that could be desired, a sea breeze tempering the steady heat with delightful effect. All the arrangements at the picnic grounds were complete and were thoroughly appreciated, plenty of hot and cold water was supplied free to those who wanted it.

Practically two thousand railway tickets were sold; a large number of Victoria citizens motored and drove to the grounds, while the residents of Sidney and neighborhood attended en masse. No accident occurred, and nothing but praise for the efficient work of the committee was heard.

The Bicycle Race.

Only those who went out by the 8 o'clock train were in time to see the finish of the bicycle race, Victoria to Sidney. It was won by Tommy Peden, last year's winner of the same event, in 62 minutes, 2½ minutes ahead of the second, Douglas North, and five minutes later, Johnny Peden, a younger brother of Tommy's.

By again winning the race, Tommy becomes the possessor of the $20 cup presented by the merchants of Sidney. The second prize was a $10 gold medal, presented by D. H. Roos & Co., grocers.

A baseball game was then played between teams representing the wholesale and retail grocers, which was won by the former.

The retail grocers came back strong in the afternoon and won the tug-of-war, having altogether too much pull for the wholesale men. There were eight men to each team, the personnel of which were as follows:

Wholesalers — Peden (captain), R. Gordon, Cruikshanks, Hueston, H. Hurst, Sherwood, Shanks and Wilson.

Retailers—W. A. Smith (captain), H. O. Kirkham, A. Poole, E. B. Jones, Jeffree, Slater, Hansow and Liddle.

The Baby Show.

The baby show was a feature that was in a class all by itself. R. Toneri, J. D. Jay and W. H. Smith took their lives into their hands when they consented to act as judges. However, their worst fears were not realized, and they have now cast off the vigilance they assumed after announcing their decisions. Mrs. Dan Peden was the proud mother of the baby girl to whom first honors were given, and the baby boy was the little son of Mr. and Mrs. Percy Cudlip.

Among the races that should be chronicled are the following:

Fat men's race for grocers—1, Jeffree; 2, E. P. Jones; 3, W. A. Smith.

220 yards, retail grocery clerks—1, Blake; 2, Wilson; 3, Strachen.

Travelers, 100 yards—1, Shanks; 2, Gray; 3, Stan. Okell.

Retail grocers' drivers race—1, A. Kersey; 2, Medwa; 3, Cowan.

100 yards, employers and managers of retail grocers—1, A. Pool; 2, Bayley; 3, H. O. Kirkham.

100 yards, wholesale grocers' emp'oyers—1, Robt. Brentchley; 2, W. Peden; 3, Gibbs.

The afternoon ball game between the Sidney nine and the Capitals, of Victoria, went eleven innings, with a win counting for the former team.

A Chinese Race.

On resuming the sports after lunch, a race between Chinamen was suggested, as quite a number were present. Five dollars, and three, were named as first and second prizes, but "John," with his usual habit, tried to raise the figure. Eventually, when convinced that that would be the amount, and satisfied that they would "catch'em money quick when finishee little run," a half-dozen peeled off their coats and boots, "all samee white man," tied up their pig tails, and toed the line for 100 yards' run.

There was much chatter and some trouble to get a proper start. They ran fairly well, evidently doing their best. An effort to learn the winners, and hold them still for a photo, did not meet with success; they broke away, and fled as though the camera had been a gun.

Only two entered the contest for the "most comical and best sustained character on the grounds." Mrs. Medina, who represented an ancient-looking colored lady, in torn and shattered garments, won the first prize of $20.

The tombola was a feature in which much interest was taken. The drawing took place at 5.30, under the direction of the committee, 375 prizes being drawn for, ranging from $25 dinner sets, sacks of flour, tea, coffee, wines and spirits, hams and sides of bacon, "big horn" shirts, to bottles of mucilage.

Well-deserved thanks are due T. Lea, manager of the Saunders Grocery Co., for undertaking to receive and distribute these articles.

A goodly number remained for the dance, which was given in the large hall in the Sidney park. The last train landed them in Victoria about midnight, some tired, but all enthusiastic over the good time they had had.

The Committee in Charge.

Those who were responsible for the successful outing were the following:

President, A. Brockhurst; vice-president, J. D. Jay; secretary, S. H. Carteret; treasurer, R. Toneri; judges, R. Brenchley, T. Redding, H. O. Kirkham, J. P. Young, A. Pool, P. Cudlip; officials, A. Peden, starter; H. McKelvie, announcer.



Committee in Charge of the Victoria, B. C., Grocers Picnic and the Judges —Pres. A. Brockhurst is No. 6 From the Left in the Top Row.

FARRINGTON PHILOSOPHY.

Never yield to the temptation to sell a customer poor goods for the sake of the large immediate profit, unless you are running one of the here-to-day-and-gone-to-morrow kind of stores.

It is very important that the clerks appear neat and cleanly while on duty, but it is not so important that they can be allowed to complete their toilets while on duty.

If you haven't been in business long enough to see children grow up to be of customer age, you will have to take my word for it that they soon do it; and on that account, if on no other, they should be treated right.

When a clerk makes a blunder, go over the circumstances carefully in your own mind and see if there is not some link lacking in your protective system against mistakes.

DEATH OF ANDREW GUNN.

Expired Suddenly in a Train Returning From Port Dover.

Toronto, Aug. 4.—Andrew Gunn, president of Gunns, Ltd., died suddenly on Monday morning on the train coming from Port Dover where he had been spending the week-end.

He was born at Beaverton, 52 years ago.

He lived for some time at Woodville, being engaged in the drug business there. Some twenty-three years ago he removed to Toronto, becoming junior partner in the packing firm of D. Gunn, Flavelle & Co., which subsequently, on J. W. Flavelle leaving to become managing director of the Wm. Davies Co., became known as Gunns, Limited. After the death of his brother, Donald Gunn, the president, through an accident last December, he stepped from the vice-presidency to the head position.

John Gunn, Montreal, vice-president of Gunns, Limited, and director and secretary-Treasurer of Gunn, Langlois & Co., Limited, of that city, of which the late Mr. Gunn was vice-president, is a nephew.

Another Drummers' Snack Outing Belongs to Past

Pretty Oakville the Scene of the Big Attraction — Good-Fellowship and Fun Abounds as Usual—Travelers at Home Whether on the Road, the Stage or the Athletic Field—A Few of the Many Amusing Incidents Chronicled—Back to Oakville in 1911.

Staff Correspondence.

Oakville, Ont., Aug. 3.—"Live, love, laugh and do things worth while" is evidently the motto of the Drummers' Snack Club when they hold their annual outings.

This year Oakville was their Mecca, and men of the grip from Hamilton, Toronto and points in central and western Ontario joined hands again at this pretty spot and made it their home for a night and a day. This mid-summer pilgrimage was first born several years ago at Alton; it has now grown to be a sturdy youth of eighteen summers and more popular than ever. It will soon be old enough to vote.

For the man on the outside to realize just what the Drummers' Snack Club outing really is, he will have to attend one. At it events follow in such quick succession that it is impossible to describe them all—and these are all great events, too. To the uninitiated it is much like the small boy attending the big circus for the first time—he has considerable difficulty watching the three rings at the one time, and yet he wants to "take in" everything.

So with the Drummers' Snack. The Goddess of Pleasure spread her Epicurean wings over the happy throng on the first night and all went merry as a marriage bell. There was something new every minute, and an individual would necessarily have to be a whole crowd in himself—if that were possible—to properly assimilate what occurred and what was said.

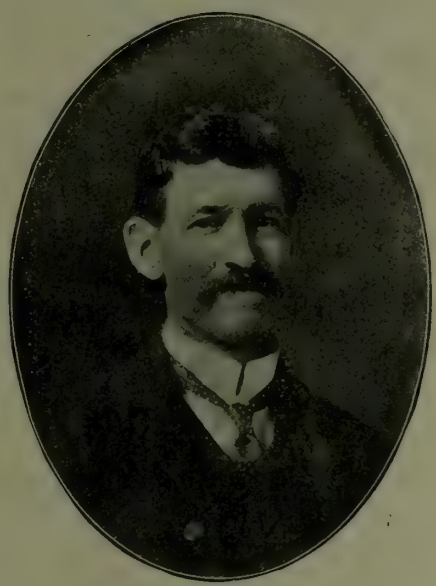
The Snack was new for Oakville. Last year Erin was the destination, and prior to that it was Alton—the home of the founder, Wm. Algie. So that Oakville citizens scarcely knew what was coming, because there is no other known outing exactly like that of the Snack. Some were at first dubious; but when they discovered that Jas. L. Hewson, J. C. Ford, Friend Dean and the Chief of Police sanctioned it, they entered into the fun with the rest, and after the last scene was enacted on Saturday evening last pronounced the knights of the grip all good fellows who enjoyed clean, fair and square and orderly sport.

Their Smiles Were Warm.

The weather looked doubtful for a time on Friday afternoon, but Providence was kind, and when the clouds drifted away, after a nice shower, the smiles of the officials of the Snack almost split the paint on the Agricultural Hall in the Oakville exhibition grounds, where the events all happened.

The then president, Bay Hill, of Hamilton, was an early bird on the scene; so was Jack Wildfong, the new president, from Toronto. In fact, there were drummers here almost all week erecting a stage, the footlings, theatre wings and pews—and a desk or table or manger, or whatever you care to call it, in the Cyclone Cellar. This was once the office of the secretary of the Agricultural Society, but was made really useful by the advance guard of the Snack for themselves later on, and those who followed.

Nobody thinks of troubles, or cares, or sales that might have been, at this outing. Troubles, of course, that do not happen worry one more than those which do, so the drummers and their friends forget the past and live within the present. Hundreds of people from the village and from the countryside dropped in to see the fun. Those who heard the concert came again the next day because the service was good. Any idiot can be waited on, but it takes intelligence and skill to serve, and the men on the road are skillful when it comes to serving out amusements.



BAY HILL, Hamilton,
Past President of the Drummers' Snack,
Actor, Inventor, Orator,
Senator, Etc.

The Big Concert Opens.

The first item of importance was the concert. For this Michael Morrison again sold tickets, and Sol Walters, with a window-blind on his lapel, along with Billy Meen, robbed you of them half a minute later.

The Agricultural Hall has a balcony. Billy Cross wanted to know if that was where the folks were fed hay, but Robt. Algie enlightened him on this point. When the concert began everybody else saw that the bands were stationed there.

"Senator" Bay Hill, traveler, orator, inventor, actor, et al, turned on the switch. He appeared in the regulation garb—white trousers, black tie, etc.—and in a powerful address told the thousand or more people assembled that the time had arrived when things must happen. He was given as big an ovation as a ball player who makes a home run or a one-hand catch that ordinarily needs a step-ladder.

The object of the club was the promotion of good fellowship among its members; the outing permitted the drummers to get away for a night and a day from the hum-drum of business cares, to forget competitive business worries and to be boys once again. He complimented Oakville citizens for the interest they had shown and the merchants who had decorated their stores so nicely.

Bay Hill then retired from the stage to make room for the majestic figure of Colonel Stoneman who announced the various items on the program. The "Senator," said the Colonel, could do this work better than he, but later in the course of events it was made evident that Bay wanted to show the boys his prowess as an actor.

"Hello, you Grandpa!" greeted the Colonel, as he climbed behind the footlights. His duty, he said, was to make those who were slated to appear to come to time.

The concert in general was really a remarkable one. Many Oakville folk say they never attended better. There was professional talent there and talent from the ranks of the commercial men which an outsider would swear to be professional. Everything was good, which proves that the Snack does things worth while.

Mayor of Hamilton Talks.

The Oakville Citizens' brass band received many complimentary bouquets from the musically inclined from a distance. The Oddfellows brass band was here from Hamilton. It too was greatly appreciated but, as Wallace Weese, one of its representatives, remarked at the annual meeting it didn't get enough to do. Mayor McLaren, of Hamilton, related some reminiscenses of bygone days with the scene of the plots at Oakville, but he admitted that so far as oratory was concerned he was a has-been compared with Col. Stoneman, "Senator" Hill or Michael Malone.

"The wedding of Sandy McNab," "My Bonnie Daisy" and other Harry Lauder songs were sung by Harry M.

Bennett and fell on attentive ears—encores in every case.

Billy Dore bears a reputation as an imitator and in "The Upheaval of Chinatown," he acted the part—to get your laundry you must have check-e, as Bill Johnson discovered. Dore's confreres were Messrs. Wilson, Noble and Hatch.

Dore's theatrical tendencies were further emulated in his imitation songs,



JUDGE JACK WILDFONG,

The New President Who Was a Busy Man at the Famous Outing.

"I'm the softest of the family," and "The boy who stuttered and the girl who lisped."

Margaret Park Wilson, a Toronto contralto was also a favorite. Her solos were in unison with the hearts of the audience and she was recalled on both occasions.

Talent Among the Drummers.

Then followed a funny turn by Harry Ekstein, J. B. Mundie and W. Pringle entitled—so the program said—"The Mocking Bird, Thrush and Bull Frog," but nobody would have thought it. Harry Ekstein would have made an ideal daughter for Dr. Crippen had the famous doctor wanted a daughter instead of a son on his Atlantic voyage—or had he been a woman.

Bert Harvey is, of course, always a shining light at the Snack concerts. He is an honorary member. Among his numbers were "What's the matter with Heinz," "Yip-I-Addie-I-Aye," or it sounded like that, and a humorous descriptive song about the boarding-house fare, all of which captured the audience.

Jack Wildfong, who produced such a hit at Erin a year ago in the role of the school-master "put on" a monologue stunt "The Judge" which was very clever. Col. Denison and a docket of prisoners couldn't have been more original and entertaining.

Unlike Jeffries, He Came Back.

A silvery solo by M. B. Tufford, the reappearance of Harry Bennett and a selection by the Oddfellows' band of Hamilton, brought the audience to the "big fight." This was a burlesque between a "negro" named Geo. Smye, alias Jack Johnson, and an "Irishman" one Charley Smye, both from the Ambitious City. Each wore grotesque costumes and had a full complement of seconds the most conspicuous of whom were Sol. Walters and Jack Wildfong.

Tex. Rickard (Eddie Dore) announced the great event to the thousands who sat before the grandstand and W. J. Robson handled the watch and bell.

The moment the fight began the vast audience rose like a single man and held its breath. The suspense was intense. The dark man had but few admirers, outside of his seconds. The son of Erin's sod had many. The former was tall and Patrick, his antipodes in height but a game fighter.

"Would he 'come back?'" was on the lips of every supporter of the favorite.

The telegraphic despatches sent out to the expecting world were: "They rush—quickly break away; Jack makes mighty swing with right for head but opponent gauges height correctly and air fanned.

"This is mode of champion; finally he lands one that takes effect and Irishman falls;—1, 2, 3, 4, 5, 6, 7, 8, 9—but he is on feet again, and so endeth first round. Seconds work fast to revive him. Sol. Walters, human siphon, does trick," and so on read the despatches.

To make a long story short, Pat did 'come back,' unlike J. J. J. In the third the 'negro' was counted out and—well the rafters and roof spread out like elastic before the deafening cheers. A stiff punch over the solar plexus ended the suspense and there was nothing too good for the Irish. The defeated pugilist entered a protest against the timekeeper whom he declared was a tenth of a second too rapid in his counting-out calculations.

Romeo and Juliet in burlesque was still another of the funny stunts. For it M. B. Tufford, Harry Ekstein, Mr. Nelligan and M. R. Hill were responsible. No. 2 took the feminine role and played it so cleverly that all the Oakville boys moved up to the front seats to "get onto those eyes." They really looked disconsolate when "she" removed the wig. Past President Bay Hill, as every one knows, is ordinarily funny, but multiply that by a hundred and you have him in this 'stunt.'

Brilliant Fire-Works.

With the bands playing "God Save the King," the assemblage dispersed near the midnight hour. But the end was not yet. The drummers had something more up their sleeves and next came the fireworks outside the Agricultural building. When the last sky-rocket had died away in the refreshing night air it was bed time—for some. Others of course, are accustomed to retire several hours sooner and still others later.

The good folk at Oakville kindly threw open their doors for the tired drummers and sweet slumbers soon crept over the majority of the visitors.

But on occasions of this nature some have no interest in sleep and there were pyjamas parades to the lake shore, midnight oratory, disturbed slumbers and cold spots on bodies—for the dew was falling fast. But it was all in the fun and everything was taken in the proper spirit. Finally, the night-hawks, too, retired and the Chief of Police slept.

SATURDAY'S OCCURRENCES.

The Annual Meeting.

When the morning of the sixth day arrived, Oakville and its visitors were early astir. It was the big day of the Snack because it included the annual meeting, two ball games, a score of sports and the hundred incidentals which always happen whether billed or not.

After the breaking of the fast came the first order of business—the annual meeting with President M. R. Hill in the chair.

There were letters of regret read by Secretary Robt. Algie from sorrowing members who were not able to attend.



COL. STONEMAN AND COL. COCHRANE,

Who Were Wrecked off the Coast of Oakville 50 Years Ago.

Among these were Billy Colville, J. W. Charles, S. Males, Bill Algie, P. McIntosh, J. M. Gibson, Pres. C. T. A., and R. H. Asher. It was a pleasant surprize, however, when sometime later Bob Asher appeared on the scene in an automobile with his family. He was more than a thousand miles away at

the time he wrote the letter, but what is that to a Drummer?

A suggestion by Col. Stoneman that such letters as were read from absentees be filed in a scrap book by the secretary for future reference was adopted.

The new officers are:

President—J. H. Wildfong, Toronto.

Vice-President—Geo. Smye, Hamilton.

Sec.-Treasurer—Robt. Algie, Toronto.

Hamilton Sec.—Chas. Smye.

Toronto Sec.—Wm. Meen.

Oakville Sec.—Jas. L. Hewson.

Hamilton Executive — W. Pringle, Wm. Dore, P. A. Somerville, H. Ekstein, Chas. Wilson, R. E. Smith, Col. John Stoneman, M. B. Tufford, S. Male. J. Wilder.

Toronto Executive—W. H. Cross, Sol. Walters, W. J. Mills, Bert Groskurth, W. Madill, G. Campbell, Ed. Colwell, Walter Scott, Chas. Silver, Thos. Glouster.

Executive at Large—W. Irwin, Owen Sound; Mike Matthews, Barrie; C. C. Weese, Lindsay.

Back to Oakville in 1911.

The Drummers' Snack decided on a new departure—they are to have a constitution and by-laws to be governed by. The committee to look after this is composed of President Wildfong, Vice-Pres. Geo. Smye, M. Malone, Chas. Smye, P. McIntosh, Chas Silver, R. Algie, W. R. Madill and P. A. Somerville.

At the annual meeting it was unanimously decided to make Oakville the stamping ground again for 1911.

Ellis Trophy Sticks to Hamilton.

The P. W. Ellis Trophy Cup, emblematic of the baseball championship between the travelers of Hamilton and Toronto, remains in the former city for another year. The game was the feature event of Saturday morning and was snappy and sharply contested as may be judged from the score, 7 to 5.

It was a case of too much "Hanna" for the Toronto boys. Billie Dore who "Joe Kelleyed" the Hamilton nine found his team incomplete, and called in some Oakville boys to fill the vacancies. They proved to be a good battery and while they played the field for several innings they finished the game for Hamilton. It was a hard game to lose. Toronto lead until the fourth innings when Hamilton put over five runs, while Toronto was unable to do anything with Roy Hanna's "left-paw" delivery. Wiley pitched good ball for the losing side and with better support would have won his game. Algie, Tommy Glouster, Wiley and Baylis were reliable, but there were a few gaps that proved fatal.

Sol Walters made a new record at the bat, being responsible for one run. His hitting was around 1,500, according to the official scorer.

Fair Eyes on Bradshaw.

Bradshaw, Dore and Kirkpatrick played a strong game for the cup holders. The latter had two runs to his credit and all three did noble stick work. Bradshaw, of course, could not afford to play loosely with four or five pairs of feminine eyes fixed upon him. Then there was "Hanna," who showed no mercy to the Toronto boys. After all, the gentler sex had a bigger finger in the pie than was noticed at the time.

The teams faced each other as follows:

HAMILTON.—W. Dore, 1st b.; C. Kirkpatrick, p and 2nd b; Bradshaw, c and rf; H. Hanna, rf and c; Mills, cf; F. Tizzard, ss; Robinson, lf; A. Tizzard 3rd b; R. Hanna, 2b and p.

TORONTO.—Wiley, p; Algie, c; T. Glouster, 1st b; McKenzie, 2nd b; Baylis, lf; Walters, rf; Trebell, 3rd b; Groskurth, cf; Cawthra, ss.

Procession to Beat Barnum's.

The fun stopped for dinner and then came the great calithumpian parade



SOL WALTERS AND HARRY EKSTEIN.

And Somebody Else Unknown to the Outside World, in the Big Procession.

through Oakville streets. To minutely describe this event is one of the few impossibilities. The Drummers augmented by Oakville citizens and a score of small boys constituted the nucleus. But when these got inside the carnival costumes they would have fooled even Inspector Dew or Sherlock Holmes.

Everybody in Oakville must have been lining the line of march to see the procession pass, headed by Bay Hill and Robt. Algie in civilian dress. Close behind them were two real Colonels—Col. Stoneman and Col. Cochrane, about whom a thrilling and interesting tale is related. A half century ago they were companions together in Hamilton. In fact they roomed and slept together for 5 years. They drifted across the border about that time, but later Col. Stoneman returned. At Oakville on Friday night they were bed-fellows again for the first time in 50 years. Fifty years ago they were wrecked in a rowboat off the coast of Oakville while returning from Toronto, where they had been attending a visit from the British Royal Family. They were like two old lovers who had long been separated—so they walked together in the procession.

The narrowness of the streets hampered the movements of Sol Walters, the beef trust, and it was with difficulty that he rounded the corners. M. B. Tufford was in a similar situation, only his outside clothing was stuffed with bedticks, quilts, pillows, cushions, etc. Had he fallen or been shoved over he never could have said: "I took up my bed and walked."

Billy Cross preferred to be effeminate and consequently he also had the Oakville boys in hot pursuit—his one red stocking and the other green were decidedly attractive, but contrary to the new mode of the Paris belles, he did not wear his watch on his ankle, although it was graceful enough.

Then there were kings and queens, princes and princesses, Shakespeares, Jack Johnstons, Red Indians and whatnots. Such a parade Oakville never saw before. Oakville band accompanied it and "did itself proud."

Wildfong Cup Game.

To tell or not to tell—the tale of that afternoon game! Whether it would be better to duly report it, setting forth the gallant efforts of George Smye and his pards, and the equally gallant, though vain attempt of Billy Meen and his stalwarts, or to quietly forget it as an unpleasant dream, casting the official record into—but that's the rub. The score card—those figures, 28—5, stand out too prominently to forget, and though charity demands a touching obituary for the vanquished, in the same measure the victors should receive the spoils. And anyway it was just for fun. It was a burlesque on the great summer sport, and as such it was a big success. Even the score may be passed over as being in keeping with the general tone of the game, therefore, on with the dance.

In the first place George Smye and W. Meen chose the two sides, and apparently the genial secretary picked a bunch of ripe ones even though Sol. Walters, Mike Malone and C. C. Weese were among the number. It would take an Aristides or a Hamilton or Toronto lawyer to explain why the score should have been so wide.

It would be a sweeping statement to say that individually there was such a great difference in the men. It was

simply a case of not getting away with the barrier. Any one of the vanquished will probably assert that had it gone nine innings there would have been a different tale. And the gods of baseball were unkind. Here was every one of the ten men on the defeated side working his head off, but their best efforts could not stem the avalanche of runs. And when at bat, they seemed to be off color to a man, even if the ball might have passed as a baby balloon.

George Ade Needed.

It was a great victory and from a humorous standpoint it was too bad that George Ade was not there to adequately describe it. And yet it is a question whether he could have done justice to Mike Malone's burying his face in the sand behind home plate in an effort to catch a pop foul, or to tell of the disguest that was written all over Sol Walter's face at the exhibition his side gave of how the game is played when luck is against you; likewise to narrate the bravery of Billy Meen who suffered a finger almost broken in a heroic effort to nail a hot liner.

Kirkpatrick was boss of the game as umpire, and they all dropped their tails when he shouted a decision. Back talk did not budge him and everybody was treated alike. The teams were composed as follows, although their positions are not stated for the reason that with the exception of the batteries everyone was playing infield until Bert Harvey, Harry Ekstein, Geo. Smye, C. C. Weese, or a few of the other sluggers threatened to put the pudding out of the lot:

Losers—W. Meen, p; M. Malone, c; W. H. Cross, Lane, W. Scott, C. C. Weese, Sol Walters, O. Wilder, W. R. Madill, W. H. Pringle, (5).

Winners—George Smye, p; Bert Harvey, c; W. Mills, H. Ekstein. J. B. Mundie, A. S. Newlands, P. Somerville, N. A. Gowdy, C. A. E. Colwell, (28).

Was it to Forget the Past?

Tommy Glouster was the busiest man on the grounds, when the races opened. A Hamilton Club member was mean enough to say that he was keeping busy in order to forget the past—the morning ball game. But whether or no his megaphone worked over time in getting the races to-gether. Jack Wildfong was starter. His toy pistol refused to work as often as it did so that he could scarcely depend on it.

G. W. Moore, a director of the C. T. A. and J. C. Ford, Oakville, superintended the finishes. They had many voluntary assistants when the ladies' races were on, and particularly when 7 or 10 prizes were offered—never mind the reason. There were soap, baking powder and tea races, a baby show, a broom ball contest, kicking the football —all for the ladies. The grass at times is slippery you know, and many dresses and stockings and—wore green tints before the sun went down.

Hamilton Wins Tug-of-War.

The big men with the pull were lined up in the tug-of-war, Hamilton vs. Toronto. At the outset it looked like a victory for the latter, but Geo. Smye and his men added a little more steam and pulled on out against such lightweights as C. C. Weese, Sol Walters, Bert Harvey, Alex Minto, etc. Tommy Glouster donoted the prizes.

The walking sprint for travelers was won by H. H. David with V. F. Bradshaw a close second. It was whispered that next day they couldn't walk—the cords under the knees may have been giving them some trouble.

Great Fat Man's Race.

In the fat man's race there certainly was some "blowing" both at the start and the finish—only of a different kind. W. Mills won, with Sol Walters a good second and T. L. Carruthers third.

The 'early call' race or boot race for travelers was won respectively by Fraser, Cross and Malone, and the 'three headed' by E. B. Graham, H. Ross and A. Moore. Bill Cross and his confreres were left at the post.

In the 220 yards dash for travelers the winners were Bert Groskurth, C. Kirkpatrick and Allan Moore.

The boxing in barrels contest in front of the grand stand was another of the funny happenings. It was between Toronto and Hamilton travelers and at the start the Hamilton boys had to go a-begging for Toronto boxers. Bert Groskurth broke the spell, but he walked right in and was shunted out. Michael Malone, Hamilton, won from Scott by a second. Both tumbled, but Mike was late—better to be late than early in that game. Kirkpatrick of Hamilton beat his man, but Johnston, Toronto, tumbled Graham over quite easily.

Fraser won the 100 yards for travelers with Bill Dore second.

There was a side show on the grounds but it was only for the women. They had to throw a ball through a hole in canvas about 10 feet away, and 1 in a score usually went through.

This Was a Quiet Game.

And still there was another 'game' on the grounds heretofore unmentioned. It was played apart from the crowd and near the centre of the Agricultural grounds. It consisted in an effort by a young man to hold a dainty parasol in such a manner as to conceal himself and another individual from the eyes of the prosaic throng. The latter, however, was no respecter of the artistic that day and later decided to run a race over that exact spot.

It was almost 6 of the clock when the fun subsided, after a day unmarred by rain or accident, with the possible exception of a few rents in some of the ladies' clothing.

STAGE AND FIELD SECRETS.

In the races, even the ladies at times discarded their 'corn cribs' and hustled along in stocking feet.

It is really wonderful what a little foresight will do—look at the Cyclone Cellar, it saved several lives.

Did anybody see Jack Wildfong being waited on at the table? His face must be smarting yet.

Dr. Crippen with all his false eyebrows, etc., must take a back seat when the big parade is considered.

One of the drummers was observed turning his socks inside out after one of the races. He was hot and was simply turning the hose on himself.

Many of the girls paid dearly for their whistles—torn dresses and green tinted in sliding to the tape.

Heard in the ball game, Walters to Smye:

"Come on, Mr. Matthewson, shoot 'em over."

"All right, Mr. Wagner, clout it." And once again the great Christy proved a puzzle.

Sol Walters was wearing a banner on the lapel of his coat on Friday night. Some one asked him why he didn't hang it up.

Harry Ekstein, Geo. Smye, Pringle and Mundie formed the rooting brigade in the moring ball game. This explains why Hamilton won.

A Toronto ball player was hit on the hip by a pitched ball — that was a 'base' hit and he went to first.

"Pop" Somerville was coaching his team at third, but when he encroached on second base territory he was chased off the grounds.

"I'm aiming for the thickest place," said Kirkpatrick when he made Sol Walters step back. Sol, nevertheless, made the first hit of the game. "An every day occurrence," he remarked.

Michael Morrison watched the gate this year instead of the Erin bridge. His lungs are just as good as ever.

Mike Malone introduced all the ladies present to his friends.

For a marvel behind the footlights, name Bay Hill.

Billy Meen delegated Bill Cross to the section of the Agricultural Hall where the first prize cabbage are always stored.

The two colonels slept together at Oakville for the first time in 50 years—quite unlike some who didn't go to bed at all.

A special desptach says that Jack Wildfong was positively not in the midnight parade; he simply saw the "tail" end of it.

A poor reputation for Geo. Smye—he he is a good fellow, but he can't fight.

Charley Smye was missed on Saturday—Jim Jeffries arrived to shake hands with him.

They say that 'misery loves company,' but not so with the Drummers' Snack.

"You don't know nothing," a little Oakville boy was heard to say to a companion. "You don't know what 1, 2, 3, 4, 5 is?" "It's a straight," came from one of the drummers who overheard the question.

Toronto ball tossers had a good pitcher in Wiley, and a good first baseman too—but let us try to forget the past.

C. C. Weese, of Lindsay, was again a prominent figure on the grounds—not a bit thinner.

Oakville citizens now understand the Snack Club better and 1911 will be a record-breaker.

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PUBLISHED EVERY FRIDAY

NEW PACK CANNED GOODS.

Prices for new pack canned goods are out for the coming season and are published in this week's issue. These prices apply to Ontario and Quebec and deserve the close attention of retailers.

For instance standard peas open at 95c a dozen for second grade and 97½c for first. Last year they opened at 75 to 77½ cents, making a difference of 20 cents. They, however, advanced to more than a dollar before new prices were named. Strawberries are 25c higher than the opening price of a year ago.

Grocers who pay 97½ cents for peas should be careful in setting the retail price. That is more than 8 cents each, and if sold for 3 for a quarter the profit will be practically nothing without considering cost of doing business.

Every retailer should figure out his exact cost and arrange his selling price to give a fair profit on his investment and something for his labor.

WHOLESALE PRICE FOR TWENTY YEARS.

A special report on wholesale prices—Canada between 1890 and 1909, has just been issued from the Department of Labor of the Dominion government.

It was prepared by R. H. Coates, B.A., Associate Editor of the Labor Gazette, and includes charts and tables showing the declines and advances of wholesale prices of practically every article of foodstuff, clothing, household requirements, drugs, lumber, etc., between and including the years above named.

Readers of The Grocer will be interested in knowing that in almost every case in which our paper quotes prices, these were used by the government.

The price quotations of The Canadian Grocer have such a reputation throughout Canada as being the standard that invariably governments and individuals come to us when past or present quotations are desired.

LOST MONEY IN OVERWEIGHT.

Safeguarding against leakages can be accomplished in more ways than one. There is one instance that is recalled of a grocer who engaged an apprentice—a boy of about 15 years just out of school. As might be expected he did not have a great deal to do at first, but when he had learned prices and was beginning to be useful he was allowed more latitude, but unfortunately he did not appreciate the responsibility that entailed.

The grocer had not impressed upon the boy certain fundamental principles which, young as he was, he would have recognized as important. For instance when weighing goods the beam always went down with a thump when the boy was serving customers. This is an actual case. The boy invariably gave overweight and people found it out and went to him with their orders.

A quiet lecture at the outset would have shown the boy the meaning of profit and loss. Carelessness in this respect manifested itself in other things he did, all of which meant little leakages from the proprietor's treasury.

PREPARE FOR PICKLING SEASON.

Pickling season is not yet here, but it is close enough to warrant the grocer's beginning to think about it. Nothing is going to be gained by waiting until the last moment. How would it be one of these days when business lulls to look over last year's business? Find out how much of each of the different kinds of spices you handled, and how many glass jars were sold.

The scientific grocer of to-day has his business so well in hand that he is able to do this. Then when you know exactly what you did last year you have a basis to work upon. Examine your present stocks. What condition are they in? It is simply a case of knowing your business.

Conditions will probably warrant your attempting a little more this year or possibly you intend to put forth an extra effort. In that case you will need more goods. Go at your business in this way. There is nothing problematical about it. In fact there is no doubt that the majority of grocers are following this plan or something akin to it. But to the others a word of counsel may be of some assistance. Business is business and the grocer who is going to make the most of his business is he who realizes what is necessary on his part and who is willing to act up to those demands.

FRUIT MUST BE CLEAN.

While the fruit season is now at its height, grocers who have added this department to their business should remember that cleanliness is a consideration that must not be overlooked. It is a more or less general custom to make a display in front of the show windows, a method which is undoubtedly of great benefit to business. At the same time the dust on the roadway is being continually disturbed, and of necessity it must settle on the fruit if unprotected. Flies also show a weakness for berries, cherries, etc., and likewise customers evince a revulsion toward fruit upon which a swarm of flies have settled.

Fine netting will prevent the latter trouble, and will also keep off dust to a certain extent. Customers will not be drawn to fruit which has deteriorated from bruises, over-ripeness or other like causes. Fruit is in greater demand than ever. Strengthen your fruit trade by maintaining a tempting appearance to your display.

BEGGING FOR ORDERS.

Here is a retailer's complaint against some travelers and if the facts are as he represents them, he is quite justified in his attack.

A traveler calls on him for an order, and, failing to sell him a bill of goods by lack of his ability as a salesman or because the merchant is fully stocked in his lines, goes a-begging for an order.

His customary methods are: "I'm away behind this week and would appreciate it very much if you could help me out a little," or "I'm a new man at this job and I want to make good with the firm," and sometimes, "Say, I wish you would give me an order for some thing, no matter how small, just to show the house that I called."

These and other lines of talks are utilized with the commercial man almost on his knees for an order.

In many instances the merchant is too warm hearted and yields by buying something he doesn't actually need. This serves in course of time to antagonize him against the house, and the merchant who ignores the appeal feels the same way by being canvassed in such a manner. Both the traveler and the house are adversely affected by this method of doing business.

An actual case is known to bear out the latter assertion.

If you take for your example nothing higher than yourself how can you hope to improve? You will not shoot any higher than you aim.

Markets—Prices of New Pack Canned Goods Out

Are Published Herewith In Full With Comments — Opening Quotations Are Higher Than Those of Last Year—New Pack of Peas and Raspberries Light—An Advance in Price of Second Grade Sugar — Noticeably Strong Tone to Olive Market—General Review of Markets.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on

QUEBEC MARKETS

POINTERS.

Sugar—Second grades 10c higher.
Filberts—1c lower.
Canned Goods—Some of the new prices out.

Montreal, Aug. 5th.

The two second grades of granulated sugar are up ten cents. This change occurred late Saturday morning, and was due to the firm condition of the raw market.

The strike seems to have had a depressing effect on trade in general in Montreal, and as a result nearly all the jobbers say that there has been even less business than at this time last year while most of the other weeks this summer have showed an increase. This has been particularly true of the grocery business, both wholesale and retail. Fruit importers have suffered heavily through delays of their goods, and spoiled lots coming in on account of such delays. Now that it is all over business should be much better.

Camping trade has been good among local retailers, and several have taken up the packing of baskets for such expeditions suggested in The Grocer recently. They all report good success as far as they have gone.

EXTRA.

On Thursday the price of refined sugar was reduced 10 cents.

Sugar.—Both Beaver and Imperial lines of granulated, the second grades, are now quoted at $5, an advance of 10c over last week. This change took place last Saturday, just too late for the issue of last week. A firm market is the order of the day, although jobbers report that sales are much less than could be reasonably looked for at this time of year. However, the present state of the raw market certainly would seem to warrant any reasonable advance which should take place.

Reports from Cuba seem to indicate that there will not be any appreciable increase over last year's output, and if so there is apt to be a still further advance in the States, which usually influences conditions here to a certain extent.

Granulated, bags	5 15
" 20-lb. bags	5 25
" Imperial	5 00
" Beaver	5 00
Paris lump, boxes, 100 lbs	5 95
" " " 50 lbs	6 05
" " " 25 lbs	6 25
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 85
" " 100 lb. boxes	5 95
" " 50 lb. "	6 05
" " 25 lb. "	6 25
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 60
" " 50-lb. boxes	5 80
" " 25-lb. boxes	6 00
Powdered, bbls	5 40
" 50-lb. boxes	5 60
Phoenix	5 60
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 " bags	4 75

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—Possibly it is due to the high price of sugar at present, but at any rate sales of syrup have increased appreciably this week and seem to be going to do still better. Local jobbers report fine sales for this time of year, and in fairly large individual orders. Retailers likewise say that matters are much improved.

In molasses the call is only for small lots, and they are none too frequent. In fact the situation is almost exactly the opposite of the syrup. Prices in both lines are unchanged.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	0 28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03
" ½-bbls		0 03½
" ¼-bbls		0 03¾
" 38½-lb. pails		1 80
" 25-lb. pails		1 30
Cases, 2-lb. tins, 2 doz. per case		2 50
" 5-lb. " 1 doz. "		2 85
" 10-lb. " ½ doz. "		2 75
" 20-lb. " ¼ doz. "		2 70

Tea.—New arrivals of Japans are coming in much more freely now, and seem to be in good demand. The prices are unsettled as yet, but it seems probable that they will range higher.

There is not a great deal doing in other lines and prices are steady.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—Firmness is still the prevailing tone of the coffee market, in spite of the fact that there is a general slackening in demand. Summer weather is not ideal for the coffee man, but as this is an annual slackening it is not a surprise. Stocks are low, particularly of Rio and Santos, but they are sufficient to meet all requirements.

Mocha	0 18½	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices.—This week has marked a slight slackening in the demand for most spices. Gingers and cinnamon still hold their own pretty well, and in view of the satisfactory trade done for some weeks past spice manufacturers have no reason to be dissatisfied.

Prices are steady.

	Per lb.			Per lb.	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits.—Prunes furnish the only live proposition in the dried fruit market this week. They seem to continue in their former strong demand. There is also a fair inquiry for Valencia raisins.

Stocks in general are much depleted, particularly in currants. However there is ample to cover the demand.

Currants, fine filiatras, per lb., not cleaned		0 06½
" " " cleaned		0 06½
" Patras, per lb	0 07½	0 08
" Vostizzas, per lb	0 08	0 09
Prunes—		
40-50		0 09
50-60		0 08
60-70		0 07
70-80		0 06½
80-90		0 06
90-100		0 05½
Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins		0 90
" fancy seeded, 1-lb. pkgs		0 09
" loose muscatels, 3-crown, per lb	0 07½	0 08
" " 4-crown, per lb	0 08½	0 09
" sultana, per lb	0 07½	0 10
Malaga table raisins, Rideau clusters, per box		2 25
Valencia, fine off stalk, per lb		0 05
" select, per lb		0 06
" 4-crown layers, per lb		0 06

Nuts.—Owing to rather too heavy local stocks of filberts, prices of these lines have sagged somewhat, and sales as a result are reported better. In view of the reported shortage of the new crop in Europe it does not look as if prices could continue at their present low level.

Trade in all kinds of nuts is brisk, and seems to be on the increase rather than otherwise. In fact summer trade this year is pronounced much better than last year.

In shell—		
Brazils	0 13½	0 14½
Filberts, Sicily, per lb	0 09½	0 11½
" Barcelona, per lb		0 10½
Tarragona Almonds, per lb	0 14	0 15
Walnuts, Grenobles, per lb	0 13	0 14½
" Marbots, per lb	0 12½	0 13
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 32½	0 35
" 3-crown " "	0 31½	0 33
" 2-crown " "		0 30
" (in bags), standards, per lb	0 26	0 27
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb		0 65
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 28	0 30
Brokens	0 23	0 27

Evaporated Apples.—Owing to low stocks there is little doing in evaporated apples. Everyone seems to be waiting for the new crop. A few fair sales are reported, but the grade of the goods is poor, and there seems to be practically none of the better grades on the market.

European inquiries continue to come in and a good trade could be done if the proper grade were forthcoming.

Evaporated apples, prime	0 08

Beans and Peas.—There are few high grade peas left on the local market and these are being snapped up as soon as offered. Prices are still the same as last week.

In beans the weather seems to be too hot for any great demand. The few inquiries are for small lots to fill immediate requirements and even they are none too frequent.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 50

Rice and Tapioca.—Quiet but firm, aptly describes the state of both markets. Sales are steady but not large, with little country demand.

Tapioca is particularly firm in the primary markets, and holders do not

seem to be at all anxious about the matter.

Prices are unchanged in all lines.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	3 00
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL.—Some of the new canned goods prices are out. They are all indicative of a higher market for the coming season. Standard peas and raspberries are the only two which are lower than present prices, although they are higher than last year's opening prices. Two and a half cents is the general advance. The articles to advance are early June and extra sifted peas, and beans. Other prices are expected shortly, and the general impression is that they also will show an advance.

Meats are selling well, and some lines of fish, salmon and sardines being the best of these latter. Prices in these lines are unchanged.

Peas, standard, dozen	$0 97½
Peas, early June, dozen	1 12½
Peas, sweet wrinkled, dozen	1 10 1 12½
Peas, extra sifted, dozen	1 75
Peas, gallons	3 87½ 3 92½
Pumpkins—3 lb., $1.00; gallon, $3.00.	
Beans, dozen	0 92½
Corn, dozen	0 90
Tomatoes, dozen (Ontario and Quebec)	0 85
Strawberries, dozen	1 50
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb talls, per dozen	1 87½
½-lb. flats, per dozen	1 30
1-lb. flats, per dozen	2 02½
Other salmon—	
Humpbacks, dozen	0 95 1 00
Cohoes, dozen	1 35 1 40
Red Spring, dozen	1 60 1 65
Red Sockeye, dozen	1 85 2 00

Lobster Futures—

½-lb. flats, doz., $2.40; 1-lb. talls, doz., $4.25.
1-lb. flats, doz., $4.50.

Compressed corned beef, 1s	1 80	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 15	Corned beef hash, 1s	1 60
English brawn, 2s	3 00	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 00	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 30	Jellied hocks, 6s	10 00
Ready lunch veal loaf 1s	2 40	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	1 80	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 15	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 60
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 60

WINNIPEG.—The prices for some of the new pack of canned goods have been announced and the others are expected at any time. The demand for the old lines continues good and with the new stocks on the market it should be even improved.

Beans, 2's	5 23	Raspberries	3 83
Peas, 2's	2 23	Strawberries	3 28
Cherries	4 13		

TORONTO. — Almost the complete list of new pack prices of one large canning concern was issued during the week and will, of course, be a subject for study by the trade. It is evident to the grocer even at a first glance that the prices are fairly high in most cases and are indeed about what was anticipated some time ago. For instance, a year ago standard peas opened at 77½ cents and went as high as $1.10. This year they have opened at 95 cents and it remains to be seen what the price will be. From this it will be plain that three for a quarter peas will not be a money-making proposition to the retailer this year and a new arrangement —if this one is in force—of selling to the consumer will likely be the result. However, that remains for future development.

The pack of peas, it is said, will be light and raspberries are none too promising. The old stocks, that is whatever is left of them, are cleaning out rapidly, and even now are practically done. Some new peas have been received, but they were of limited quantity. One jobber remarked that he would not be surprised to see the price of peas raised after the first orders had been filled.

Canned goods have secured such a place in general demand that they are bound to be valuable property before long, particularly in those lines in which there may be a short pack. Strawberries for instance were disappointing. Opinion in that respect seems to be unanimous. The crop itself did not come up to expectations and when it came to packing it there were other conditions that did not serve to improve matters.

The prices for canned salmon have also been forwarded and it may be said of salmon that it is good property. The prices appearing herewith are for single cases and it is to be understood that a reduction of 2½ cents will be made for five-case lots. The salmon run is still receiving consideration and the pack, it is stated, is not going to be more if it is up to the average. Better knowledge will be secured of this later when the end of the run is in sight.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 90	0 92½
" " Midgets, 2's	1 25	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's	0 90	0 92½
" Refugee Midgets 2's	1 25	1 27½
" " 3's	1 35	1 37½
Beets, sliced, blood red, 2's	0 95	0 97½
" whole blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, rosebud, 2's	....	1 25
" " 3's	....	1 50
Peas, Standard, size 4, 2's	0 95	0 97½
" Early June, size 3, 2's	1 10	1 12½
" Sweet Wrinkle, size 2, 2's	1 15	1 17½
" Extra fine sifted, size 1, 2's	1 72½	1 75
Spinach, table, 2's	1 25	1 27½
" " 3's	1 75	1 77½
" " gal.	5 00	5 02½

FRUITS

Cherries, black, not pitted, heavy syrup, 2's	1 50	1 52½
" black pitted, heavy syrup, 2's	1 90	1 92½
" red, not pitted, heavy syrup, 2's	1 50	1 52½
" red pitted heavy syrup, 2's	1 90	1 92½
" white, not pitted, heavy syrup, 2's	1 60	1 62½
" white pitted, heavy syrup, 2's	2 00	2 02½
" red pitted, gal.	8 50	8 52½
Raspberries, black, heavy syrup, 2's	1 75	1 77½
" black standard, gal.	7 00	7 02½
" red, heavy syrup 2's	1 75	1 77½
" red standard, gal.	7 00	7 02½
" red, solid pack, gal.	9 25	9 27½
Rhubarb, preserved, 2's	1 50	1 52½
" " 3's	2 25	2 27½
" standard, gal.	3 25	3 27½
Strawberries, heavy syrup, 2's	1 47½	1 50

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	Red Spring, doz	1 85
½-lb. flats, dozen	1 37½ 1 50		
1-lb. flats, dozen	2 15	Lobsters, halves, per dozen	2 00 2 25
Other salmon prices are:			
Humpbacks, doz	0 95 1 05	Lobsters, quarters, per dozen	1 40
Cohoes, per doz.	1 50 1 55		

ONTARIO MARKETS

POINTERS—
Canned Goods—Open high.
Sugar—Advance in 2nd Grade.
Olives—Much firmer.

Toronto, Aug. 4, 1910.

A steady satisfactory business seems to be the general tenor of the statements heard throughout the grocery world here. Jobbers affirm that payments are good and that orders are being received in encouraging numbers. These conditions, they believe, are indicative of the general situation, for the retailer orders and pays for the most part only when he can afford to and he receives his money when the mechanic and the farmer are earning and spending it. It would appear that the jobber is the barometer of trade and business conditions. At any rate there is a feeling of satisfaction pervading the wholesale district. Conditions, of course, could be improved, but for the most part they are encouraging. The trade has been harrassed by difficulties which arose directly from the strike and the announcement of its termination was received with profound pleasure. It will be some time, however, before former conditions are fully resumed.

Attention is called particularly in this week's market in the canned goods' prices. They are really the feature of this week's report from the fact that trade is steady just now and is following well beaten paths.

Sugar—An advance of ten cents has been announced in second grade sugars. The Imperial and Beaver granulated are the only two brands affected. It is believed that this step on the part of the manufacturers has been due to the fact that they may have thought they were giving a quality of sugar for which they were not getting sufficient margin. Ther are no conditions in the primary market that would cause the advance. Jobbers state that these second grades were manufactured to meet the competition of beet sugar. But in the manufacture, raw material was, of course, necessary for the second grade and it might have been used for first grade and would have brought a higher price. This is given as a reason for the advance. The sugar market is steady with active buying still prevailing. Regarding the present visible supply, Willett & Grey have the following:—"Total stock of Europe and America, 1,852,886 tons against 1,911,982 tons last year at the same uneven dates. The decrease of stock is 59,096 tons, against a decrease of 52,313 last week. Total stocks and afloats together show a visible supply of 2,033,886 tons, against 2,126,982 tons last year, or a decrease of 93,096 tons."

Paris lumps, in 100-lb. boxes	6 15
" in 50-lb. "	6 25
" in 25-lb. "	6 45
Red Seal	7 20
St. Lawrence "Crystal Diamonds," barrels	5 95
" " " ½ barrels	6 05
" " " 100 lb. boxes	6 15
" " " 50 lb. boxes	6 25
" " " 25 lb. boxes	6 45
" " " cases, 20-5 boxes	7 70
" " Dominos, cases, 20-5 boxes	7 70
Redpath extra granulated	5 30

Imperial granulated	5 10
St. Lawrence granulated, barrels	5 30
Beaver granulated, bags only	5 10
Acadia granulated (bags and barrels)	5 2/
Wallaceburg	5 20
St. Lawrence golden, bbls.	4 90
Bright coffee	5 20
No. 3 yellow	5 10
No. 2 "	5 00
No. 1 "	4 85

Granulated and yellow, 100-lb. bags 5c. less than bbls.

Syrup and Molasses—Business in these articles is still at a minimum, and likely to remain so for a few weeks longer.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 50	Gallons, 6 to case	4 80
5 lb. tins, 2 doz. in case	2 85	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 75	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 70	Pints, 24 "	3 00
Barrels, per lb	0 03⅜	Molasses—	
Half barrels, lb.	0 03½	New Orleans, medium	0 28 0 30
Quarter " "	0 03⅝	New Orleans, bbls	0 26 0 28
Pails, 38½ lbs. ea.	1 80	Barbadoes, extra fancy	0 45
" 25 " "	1 30	Porto Rico	0 45 0 62
		Muscovada	0 30

Dried Fruits — Currants have been moving freely, but otherwise the market has been rather quiet. Raisins are firm. The reports in regard to futures have not changed their color and higher prices are still looked for.

A correspondent in Denia, Spain, says: "Owing to the hot weather prevailing in this raisin district, the fruit will not ripen as it ought, therefore the great part of grape will not be turned to raisin, and as we are so near to the crop, that even if it were to rain, would not be useful, thus making the prices to be high."

Prunes—	Per	
30 to 40, in 25-lb. boxes	0 11	0 11½
40 to 50 " "	0 08½	0 09
50 to 60 " "	0 06½	0 07½
60 to 70 " "	0 06	0 07
70 to 80 " "	0 05½	0 06½
80 to 90 " "	0 05	0 06
90 to 100 " "		0 05½

Same fruit in 50-lb. boxes ½ cent less.

Apricots—			
Standard	0 14	0 15	
Choice, 25 lb boxes		0 15	
Fancy, " "	0 17	0 20	
Candied and Drained Peels—			
Lemon	0 09	0 11	Citron 0 14 0 17
Orange	0 11½	0 12½	
Figs—			
Elemes, per lb	0 08	0 10	
Tapnets, "	0 03½	0 04	
Bag figs	0 03½	0 04	
Dried peaches	0 08	0 08½	
Dried apples		0 08	
Currants—			
Fine Filiatras	0 06	0 07	Vostizzas 0 08½ 0 09
Patras	0 07½	0 08	

Uncleaned ½c less

Raisins—		
Sultana	0 05	0 07
" fancy	0 06	0 07½
" extra fancy	0 08½	0 09
Valencias, selected	0 06	0 06½
Seeded, 1 lb packets, fancy	0 08	0 08½
" 16 oz. packets, choice		0 07½
" 12 oz. " "		0 06
Dates—		
Hallowees	0 05	0 05½
Fards choicest		0 10
Sairs	0 05	

Teas—There is a good steady business in teas with a firm tone in the primary market.

Coffee—Normal conditions exist in the coffee markets. The consumption keeps up to the summer average, which is not a high mark.

Rio, roasted	0 12	0 15	Mocha, roasted	0 25	0 28
Santos, roasted	0 13	0 17	Java, roasted	0 27	0 33
Maricaibo, "	0 14	0 20	Rio green	0 10	0 11

Spices—New orders for spices are beginning to be received, but not heavily yet.

Peppers, black	0 15	0 18	Cloves, whole	0 25	0 35
" white	0 22	0 25	Cream of tartar	0 25	0 28
" whole, black		0 16	Allspice	0 14	0 16
Peppers, whole, white		0 23	" whole	0 14	0 16
Ginger	0 20	0 25	Mace, ground	0 75	0 80
Cinnamon	0 21	0 23	Mixed pickling spices, whole	0 15	0 16
Nutmeg	0 20	0 30	Cassia, whole	0 20	0 25
			Celery seed		0 24

Olives—There has been for some time a firmness in the primary olive market that has attracted attention. The following recent article appeared in a prominent New York commercial paper:

It is stated that within the week there has been a considerable quantity of Queen olives of various sizes taken from the local market by western, Canadian Brokerage Co., said yesterday:

majority of these purchases are said to have been necessitated by urgent requirements.

Nuts—The feeling of firmness which has characterized this market still obtains. Walnuts and filberts are held firmly with, however, no change in prices.

Almonds, Formigetta		0 11
" Tarragona	0 11½	0 12
" shelled	0 32	0 35
Walnuts, Grenoble		0 13½
" Bordeaux		0 11
" Marbots		0 12
" shelled	0 28	0 30
Filberts	0 12	0 12½
Pecans	0 16	0 18
Brazils	0 15	0 15½
Peanuts, roasted	0 08	0 12½

Rice and Tapioca—This market is firm with the demand steady. Trade is fairly good. There is no change as far as prices are concerned. The trade is quite seasonable.

	Per lb.	
Rice, stand. B	0 02¾	0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal		2 80
Rangoon	0 03	0 03½
Patna	0 05½	0 06¼
Japan	0 04½	0 05
Java	0 06	0 07
Carolina	0 10	0 11
Sago	0 05½	0 06
Seed tapioca		0 06
Tapioca, medium pearl	0 05½	0 06

Beans—The market is quiet with small demands. Reports regarding the new bean crop point to a heavy yield.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

WEST INDIA FISH TRADE.

Merchants in the West Indies, according to the trade commissioner, E. H. S. Flood, like Newfoundland fish. The reason is they are well packed and salted, and the standard weight is well maintained. The fish trade of the West Indies, he says, has been carried on for many years on a consignment basis, and the custom is now so well established that it would be difficult to change it. As most foodstuffs that were in former years consigned to this market are now supplied to order, it would seem that an effort might be successfully made in this direction in regard to fish.

MARITIME BOARD OF TRADE.

The annual meeting of the Maritime Board of Trade takes place at Chatham, N. B., this year on Aug. 17 and 18. W. B. Snowball, Chatham, is the president and E. A. Saunders, Halifax, the acting secretary-treasurer.

AN ERROR.

In the "Frou-Frou" advertisement on page 4 of this issue, the location of the Cape Breton Wholesale Grocery should be set down as Sydney and not Sydney Mines, and W. H. Gillard & Co., Sault Ste. Marie is printed in error as W. J. Gillard.

MANITOBA MARKETS

ADVANCES—

Rolled oats.

Orange peel.

Syrup.

Winnipeg, August 4, 1910.

The tone of the entire market is greatly improved over that of the past few weeks. Since the return of travelers to the field, and also the return of the merchants from the big exhibitions, orders have increased in numbers and in bulk. No community will suffer financially on account of this year's limited wheat yield, and merchants will be enabled to buy quite freely with the money that is already in free circulation everywhere in the west.

The oat market is going up, and with it the price of the rolled product, owing to the outlook for a small yield this year. The future of many lines are uncertain. Just now it is believed that the strong markets that are indicated this week are only the beginning of some sharp and radical advances in prices. It would seem that the importations from U. S. are not coming heavily enough to satisfy the demand for the rapidly-increasing population of this country. The present need of supplies on the part of the merchants during an inopportune period for buying from the standpoint of the western crop condition, clashes with the advancing market quotations elsewhere on the continent. This is the peculiar situation which prevails this week, and the circumstances are rarely observed so prominently as they are at the present time.

Sugar—Owing to the preserving season being later than usual this year and the price of fruits being high, the volume of sugar consumption has been restricted. There will undoubtedly be an increased demand next week. Prices are held moderately firm and some local wholesalers look for a stronger market.

Montreal and B.C. granulated, in bbls	5 75
" " in sacks	5 70
" yellow, in bbls	5 35
" " in sacks	5 30
Icing sugar, in bbls	6 35
" " in boxes	6 55
" " in small quantities	6 55
Powdered sugar, in bbls	6 15
" " in boxes	6 35
" " in small quantities	6 50
Lump, hard, in bbls	6 65
" " in ½-bbls	6 75
" " in 100-lb. cases	6 65

Foreign Dried Fruits—The reported strengthening of prices on all California fruits has been delayed. Although packers continue to talk a stronger prune market, it is believed that there is a good crop, and when they come on the market slacker prices will rule. Last week's reduced prices on California raisins are maintained, while there is a tendency toward a higher currant market. All peels are strengthened, and the following prices are quoted this week. All citron peel is selling at one price just now:

Smyrna Sultana raisins, uncleaned, per lb		0 06	0 11
" " " cleaned, per lb		0 09	0 13
Valencia raisins, Rowley's, f.o.s. per case, 28's			1 45
" " selects " 28's			1 55
" " layers " 28's			1 75

California raisins, choice seeded in ¼-lb. packages per package	0 05½
" " fancy seeded, in ¼-lb. packages per package	0 06
" choice seeded in 1-lb. packages per package	0 06½
" " fancy seeded in 1-lb. packages per package	0 07½
Raisins, 3 crown muscatels, per lb	0 06
" 4 " " "	0 06
Prunes, 90-100, lb	0 05½
" 80-90 "	0 05½
" 70-80 "	0 06½
" 60-70 "	0 07½
Prunes, 50-60 "	0 08
Prunes, 40-50, lb	0 09
Silver prunes, ac. to quality	0 09½ 0 12½
Currants uncleaned, loose pack, per lb	0 06½
" dry, cleaned, Filiatras, per lb	0 06½
" wet, cleaned, per lb	0 06½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 07
Pears, per lb	0 09 0 15
Peaches, standard, per lb	0 08
Peaches, choice	0 09
Apricots, standard, per lb	0 15
Apricots, choice per lb	0 15½
Plums, pitted, lb	0 11 0 12½
Nectarines, lb	0 09½
Dates, per lb., Hallows, bulk	0 06½
Dates, packages 30 in case	0 06½
Figs, per lb	0 04½ 0 05
Peel, lb., lemon	0 09½
" " orange	0 11
" " citron	0 14 0 18

Syrup and Molasses—There is very little syrup going out to western merchants, although wholesalers have been stocking well. The price has been advanced by manufacturers, and the following quotations show an advance of 10c on all syrup. The molasses trade is satisfactory:

Syrups—	
24 2-lb. tins, per case	2 15
12 5-lb. tins, per case	2 40
6 10-lb. tins, per case	2 45
3 20-lb. tins, per case	2 55
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
Gingerbread molasses, ½ bbls., per gal	0 40
New Orleans molasses, ½ bbls., per gal	0 33 0 35

Nuts—The nut market is rather quiet, although the present quotations are maintained rather firmly. There is little moving just now, but merchants will be ordering the shelled product soon. Peanuts have had an excellent season everywhere. We quote:

Shelled Walnuts, in boxes, per lb	0 30
" " small lots, per lb	0 31
" Almonds, in boxes, per lb	0 33
" " small lots, per lb	0 34
Peanuts, Virginia, per lb	0 11 0 13

Rolled Oats—This cereal continues to soar, in view of the limited oat crop in the west. Merchants, too, are ordering heavily, and this has sent prices up quickly. We quote a 10-cent advance:

Rolled oats, 80 lb. sacks, per 80 lbs	2 00
" 40 " " 40	1 05
" 20 " " 20	0 53
" 80 " (8, 10s)	2 45

Tapioca and Sago—The market is quite unchanged and the opinion is maintained that next year the market will be stronger, due to the lack of culture of the plants. The trade in the west is not heavy this week, and a revival in the output is expected.

Pearl tapioca, per lb	0 05½ 0 06
Sago, per lb	0 05 0 05½

Beans—Wholesalers are preparing to stock heavily in beans and the market has not been changed. Nothing has occurred to mar the good crop prospect in Ontario, and the old prices rule here this week. The heavy consumption of beans everywhere, and the prospects of heavy exportations to the south, will tend to keep the market rather firm next season.

3-lb. picker, per bushel	2 20
Hand picked, per bushel	2 30

Evaporated Apples—The report of a short crop of United States apples, especially on the west coast, is more strongly verified this week, and the evaporated stuff is held stiff at 9½ cents this week. No lower prices are in sight.

NOVA SCOTIA MARKETS.

Halifax, N.S., Aug. 4, 1910.

The wholesale grocery trade has been quieter than usual during the past week. The orders from the country districts are smaller, but this is not unusual at this season of the year. The farmers are now busy with their crops.

Butter continues firm despite the fact that the season is a most remarkable one for pasturage, and that lots of butter is being manufactured. The receipts of butter have been somewhat smaller this week, owing to the farmers being otherwise engaged.

The provision men have all the business that they can handle.

There is a marked scarcity of raspberries this season. Only small quantities have been marketed so far, and despite the high price, the demand is good.

Canners have announced that deliveries of canned peas will be only slightly more than half the amount necessary to fill the orders for the wholesale trade. The opening prices for standard peas to the trade will be $1 to $1.10 per dozen.

Rolled oats are still advancing, and at the present price it will be necessary for the wholesalers to charge $5.25 per barrel.

The price of canned corned beef has advanced to $1.85 for one's and $3.25 for two's.

Butter—	
Creamery prints per lb	0 26
Creamery solids per lb	0 23 0 24
Dairy, tubs, lb	0 22 0 23
Bananas	1 75 2 50
Beans, box, wax	4 80
Fresh eggs, doz	0 21
Sugars—	
Extra Standard, granulated	5 30
Austrian, bags, granulated	5 20
Bright yellow	5 10
No. 1 yellow	4 80
Flour h. wheat per bbl	6 30 6 40
Flour, Ontario blends, bbl	5 00 5 30
Cornmeal, bag	1 55 1 65
Rolled oats, bbl	5 25
Fruits—	
Lemons, Verdilli	6 00
Oranges—	
Valencias	6 25 7 50
Mediterranean	4 50 4 75
Pineapples	3 00 3 50
Pork, American per bbl	30 00
Pork, clear bbl	31 00
Hams smoked	0 18½
Beef, American	23 00
Codfish, quintal	5 50
Herring, pickled per bbl	5 00
Potatoes—	
P.E. Island, bag	1 35
Nova Scotia	1 35
Onions, Spanish per lb	0 02½
Onions, American, per lb	0 02½
Onions, Bermuda, per box	1 50
Molasses, fancy Barbados, bbl	0 36
Molasses, fancy Barbados, gal	0 32
Rolled Oats, bbl	4 75 4 85
Canned goods—	
Peas, std	1 00 1 10
Corn beef, 1's	1 85
Corn beef, 2's	3 25

NEW BRUNSWICK MARKETS.

St. John, N.B., August 4, 1910.

Quite a few changes were recorded in the local markets during the past week. Molasses has dropped from 31 and 33 cents a gallon to 30 and 31 cents. Pork and lard are also down somewhat, the former being quoted now at $27.50 to $28.00 for domestic mess and $26.75 to $30.00 for American clear. The figure for lard is now 16 to 16½ cents. Flour, meals and sugar are unchanged. Canadian oats are selling at 52 and 53 cents a bushel.

New potatoes are quoted at 75 to 80 cents a bushel but prices are expected to drop any day now as the shipments from up river points commence to come in. Beef is also down in price, the western grades now selling at 9 to 10½ cents and butchers at 8½ to 10 cents a pound.

Sugar—	
Standard gran	5 40 5 50
Austrian "	5 30 5 40
Yellows	4 90 5 30
Flour, Manitoba	7 05 7 15
" Ontario	6 05 6 45
Cornmeal, bags	1 50 1 60
" bbls	3 15 3 25
Oatmeal, bbls	5 25 5 35
Buckwheat, west. grey, bag	2 90 3 00
Val. raisins, lb	0 05½ 0 06½
Cal. raisins, seeded	0 07½ 0 08½
Currants, lb	0 07 0 07½
Prunes, lb	0 05½ 0 09
Molasses, fcy. Barbados, gl	0 30 0 31
Butter, dairy, lb	0 18 0 20
Butter, creamery, lb	0 23 0 24
Eggs, new laid	0 20 0 22
Eggs, case	0 19
Potatoes, old	1 25 1 50
" new, bus	0 15 0 80
Canned goods—	
Peas, doz	1 15 1 55
Corn, doz	0 90 0 95
Tomatoes, dz	1 00 1 05
Raspberries, dozen	1 95 2 05
Rice, lb	0 03½ 0 03½
Beans, hand picked, bus	2 20 2 25
Beans, yellow eye, bus	3 50 3 65
Cheese, new, lb	0 14 0 14
Lard, compound lb	0 14 0 14½
Lard, pure, lb	0 17 0 17½
Bacon	0 18 0 20
Pork, domestic mess	27 50 28 00
Pork, American clear	26 75 30 00
Strawberries, dozen	1 70 1 80
Salmon, case—	
Red spring	6 50 6 75
Cohoes	6 00 6 25
Peaches, 2's, dozen	1 75 1 85
Peaches, 3's, dozen	2 85 2 95
Baked beans, dozen	1 20 1 30
Fish—	
Cod, dry	3 00 4 25
Herring, salt, bbls	4 75 5 00
Bloaters, box	0 85 0 90
Harbour salmon, lb	0 16
Fresh Gaspereaux, cwt	1 00

BRITISH COLUMBIA MARKETS.

Vancouver, August 4, 1910.

The feature of the local market, in common with that of other cities, is the sensational jump in the price of flour. It went up from $7.10 to $7.20 and is now at $7.40, and even at this high figure it is not definite that it will remain. Reports from the prairies are that in southern Alberta and southern Manitoba the crop is pretty bad; in fact one man from the former place states that farmers are cutting their grain for fodder. Further north in Alberta and in Saskatchewan the prospects seem to be better, but a big difference will be noted in the general amount from early estimations.

One brand of bacon has reached a record price for Vancouver and is jobbed at 31½ cents, being a jump from 29½c. Hams are 24 to 25 cents, with a brand a cent lower. Cooked ham is up to 30c from 26½ to 27, and even at that there is little profit for the retailer, who has to buy the trimmings, etc., and sell them not.

Good eastern butter in solids brings 26 and 27 cents. Already there is a shortage reported by local creameries in the supply, consequently there will be strong demand in the fall and winter for butter. It is then that commission men and other dealers fall back on the eastern.

Sugar, standard granulated	5 90
Sugar, Imported	5 25
Val. raisins, lb	0 05½
Cal. " "	0 07½
Prunes	0 05½ 0 07½
Currants	0 06½ 0 08½
Dried apricots	0 11 0 13
Flour, Standard, bbl	7 40
Cornmeal, p. 100 lbs	2 60
Beans, per lb	0 03½ 0 04½
Rice, per ton	68 00 76 00
Tapioca, per lb	0 03½
Apples, box	2 75 3 00
Evaporated apples	0 08½
Butter, Eastern dairy in tubs	0 25
Butter, Eastern dairy, choice	0 26 0 27
Butter, local creamery	0 30
Eggs, California	0 28
Eggs, local	0 36
Cheese, Ontario	0 14½ 0 15½
" Manitoba	0 14
Bacon	0 31½
Ham, cooked	0 30
Lard, pure	0 18½
Lard, compound	0 17½
Potatoes—	
Ashcrofts, ton	20 00
Local, ton	5 00 10 00
Cal. Burbanks	32 00
Canned Goods—	
Peas, Early June	35
Tomatoes	1 27½
Corn	1 02½
Apples	3 42½
Strawberries	1 75
Raspberries	2 02½
Canned salmon	6 50

The Colonial Trading Co., Ltd., Vancouver, B.C., is succeeded by Geo. A. Neelands.

An agitation has been commenced in England to encourage the growth of the sugar beet.

DIRECTORY OF

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

Wholesale Manufacturers' Agents

Correspondence Solicited.

F. R. McINTOSH & CO.
Vancouver, B.C.

When writing advertisers kindly mention having seen the advertisement in this paper.

R. ROBERTSON J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
VANCOUVER, B.C.

Wholesale Brokers
GROCERIES, PRODUCE, FRUITS, GRAINS
Importers and Exporters

Reference—Bank of Montreal.
Write us for information about B.C. trade.
Cable Address—"Robin," Vancouver.
Codes—A C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

WILLIAM W. DUNCAN

Broker and Manufacturers' Agent
DISTRIBUTING
Free and Bonded Warehouses
VANCOUVER - VICTORIA

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

Do you want live representation? We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence Solicited — Highest References

MORE THAN SEVEN THOUSAND pairs of eyes—interested eyes—rest on this page fifty-two times a year. By the use of an inch space an advertiser is able to place himself prominently before nearly one hundred pairs of eyes for every cent the advertising costs him.

The West India Co., Ltd.

The Canadian house of

Sandbach, Parker & Co., Demerara, B.G. Sandbach, Tinne & Co., Liverpool, Eng.

and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building, - - - MONTREAL

MORE BUSINESS

The quality in every package of **Red Rose Tea** you sell recommends your store for more business.

If your stock of **Red Rose** gets low in any grades while my travellers are on holidays, your order by mail, or by wire at my expense, will have prompt attention.

It Pays to Recommend

Red Rose Tea

A push on Red Rose is a push for more business

7 Front Street East, Toronto, Ont.
315 William Ave., Winnipeg, Man.
} Branches

T. H. ESTABROOKS
ST. JOHN, N.B.

"BANNER" 1910



Cold Blast Lantern

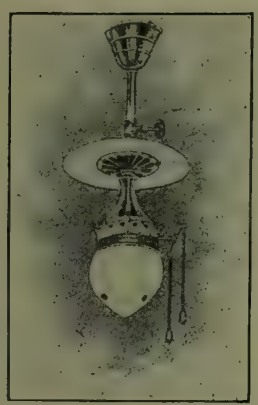
Comparisons may be odious
BUT

Compare OUR Lanterns with any in the market.

Superior work will tell

Handled by all Jobbers

Ontario Lantern & Lamp Co.
LIMITED
HAMILTON, - ONTARIO



A PULL TURNS ON THE LIGHT

Better than electricity or city gas, cheaper than coal oil or candles. Steady, white, brilliant; ¼ cent per hour for 500 candle power.
Lighted or extinguished by a pull of chain and regulated to any desired candle power in the same way.
Absolutely Safe, permitted by all insurance companies. **More Light Means More Business.**
Delivered ready for any one to install.
Write now for circular and special price to merchant direct.
For stores, homes, churches, hotels, etc. First class agents wanted.

MACLAREN & CO.
Gasoline Lighting Systems
MERRICKVILLE, ONT.

McLean's
"The Name"

AND THE PACKAGE
TO THE RIGHT

The Canadian Cocoanut Co.
Sole Makers
MONTREAL



MUST SELL EGGS BY WEIGHT.

New York Official Points to the Law and and Says Retailers Must Conform to it.

Commissioner of the Bureau of Weights and Measures in New York city says that according to the law, eggs must be sold by weight in that city. He says that there is a difference in eggs and that the public is being imposed upon by the present system. The new ordinance governing sales at retail is as follows:

"No person shall sell or offer for sale any commodity or article of merchandise in any market or in the public streets or in any other place in the city of New York at or for a greater weight or measure than the true measure or weight thereof; and all ice, coal, coke, meats, poultry, butter, and butter in prints, provisions, and all other commodities and articles of merchandize (except vegetables sold by the head or bunch) sold in the streets or elsewhere in the city of New York shall be weighed or measured by scales, measure or balances, or in measures duly tested, sealed and marked by the Commissioner of Weights and Measures or an inspector of weights and measures of the said city; provided, that poultry may be offered for sale and sold in other manner than by weight, but in all cases where the person intending to purchase shall so desire and request poultry shall be weighed as hereinbefore provided. No person shall violate any of the provisions of this section under a penalty of one hundred dollars for each offence.

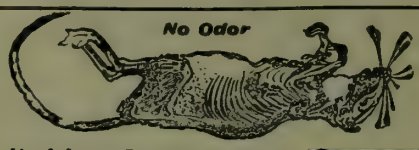
McClocklin & Naismith, general merchants, Kindersley, Sask., have sold to McEwen Bros.

The retail grocers of San Antonio, Tex., are organizing a co-operative wholesale grocery company with a capital stock of $100,000. The funds for this purpose have been subscribed and will be put on the market soon.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO., Montreal Agents.



It dries them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

Don't Blame the Credit Customer

Blame yourself for that continued loss. Wake up and stop it. Very easily done. Simply get in touch with Allison, that's all.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customer and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Book are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.



WHAT IS BLUENOSE BUTTER?

Why, it is a rich, sweet-flavored butter of highest possible quality, packed in hermetically sealed, key opening tins for special trade.

It is put up in Nova Scotia, the Bluenose Province.

Invaluable for Campers, Prospectors, Hunters, Trappers and Survey Parties.

How is your stock?

SMITH & PROCTOR
HALIFAX, N.S.

Good Lobsters Always Sell . . .

But if they are of indifferent quality they stick on the shelves and, when they are finally sold, they hurt the reputation of the vendor.

It is a simple matter to get the best lobsters when you buy, selected, the delicious, firm meat so delectable always! Just specify

Golden Crown Lobsters

or

Golden Key Lobsters

YOUR JOBBER HAS THEM

W. S. Loggie Co., Limited
Sole Packers
Chatham - - New Brunswick

A Grand Chance For You!

is now offering to place your goods on the booming Western market.

We are here to tell you of the demand, prospects and opportunities which the West is offering right now, and we are ready to handle your goods for you on a reasonable commission basis. Investigate our position! We have the experience, the business ability and the financial standing to do this successfully. We maintain large track warehouses at all the chief distributing centres and have ample storage accommodation.

Write us your needs and wishes—and do so to-day!

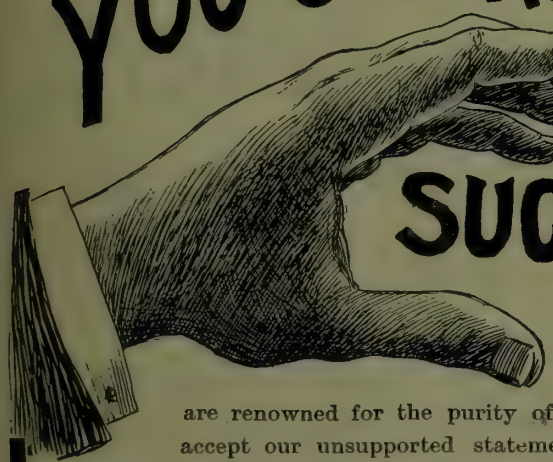
NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY EDMONTON FORT WILLIAM

Storage for all classes of merchandise. **Cars distributed from Calgary, Winnipeg, Regina, Edmonton, Fort William**

YOU CAN REACH SUCCESS



The Secret of Success

lies in handling goods of known worth and proven merit—in selling satisfaction-givers

E D S

Jams, Jellies, Grape Juice and Catsup

are renowned for the purity of their composition and the excellence of their flavour. But don't accept our unsupported statement! Ask the Department of Inland Revenue for a copy of Bulletin 194, which certifies "E.D.S." products to be 100% pure. There's no more powerful lever to move all the better-class family trade your way than a reputation for selling pure foodstuffs. Seize the opportunity! Feature "E.D.S." Brand. It leaves a well-worth-while profit to the retailer.



Made by

E. D. SMITH

at his own Fruit Farms

WINONA

ONTARIO

AGENTS—N. A. HILL, 25 Front St. E., Toronto **W. H. DUNN, Montreal** **MASON & HICKEY, Montreal** **R. B. COLWELL, Halifax, N.S.** **J. GIBB, Hamilton**

THE MAPLE LEAF
is an emblem we are all proud of

GUNNS

Maple Leaf Brand



Pure Lard

is the pride of the housewife and chef, and brings orders and still more orders to the discriminating grocer who stocks it.

IT IS UNEQUALLED

Put up in all standard packages.

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

G.T. Ry.

DURING the Strike of the employees of this company we must ask our customers to have as much patience as possible. It is impossible to ship freight on this Road, but we can keep you supplied by express, and hope that the difficulty will soon be settled.

Special for Hot Weather Trade

"Star Brand" Cooked Hams

F.W. Fearman Co.
LIMITED

Hamilton

THE MILK
Everywhere acknowledged to be

Richest and Best



Reindeer Condensed Milk

The dealer wins customers by selling reliable goods that give satisfaction

The Truro Condensed Milk Co., Limited, Truro, N.S.

MILD CURED

Breakfast Bacon Skinned Backs and Hams

Finest Quality. Made from Selected Hogs. Made under Government Inspection.

The WM. RYAN CO.
LIMITED

PACKING HOUSE:
FERGUS, - - ONT.

HEAD OFFICE:
70 and 72 Front St. East, TORONTO

Slight Increase Announced in Pork Products

Advance is Partially Due to Recent Strike — May Only be Temporary—Eastern Counties are Shipping Cream into United States and This Trade is Growing—Butter, Eggs and Cheese Markets are Normal—Honey is Likely to be Higher in Price This Year, Owing to Decreased Stocks.

The provision market will greet with pleasure the restoration of peace in railway circles, as butter, cheese, eggs and pork products were delayed probably more than any others, by the strike and dealers in these articles hampered a great deal. They state that they will feel the ill effects of the deadlock for some time. One result has been that business has been curtailed to a considerable extent by the holding of stocks at the places where they were produced. There seems to have been a general, though slight weakening in the price of lard. In some quarters it is attributed to decreased demand, and in this respect the same may be said of both butter and eggs, for there has been a slight falling off in the demand for these articles due largely to the summer season.

A large part of the cream produced in the eastern townships of Quebec, is being shipped across the border, and the prospects are that this trade will grow larger. The quality of the poultry now received is not of the highest, and prices have suffered in consequence. The demand is moreover, not heavy.

From Montreal comes a substantiation of a statement in last week's issue, to the effect that honey was a short yield, and higher prices may be expected.

MONTREAL.

Provisions—Trade is only fair in all lines of provisions at present. A slight stimulant has been given the compound lards by an advance of ½c. Pure lards are ½c lower, on account of the small call. The rest of the market shows no change, except a slight weakness in dressed hogs. It will be some time before the market regains its old status, as the weather is too warm at present.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15⅝
" " " 3 " "	0 15¾
Pails, wood, 20 lbs. net, per lb	0 15¾
Pails, tin, 20 lbs. gross, per lb	0 15¾
Tubs, 50 lbs. net, per lb	0 15
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13¾
" 5 " " " "	0 13⅞
" 3 " " " "	0 13¾
Pails, wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 12¾
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 13
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	30 00
Bean pork	24 00
Canada short cut back pork, bbl. 45-55 pieces	29 50
Clear fat backs	32 50
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 200 "	36 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 16½
Long clear bacon, heavy, lb	0 15½
Long clear bacon, light, lb	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 17
Large sizes, 18 to 25 lbs., per lb	0 18
Medium sizes, 12 to 18 lbs., per lb	0 20
Extra small sizes, 10 to 12 lbs., per lb	0 21
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20½
Breakfast bacon, English, boneless, per lb	0 20
Windsor bacon, skinned, backs, per lb	0 22
Spiced roll bacon, boneless, short, per lb	0 18
Hogs, live, per cwt	10 25
" dressed, per cwt	14 00

Butter—The old question of cream exportation to the States is cropping up again, as large as ever. In fact, a recent report from Knowlton, Que., shows that they have abandoned everything in that section except the cream business with the United States. They claim to find it far more remunerative than keeping it here, and making butter. Unless some tariff changes on the part of the United States take place, it looks as if this would develop into a permanent industry.

Prices are slightly firmer this week in dairy butter, ranging a cent higher. Receipts are falling off to a small extent, which is the cause assigned. For the week they are 15,456 packages, as against 16,696 packages same week last year. For the season they are 218,015 packages, as against 193,660 same season last year.

New milk creamery	0 23½ 0 24
Dairy, tubs, lb	0 21 0 22
Fresh dairy rolls	0 21 0 22

Cheese—An examination of the exports this year, as compared with the same season last year, shows that they are somewhat lessened, but not to any such extent as was at first supposed. The difference is only a matter of 2,000 boxes. This is, of course, largely due to the competition rising from New Zealand cheese in England. It speaks well for the home product, if at higher prices we still hold the bulk of our trade.

Locally there is no change in the situation. Receipts for the week are 83,249 boxes, as against 93,557 same week last year. The figures for the season are 841,550 boxes, as against 870,530 same season last year, both sets of figures showing a decided falling off.

Quebec, large	0 11½
Western, large	0 11½
" twins	0 12
" small, 20 lbs	0 12
Old cheese, large	0 13

Eggs—This week seems to have marked the end of the weak egg prices, as selects and No. 1's are both 1c higher. Receipts falling off to a certain degree, combined with the real shortage of high grade stock are the causes assigned for the change. What with the large receipts coming in dealers were considerably worried until this change took place.

Receipts for the week are 5,359 cases, as against 4,805 cases same week last year. For the season they are 118,450 cases, as against 119,044 cases same season last year.

New laids	0 25
Selects	0 23
No. 1	0 20

Honey—A recent letter from a honey producer to a local house, sums up the situation, perhaps as well as can be done with the information at hand. He says in part "re honey crop would say that the crop in our county (York), is about 30 per cent. of last year's supply. Last year we had in our own apiaries 100 lbs. per colony. This year a bit less than 40 lbs. The quality shows a good average all through, though not quite as heavy in body or light in color as last year. Nearly all of it is flavored with basswood. Prospects for buckwheat are fair, about the same as last year so far. Through Northumberland and some eastern counties of Ontario some good yields are reported, but such localities are the exception rather than the rule. We believe the Ontario crop will be less than half what it was last year."

Local men say that in a slightly less degree the same is true of Quebec honey, and there is likely to be a stronger market than last year. At present prices show no signs of change, though the situation is gradually becoming known.

White clover comb honey (nominal prices)	0 15 0 17
Buckwheat, extracted	0 08½ 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11½
Buckwheat comb	0 12½ 0 13

TORONTO.

Provisions—While the price of live hogs has dropped for the present the pork product market is considerably firmer, and an increase of ½c has been announced in some lines. The railway trouble had an effect on the market, but conditions should soon revert to their former level. Packers state that there is no shortage of hogs throughout the country, but deliveries have been light of late on account of the strike. As a result there has been a shortage of supplies, with a consequent tightening of quotations. Trade has been well up to the average.

Long clear bacon, per lb	0 15
Smoked breakfast bacon, per lb	0 20
Pickled shoulder	0 13½
Roll bacon, per lb	0 16½
Light hams, per lb	0 19½
Medium hams, per lb	0 19½
Large hams, per lb	0 18½
Cooked hams	0 27
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 19½
" pea meal	0 19½ 0 20
Heavy mess pork, per bbl	28 00 29 00
Short cut, per bbl	30 00 31 00
Lard, tierces, per lb	0 14½
" tubs "	0 15
" pails "	0 15½
" compounds, per lb	0 11½ 0 12½
Live hogs, at country points	9 00
Live hogs, local	9 40
Dressed hogs	12 00 13 00

Butter—The butter market is rather quiet. There is no export demand. Quality is reported good, and this year has found more creamery butter on the market, while the inferior dairy grades have becomes scarcer. The price is about the same and production has declined slightly.

	Per lb.
Fresh creamery prints	0 23 0 24
Farmers' separator butter	0 19 0 20
Dairy prints, choice	0 18 0 18½
No. 1 tubs or boxes	0 19 0 20
No. 2 tubs or boxes	0 17 0 18

Eggs—There has been but little change in the egg market. The quality has not improved to any appreciable extent, and packers state that there is still a good deal of waste. Delay due to railway inconvenience was responsible in some cases. While there has been no change in prices, the feeling is slightly firmer. The demand is not as heavy as it has been. Production has fallen off slightly, but it is expected to be high again in a few weeks.

Selects	0 21	0 22
Fresh eggs, doz	0 18	0 20
Second grade, doz	0 17	0 18
Chips, doz		0 16

Cheese—Cheese is moving freely, with a fair export trade. The price paid at country boards has been about 10¾c. The local demand is only normal, and the prices like the whole market have not changed since a week ago.

Old cheese—			White		0 14
Large		0 12½	New cheese—		
Twins	0 13	0 13½	Large	0 11½	0 11¾
Stiltons	0 15	0 16	Twins	0 11¾	0 12

Poultry—Deliveries have been more active, but the quality has deteriorated. Both these reasons explain the decreased prices.

Spring broilers, live	0 13	0 14
Hens, per lb. live	0 11	0 12
Turkeys, per lb., large, dressed	0 19	0 20
Spring duck, lb., live	0 12	0 13

Honey—Demand for honey has not yet improved. Prices are a little lower as the result of honey coming on the market. However, the reports generally received are that the production is not as heavy as last year.

Clover honey, extracted, 60 lb. cans	0 10	0 10½
" " " 10 lb pails	0 10½	0 11
" " " 5 lb. pails	0 10½	0 11
" " comb, per dozen		1 75
Buckwheat honey, lb		0 06½

CARTER'S
EXTRA CONCENTRATED
LEMON SYRUP
"BIG WHEEL"
LEMONADE.
CRYSTALS OR POWDER.
H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.

KEEP POSTED ON SUGAR
Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write
SMITH & SCHIPPER, Co. 138 Front Street, NEW YORK



MAPLEINE
(Maple Flavor)
This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.
One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.
Send for Free Sample
Frederick E. Robson & Co.
26 Front St. E., Toronto


USE PLENTY OF
WILSON'S
FLY PADS
on Wednesday afternoons and over Sundays and keep your store as free from flies as possible.

Quality and Consistency
are the two things to bear in mind regarding our biscuits. Always good and always equally good. A steady money-maker.
THE CANADIAN BISCUIT CO., :: LA PERADE, QUE.



PURE GOODS.

NO ALUM

It is the duty of every grocer to supply to his trade the purest and best goods that can be obtained. Government scientists, after careful study of the effects of Alum when used in foods, have declared it to be injurious to the digestive organs. Alum is used in baking powder to reduce the cost of manufacture. Magic Baking Powder is guaranteed to be pure and wholesome. Profit is good when purchased in proper quantities.

MAGIC BAKING POWDER

CONTAINS NO ALUM.

MAGIC is a medium-priced baking powder and the only well-known one made in Canada that does ***NOT*** contain Alum.

E. W. Gillett Co. Ltd.

Winnipeg. TORONTO, ONT. Montreal.

It is a Delicate Matter

to tell a successful merchant that we know how to handle his accounts better than he does himself. Yet our record of more than 60,000 systems sold in six years proves that we are right when we tell ***you*** that we can save ***you Time, Labor*** and ***Money*** and that the saving effected will pay for the McCaskey Account Register System several times in the first year it is in your store.

Will you listen and learn about it? A postal card will bring you information, Free.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

96-104 Spadina Avenue - TORONTO, Can.

FIRST AND STILL THE BEST



MADE IN CANADA

Clarks Potted Meats

This warm weather Potted Meats are in great demand. Are your customers aware of the time and trouble they save?

SUGGEST

Clarks Potted Meats

They will please, as their flavor and quality are perfection.

Packed in assorted cases if so ordered.

Your Jobber handles them.

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

HOLDS ITS OWN

against all comers, with constantly increasing sales—larger this year than any year in the history of the business—

Shredded Wheat

the only breakfast cereal made in biscuit form, and the only cereal that forms a wholesome combination with fruits.

The Shredded Wheat business is built solidly and sanely upon educational advertising—the only kind that lasts—no premiums, no prizes, no bribes—no deals that force sales beyond the natural demand—nothing but a "square deal" for grocer and consumer. In August tell your customers to make their "meat" Shredded Wheat.

The Canadian Shredded Wheat Co., Ltd.
Niagara Falls, Ontario

BISCUITS
from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.
MONTREAL

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. A. Taylor, Montreal — R. S. Meindoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

Advance in the Price of Rolled Oats Announced

Western Crop Conditions Have Effect of Strengthening the Market—Fifteen Cents Was the Amount of the Increase—Railway Trouble is Causing Inconvenience in Many Quarters—Wheat Market Weakens Under More Hopeful Crop Reports—Possesses Firm Tone, However.

With the realization that the western crop had not suffered as severely as was at first believed and that the yield was going to come nearer the original estimates, there has been a better feeling of security in the market with price declining. On July 21st October wheat was quoted at 1.11¾c and on Tuesday of this week it had dropped to 1.01¾ cents. There is a much healthier tone to the western wheat outlook and those who have been following the market expect about 100 million bushels. The first cutting of both western and Ontario wheat has been begun, but of course is not yet general. Reports of the showing of these fields have been quite encouraging.

Ontario flour is firm. Millers are asking $3.90 for export, but are being offered only $3.75. There is no export trade yet for the reason that as the Canadian price drops that at Liverpool takes the same direction. Conditions, however, are expected to improve in a short time.

Oats have been up as high as 49c but have now dropped to below 40c. Although Ontario oats have come through in good condition the crop in the west is worse than wheat and a feeling of firmness prevails.

MONTREAL.

Flour.—Flours are unchanged this week, but the market shows a firm tone, and prices are fully maintained at last quotations.

Demand continues strong, both from local and country buyers.

Winter wheat supplies are short, and some buyers report difficulty in filling their requirements.

Foreign demand is still rather light, but shows symptoms of an improvement.

Winter wheat patents, bbl	5 75
Straight rollers, bb	5 80
Extra, bbl	5 50
Manitoba spring wheat patents, bbl	6 30
" strong bakers, bbl	5 80

Rolled Oats.—There is little doing in the rolled oat and cornmeal market this week. Prices are steady, but with a slightly weaker tone, as demand is rather slack.

In the millfeed market prices show decided strength, and are now about $24 for shorts, and $22 for bran. This is said to be due not to a short supply, but to a considerable increase in demand.

Fine oatmeal, bags	2 42½
Standard oatmeal, bags	2 42½
Granulated " "	2 42½
Golddust cornmeal, 98-lb. bags	2 10
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags	2 20
" barrels	4 65

TORONTO.

Flour.—Local mills have of late been hampered to a certain extent by the railway strike. Those who were most dependent upon the G.T.R. were unable to get grain in or flour out and in some cases it is said to have been the cause of a temporary cessation of business. These instances are, however, not many and the general opinion from the millers is that the strike has not had a great effect. Of course now that the strike is settled no further inconvenience will be observed. Business is reported fair with prices apparently going to remain at their present figure. Although the advance was rapid it is stated by the millers to have been practically necessary in order to allow them a profit, and while the wheat market has weakened considerably of late a decline in the price of flour does not necessarily follow as it did the upward movement. Local millers do not anticipate any movement for some time yet.

Manitoba Wheat.		
1st Patent, in car lots	6 20	
2nd Patent, in car lots	5 70	
Strong bakers, in car lots	5 50	
Feed flour, in car lots	3 10	3 30
25 cents dearer in bbls.		
Winter Wheat.		
Straight roller	5 20	5 25
Patents	5 30	5 35
Blended	5 10	5 15

Rolled Oats.—During the week rolled oats were advanced fifteen cents and occupy a strong position. The increase was expected from the fact that the western oat crop has suffered considerably.

Rolled oats, small lots, 90 lb. sacks	2 45
" " 25 bags to car lots	2 35
Rolled wheat, small lots, 100 lb. brls	3 10
" " 25 brls. to car lots	3 00
Standard and granulated oatmeal, 98 lb. sacks	2 68

TRADE NOTES.

Bradley and Black is the name of a new firm of grocers in New Michel, B.C. It is composed of B. Bradley and G. E. Black. The bakery business carried on by Mr. Black for the past 18 months will be maintained.

J. C. Sullivan, T. B. Maniece, John Speer, James R. Bell, Wm. Collins and M. Crowley, a number of Peterboro's grocers, have decided upon a Thursday half holiday during August.

H. F. Weber, New Michel, B.C., is enlarging his store and is going to instal a line of groceries and hardware. Mr. Weber now carries a heavy stock of drygoods and has recently engaged a man from Toronto to take over this department.

F. S. Titus, who kept a general store in Campbellton, N. S., and was burned out in the recent fire, left last week for the west accompanied by his brother, C. W. Titus. They will go first to Winnipeg and then to Saskatoon, looking over the ground with a view to deciding whether or not they will locate there. Should the west not prove attractive to him, Mr. Titus will return to Campbellton and rebuild.

H. P. Allison, grocer, Bouck's Hill, Ont., has purchased the stock and rented the premises of T. O. Keys, Inkerman, and will move to the latter place in the course of a week's time. Mr. Allison began business in Bouck's Hill four years ago and has been successful. Seven years ago he was clerking in Inkerman with Mr. Keys with whom he remained for three years. The latter is retiring from business to attend to his farm which is about two miles distant from Inkerman.



There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

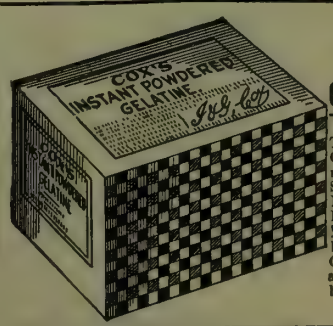
The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day.

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg



COX'S GELATINE

The Leading Gelatine for more than Sixty Years. Foremost in Purity and Manufactured by Messrs. Cox as well as PACKED by them.

PURITY GUARANTEED

J. & G. Cox, Ltd. Gorgie Mills
EDINBURGH

CANADIAN AGENTS
C. E. Colson & Son, Montreal A. P. Tippet & Co., Montreal



A Come-Back Proposition

That's the kind you want in every department.

But in your Candy Section especially is it advisable to have a particular brand, a special line, that will bring customers to your store again.

There's a "something" about our

Chocolate "BORDO"

that seems to guarantee a "come-back," for customers never tire of its deliciousness.

You can readily see how it is to your advantage, in more ways than one, to have it in stock at all times.

By postaling us you can secure a trial supply on short notice.

The Montreal Biscuit Co.
(The Originators)
Brewster Ave.
MONTREAL.

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited

MAIL BUILDING, TORONTO

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

MAPLE SYRUP!

Small's Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

Cheese for 5000 Grocers

Roquefort, Gruyere, Camembert, Oka, Parmasan, Edam, Stilton.
We are Specialists for the Trade.
Write, Wire or Phone.
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

NO CHEMICALS are used in the manufaoture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal
Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

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WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. Geo. J. Cliff, Manager

ROLLED OATS

FLAKED WHEAT and OATMEALS
Bags or Barrels. Car or Broken Lots.
WRITE FOR QUOTATIONS.
Prompt attention to all orders.
J. W. EWEN - Uxbridge, Ont.

W. H. ESCOTT

WHOLESALE
Grocery Broker
141 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance
WRITE TO
P. POULIN & CO.
39 Bonsecours Market, - Montreal
WE SELL FEATHERS TO

THE HODGSON GUM CO.
898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.

Is it that you don't want more profits?

TILL you hired John, salesmen seemed a pretty poor lot. Till the "Iron Horse" came, our grandads felt quite cosy, thank you, in their rickety stage coach.

* * * *

For many years you have been buying flour from X and Y—they treat you "square"—customers seem satisfied—let the sleeping dog lie.

You don't want to change, Brother Grocer?
Can it be that you *don't* want more profits?
Your customers, maybe, don't know what a good flour really means.

All flours seem alike to them—all bread poor stuff.

Can't you see that you are reducing your *possible* profits by sticking to "just flour" because "feyther did?"

Your flour consumption is at a standstill, Brother Grocer.

Look at your sales for a few years back—compare results for stated periods. Has your turnover increased—has it increased in line with the population—as it *should?*

* * * *

Some day, *unless you do it first,* your custom will try FIVE ROSES flour and awake to wonderful bread and pastry possibilities.

They'll wonder why *you* didn't give them the best on the market, they are paying you to *buy for them.*

And the excellence of FIVE ROSES will make *two* barrels disappear where only *one* was consumed.

And somebody will have the sale, and the profit, and the goodwill. Seize the opportunity now, Brother Grocer.

A word to the FIVE ROSES salesman—a postal, maybe. That's all there is between you and more sales.
and when your *first* FIVE ROSES shipment comes in—then "your ship comes in."

If FIVE ROSES has awakened the ambition and the enthusiasm of thousands of successful merchants, why shouldn't it do the same for YOU?

Look at it this way, Brother Grocer.

If you leave it till to-morrow—why, you lose one day's *extra* profits. And every day you put it off, you are losing *more and more.*

Don't let *your* turnover suffer—act NOW.

LAKE OF THE WOODS MILLING COMPANY
KEEWATIN
TRADE MARK
REGISTERED

FIVE ROSES FLOUR

LAKE OF THE WOODS MILLING CO., LTD.
Makers of FIVE ROSES Flour
Montreal

BLACK JACK

QUICK, CLEAN, HANDY

TRY IT.



SOLD BY ALL JOBBERS

¼-lb. tins—3 doz. in case.

HAVE A PLAN. The man who is satisfied with what comes to him unsolicited answers few knocks at the door. The stay-at-home misses daily opportunities that pass at the next corner. Get away from the desk—get out of the chair-tilting class. Opportunities are in perpetual motion. Get after them. Lay out a plan, a campaign for new business—then go after it. Exhaust every source, swing every prospect into line. Don't be satisfied with the business that you have—get more.—System.



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN
IN THIS PAPER

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

SUPPLIERS TO THE BRITISH GOVERNMENT

GEO. KEMP, LTD.
LONDON, ENGLAND.

Dainty Novelties
Splendid Selling Lines

KEMP'S BISCUITS

YOU MUST STOCK THEM

Send your name and address for samples and Export Price List.

SOLE EXPORT AGENTS

H. COLLINGS & CO.
16 Philpot Lane, E.C., London, Eng.



FOR QUALITY

Experience of Western Grocers with Auto Delivery

Claim That Cost of Maintenance is no More That That of One Horse and Wagon — They Formerly Kept Two Horses and Sometimes Three Were Necessary For Adequate Delivery — Claimed to be a Good Advertisement.

Kamloops, B. C., Aug. 4.—There are possibly a number of grocers throughout the Dominion who are considering the question of substituting the automobile for horses in the delivery of goods. Some of the large general stores have for years been using them not only in delivering, but even replacing their heavy drays with stout trucks which not only haul as heavy loads, but do so much more rapidly.

A grocer who has two or three horses at work every day may have been tempted to surrender to the idea of buying an auto delivery vehicle but stopped short because of the fact that there are not many of them in general use.

In this regard the experience of Stevens & Allan, grocers and provision merchants of Kamploops, is interesting. They have had an auto delivery in use continuously since last August with the exception of two weeks during the coldest part of last winter. The severe weather affected the batteries a little and a heated garage is required during that time if the auto is to be used. One of the members of the firm states that the average expenses for maintenance during the past nine months has been $20 a month or about the cost of keeping up a horse and rig. Stevens & Allan had to use two horses and rigs and at times a third was required.

Satisfactory and Efficient.

In point of expense, therefore, there has been no loss, but rather a gain for the auto does the work of the several horses that were previously used by these grocers. That in itself is generally no mean figure. Of course, this only applies to a business that is substantial enough to make necessary and to pay for an auto. Apart from the relation to the old time method from the standpoint of expense there is something native to the auto delivery vehicle that seems to commend it for this use. In the first place it affords a rapid service. Daily papers are rushed to different parts of cities in autos, the horse and cart of other days having been relegated to the junk pile.

It is also considered a decided advertising medium by Stevens & Allan through its novelty and creates a favorable impression either upon the minds of persons seeing it in the streets or those at whose residences it calls. It has proved a consistent worker, at least from the testimony of Stevens & Allan, and with proper care responds when called upon. The one problem it presents is the question of securing a driver —chauffeur if you will. But there is no reason why this should be difficult to solve. This firm is well pleased with its venture from the beaten path.

Have a Large Store.

Stevens & Allan have recently made an addition of twenty feet at the rear of the store for a modern cold storage room with plate glass front.

"This enables us to carry a complete line of produce, cooked meats and perishable goods," they state. We find the money put into a cold storage room will be a good investment to any grocer. No one should be without one.

"We have also added to our store the west half of the block 25x80, renting the front 30 feet for offices and using the rear portion, 50 feet, for an order department and for receiving and delivering goods. We have a staff of five clerks besides ourselves and as soon as we get our alterations finished will have as complete and up-to-date a grocery store as any in the province."

WHEN A FRUITMAN IS A GROCER.

Fruiterers in Ottawa Being Fined For Not Observing Early Closing By-Law—Origin of the Trouble.

Ottawa, Aug. 4.—Considerable discussion is now being carried on among the fruit merchants as regards the early closing by-law as applicable to Saturday night. On this night these stores are obliged to close at nine o'clock and under this ruling several have of late been in the police court and fined for infraction of the law. Argument has been presented by the affected parties, but as yet there has been no ameliorative action taken and the fruiterers are still paying the penalty of non-observance of the law.

The impression has gained ground that the grocers have been causing the trouble. The president of the local Retail Grocers Association, A. G. Johnson, emphatically contradicts this and states that the grocers have no objection to the fruit dealers remaining open after nine on Saturday night as long as they confine their sales to fruit.

The trouble seems to have arisen from the fact that some of these fruit stores have gradually acquired practically a grocery trade by carrying canned goods, fowl, and groceries, and thus keeping open shop after nine o'clock without objection. This is considered by the association to be unfair to the recognized grocer. The association claims that these combination stores who have been the first to experience trouble, and in reality the fruit dealers are being occasioned this unpleasantness by the action of some of their own clan.

The claim is made that when obliged to close at nine o'clock considerable loss is experienced from decayed fruit. A heavy stock is usually ordered for the Saturday trade and if this is not disposed of, by Monday morning a large quantity is unfit for sale. For this reason the fruiterers ask for exemption from the observance of the by-law.

A counter move is being suggested by the fruit men, whereby confectioners and drug stores will also be obliged to respect this law. These stores, they state, trade in goods which can be included in the grocer's category and that of the fruit stores.

As the city council is adjourned for the summer it is hardly possible that any action of a definite nature will be taken until resumption of this body's business. In the meantime the fruit men are leaving no stone unturned in their effort to gain their point.

British Columbia Salmon Run Not More than Expected

Vancouver, Aug. 3.—The salmon run so far has not been particularly good, although it has improved somewhat during the last few days. It is not any better than was expected, though, and the outlook is that sufficient preparation was made. It was reported that this year would be big, but the only place that will exceed expectation will be in the northern coast districts where the run has been very good, both in quality and quantity. On the Fraser, the run is merely ordinary.

How small salmon are depleted is told by a visitor to Mission Junction, where he stood on a bridge over a stream and saw predatory fish devouring the fry in millions. There was a straight line of big fish across the stream keeping back the fry that was trying to get down the Fraser into the sea. He said if a few men were on hand with nets good work could have been done. This condition of things has prevailed for some time, and it would be difficult to compute the number of fry that meets destruction in this manner.

PAINLESS PAYMENTS.

Robbie often heard his father complain of customers who are slow payers. "It is just like pulling teeth to get money out of them," the father would say, and Robbie—who had watched the work of the dentist next door—pitied the poor creditors greatly.

One day a miserly customer came in to pay a bill and the boy gazed sympathetically at the unwilling payer as he slowly and caressingly unfolded each separate bank note and laid it lingeringly on the counter. Suddenly an idea came into Robbie's head, and he turned excitedly to his father.

"Why don't you give him gas, papa?" he cried, "then it won't hurt him so much."

Canadian Raspberries

Lawton Berries Tomatoes
Cucumbers Egg Plant

New Verdilli Lemons

California Fruits
Peaches Pears Plums

Watermelons
Oranges and Bananas

SEND YOUR ORDERS TO

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. - TORONTO
Carload Importers

What grade of Lemons do YOU want?

The best are branded

"St. Nicholas"
and
"Home Guard"

Ask your jobber

J. J. McCABE
AGENT
32 Church Street, Toronto.

Heavy Supply of Halibut Forces Down the Price

Sharp Decline Recently Occurs, Owing to the Free Deliveries —One Dealer Said Market Was Glutted and Price Had to go —Price of Lemons Shows a Weakness With a Decline in Some Places—Canadian Peaches and Tomatoes are Arriving in Limited Quantities — General Market Has an Abundance of Fruit at Fairly Good Prices.

The past week has noticed an easier feeling in the lemon market after a steady upward climb and the retention of a high price. In the west there has been an actual decline in the price of lemons and a weaker feeling in Montreal but the Toronto market is fairly firm. Weather conditions have changed and with a decreased demand prices naturally slumped. Fruit is being received freely now according as it ripens and is put on the market. Throughout the country there is a feeling of satisfaction with the extent of the production thus far although in some respects there have been slight disappointments. The fruits that find general favor, those that are in demand from their preserving qualities are moving rapidly. Canadian peaches are being shipped in moderate quantities and give promise of a good crop.

Home grown tomatoes are also arriving from the Ontario peninsula and while they are said to be plentiful in that part of the country, the general report is not as favorable. The various dealers are beginning to readjust themselves to freight conditions although up to the middle of the week there were few or no shipments over the G.T.R.

In the Toronto fish market there is a marked decline in the price of halibut which owing to heavy supplies has glutted the market and knocked from three to four cents off the existing price. Trade remains fair.

MONTREAL.

Green Fruits.—Green apples are making their appearance in fair quantity, and demand for this fruit seems to be good. A few watermelons are quoted and muskmelons are here in good quantity. They are bringing about $7-$7.50 per crate.

The first shipments of Delaware grapes are on the market. They are bringing $3-$3.50 per carrier. The grade is good. Lemons are slightly easier, some being quoted as low as $5.50, but the better grades are still bringing $7. Oranges are about the same as last week, but the demand is somewhat stronger. The market all through shows up well considering all things, and local men appear satisfied.

Apples—			Limes, per box		1 00
Green, basket		2 50	Lemons	5 50	6 00
Bananas crated, bunch	2 00	2 25	Musk melons, cte	7 00	7 50
Blueberries, box		0 75	Oranges—		
Blueberries, large	1 75	2 00	California, late Valencias		5 50
Cherries, basket	1 25	1 50	Valencias, large, per case	4 50	5 00
Gooseberries, gal		0 30	Pineapples—		
Cranberries, bbl		11 00	Floridas, case		5 50
Cocoanuts, bags		4 25	Raspberries, qt	0 12	0 15
Grape fruit—			Plums	1 75	2 25
Florida, box		9 00	Peaches	1 50	2 00
Grapes, Delaware crate		3 50	Pears	3 00	3 50

Vegetables.—First arrivals of green corn are on the market at 15c per doz. The sale for the little which has so far arrived is good. This is only natural taking into consideration that the opening quotation is so reasonable.

On the whole the market is easier, wherever changes have occurred prices are lower. This is true of beans, celery, carrots and several others of the heavy sellers. This is due to the large influx of supplies this week, as compared with last. Last week there was the disorganized railway conditions to contend with, but conditions seem to be much improved.

Trade in general is brisk, but dealers say that supplies are coming in almost too freely to be handled properly, and disposed of in time.

Beans, green, basket	0 50	0 75	Onions—		
Beans, wax	0 50	0 75	Egyptian, lb	0 03	0 03½
Beets, doz	0 25	0 35	Potatoes—		
Carrots, doz		0 10	Montreal, bag	0 50	0 60
Cabbage, new, dz	0 50	0 60	Potatoes, new, per bbl		2 50
Celery, doz	0 25	0 50	Parsley, dozen		0 15
Cauliflowers, Montreal	1 00	3 00	Parsnips, new, dz		0 40
Corn, doz		0 15	Radishes, dozen bunches		0 20
Cucumbers, doz	0 30	0 40	Rhubarb, doz		0 25
Garlic, 2 bunches		0 25	Spinach, bbl	1 75	2 00
Green Peppers, basket		0 75	Tomatoes—		
Lettuce—			Jersey	2 00	2 25
Montreal, doz	0 25	0 30	Turnips, new, bunch	0 25	0 30

Fish.—Eastern or Gaspe salmon is practically done for the season. Some B.C. fish is expected this week, which will serve to fill the wants of late buyers. Fresh fish of all kinds is scarce at the moment, particularly lake fish.

The crop of mackerel is reported almost a failure this season so far, and if fall fishing is not plentiful the market will be left with a poor supply of this kind of fish.

The weather on the coast is reported stormy, and many of the fishing smacks are overdue by several days. This unfavorable state of affairs has firmed the market somewhat.

FRESH

Pike		0 08	Whitefish		0 12
Perch		0 07	Mullets		0 07
Steak cod		0 06	Haddock		0 05
B.C. salmon		0 15	Halibut		0 09
Gaspe salmon		0 20	Bullheads		0 10
Market cod		0 04	Carp		0 07
Sturgeon		0 10	Dore		0 12
Lake trout		0 12	Mackerel		0 16

FROZEN

Codfish	0 04	0 04	Pike		0 07
Dore, winter caught, per lb		0 10	Salmon, B.C., red,		0 10
Haddock		0 05	Gaspe salmon, per lb		0 18
Halibut, per lb		0 09	Smelts, 10 lb. boxes		0 07½
Herring, per 100		1 25	Whitefish, large, lb		0 09
Market cod		0 04	Whitefish, small		0 07
Steak cod		0 05			

SALTED AND PICKLED

Green cod, No. 1, bbl	6 00	6 50	Salmon, B.C., red, bbl		14 00
Labrador herring, bbl		5 00	" " pink, bbl		12 00
" " ½ bbl		2 85	" Labrador, bbl		17 00
Labrador sea trout, bbls		11 00	" " ½ bbls		8 50
Labrador sea trout, half bbls		6 00	" " trcs., 300 lb		33 00
No. 1 mackerel, pail		2 00	Salt eels, per lb		0 07½
" " ½ bbls		8 00	Salt sardines, 20 lb. pls		1 00
No. 1 pollock, bl		4 00	Scotch herring	6 50	7 00
			" " keg		1 00
			Holland herring, bbl		5 50
			" " keg		0 75

SMOKED

Bloaters, large, per box	1 00
Haddies	0 08
Herring, new smoked, per box	0 13
Kippered herring, per box	1 15

SHELL FISH

Clams, Quahogs, per bbl	6 50
Clams, Little Necks, per bbl	10 00
Shell oysters, bbl	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 50
" Selects, Imp. gal	1 60
" "Sealshipt," standards, per Imp. gal	1 75
" " " select, per Imp. gal	2 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5½, 6, 8, 9 & 10c. per lb.	
Shredded cod, per box	1 80
Skinless cod, 100 lb. case	5 50

WINNIPEG.

Green Fruits.—The prices on many lines are getting stronger and the output is quite satisfactory, although other seasons have seen a larger trade. The consumer seems to be waiting for lower prices, which will not come, and this will tend to lengthen the season as far as possible. Cranberries, apricots and cherries are now off the market, Lemons have been reduced $1 per case due to the easing off of the demand.

Apples, Wash., box	3 50	Oranges, Valencias	6 00
Bananas,	2 50	Raspberries, wash case	5 00
Cocoanuts, doz.	0 90	Currants, case	3 00
Lemons, Cal.	9 00	Watermelons, dz	6 00
Peaches, Crawford's, case	3 50 / 1 50	Plums, blue, Cal case	2 00
Pears, case			

Vegetables.—Supplies from the province are coming in abundantly and prices are regulated according to the demand. But little waste stock is reported and the business is flourishing.

Butter beans, lb	0 15	Onions, imported	0 04
Carrots, doz.	0 25	Potatoes, new, bs	1 75
Cabbage, new, lb	0 03	Parsley, per doz.	0 25
Cucumbers, doz	0 90	Radish, dozen	0 25
Lettuce, doz.	0 25	Rhubarb, lb.	0 03½
Mint, doz.	0 30	Tomatoes, crate	2 00
Onions, green, per dozen	0 20		

Fish.—The consumption of fish is heavy everywhere in the west and particularly since meat prices have gone up. There is no change in the quotations on the

Lawton Berries
or
Thimbleberries
are now at their best.

Plums
Peaches } are in good supply.

Also early
Harvest Apples
Tomatoes
Cucumbers, etc.

Wire, phone or mail your orders to
Stevens & Soloman
Growers and Shippers of
CANADIAN FRUITS
HAMILTON, - - - ONT.
Phones 1900 and 2700

BLUEBERRIES

We are now receiving cars of Eastern, fresh picked Blueberries. Packed in boxes, about 22 quarts. Fruit arriving in fine condition. An opportune time to get supplies for canning purposes.

WHITE & CO., Limited
Wholesale Fruit Importers — Toronto and Hamilton

CALIFORNIA
Late Valencia Oranges
GOLDEN ORANGE
BRAND

The Finest Orange Grown.
Fresh Cars Arriving Weekly.

Always Order
GOLDEN ORANGE BRAND
And get the very BEST from
HUGH WALKER & SON
(Established 1861) — GUELPH, ONTARIO



BUSTER BROWN

Sales 1909
May, June, July
1,956,000

LEMONS

Sales 1910
May, June, July
4,561,800

Our pack of Lemons is by far the best value.
Increased sales prove it. ***Order them.***

FOLLINA BROS.,
PACKERS

W. B. STRINGER,
SALES AGENT.



local fish market. Supplies are coming from the east and west since the catch allowed by law in Manitoba has been exhausted.

Halibut	0 09	Whitefish	0 09
Salmon Trout	0 11	Smoked—	
Whitefish	0 08½	Bloaters, basket	1 50
Haddock	0 06	Fillets, lb	0 20
Lake Frozen—		Haddie, Finnan	0 08
Goldeyes	0 03½	Herring, Digby, bdls	0 95
Yellow Pickerel	0 07		
Pike	0 03½		

TORONTO.

Green Fruits.—Red raspberries are nearly done and are closely followed by the black variety which is coming in rather freely. The entire market shows a splendid lot of fruit which is moving rapidly before a steady demand. Lawtonberries are now on the market and are of fine quality. There is a fairly good supply of red and black currants and of blue berries showing but little change in prices. Canadian peaches are coming in but as yet they are not very plentiful. California fruit still holds a fairly strong place on the market, which, locally, is firm due to a certain extent to the conditions which resulted from the strike. Bananas are firm and lemons are also steady although the weather of late has not been conducive to heavy demand. Practically the last of the Verdelli crop has been shipped for the present season. Oranges are still firm, the highest price being quoted at the $5 mark.

Bananas	1 50	2 00	Gooseberries—		
Blackberries, bas	0 10	0 12	Large, per bas	1 00	1 25
Blueberries, bas	1 10	1 25	Small, per bas	0 65	0 75
Cantaloupes, Cal.—			Grape Fruit—		
Pony crates		6 00	California	3 75	4 75
Large crates	7 50	8 00	Lawton Berries	0 10	0 12
Cherries, sour—			Lemons—		
Small basket		0 50	Verdelli	6 00	6 50
Large basket	1 00	1 25	Limes, box		1 25
Cherries, sweet—			Oranges—		
Small basket	0 50	0 75	Valencia	4 50	5 00
Large basket	1 00	1 75	Peaches—		
Cocoanuts, sack	4 00	4 50	California	1 25	1 75
Red currants, small basket		0 75	Canadian	0 75	1 25
			Pears, box	3 00	3 25
			Pineapples, case	2 25	3 00
Black currants, basket		1 50	Plums, case	1 50	1 75
			Raspberries		0 11
Greengages, box	1 00	1 75	Watermelon, ea.	0 40	0 50

Vegetables.—New tomatoes from the Leamington district are showing on the market and are of fairly good quality. Reports are to the effect that the crop in that district is likely to be good although the statements regarding the general crop are not so favorable. Throughout the United States there is a feeling that the crop is going to be a short one. The dry weather is said to have had a deterrent effect on the crop and in not a few quarters this year's crop is estimated below that of last year. Large Valencia onions are coming on the market. Canadian celery is finding a ready sale and altogether a satisfactory market remains. The supplies might be heavier, there is room for improvement in this respect, but at least the dealers are not carrying heavy stocks over and the price is holding.

Beets, doz	0 25	0 30	Potatoes, Delaware		0 75
Beans, wax, per 11-qt. basket	0 35	0 50	Potatoes, Virg	2 75	3 00
Cabbage, case—			Parsley, per doz bunches	0 25	0 30
Canadian	1 50	1 75	Radishes, doz		0 25
Carrots, Canadian, doz		0 30	Peas, green, per 11-qt. basket		0 35
Cauliflower, dz		2 25	Green peppers, 11-qt. basket		0 75
Celery, basket		0 50	Spinach, hamper		
Cucumbers, bas	0 75	1 00	Tomatoes, bush. crate, Am		3 00
Lettuce, Canadian, head	0 25	0 30	Tomatoes, Can., basket 11 qt	1 75	2 25
Onions—			New turnips, p r 11-qt. basket		0 50
Spanish, large	3 00	3 25			
Potatoes, Ontario, bag	0 20	0 30			

Fish.—It is a long time, according to dealers since halibut was as cheap as at present. This condition is due to the over supply and as a result the price which has been at from nine to ten cents a pound has dropped to from C to 6½ cents. The demand has not grown with the heavy supply and the price dropped in consequence. There is a steady business in white fish and salmon trout.

FRESH CAUGHT FISH

Halibut	0 06	0 06½	Steak cod		0 08
Salmon trout		0 11	Perch		0 07
White fish	0 11	0 12	Haddock		0 07
Herring		0 06	Mackerel	0 22	0 23

FROZEN LAKE FISH

Pickerel yellow	08	Pike	0 07
		Whitefish, frozen	0 09

OCEAN FISH (FROZEN)

Herring, per 100	1 5	Salmon, pink, per lb.	0 08
		" red	0 09

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Cod, Imperial, per lb.	0 05
		Fillets, per lb	0 11
Codfish, Bluenose, "	1 40	Haddie, Finnan	0 07
Cod steak, per lb	0 07	Quail on toast, per lb.	0 05

Canada's Share in the Consumption of Valencia Raisins

An examination of the figures showing the production and distribution of Valencia raisins should be of interest to the trade. In 1890 the total production was 867,006 cwt. but in the following year it went to only 650,590 cwt. and there has been a decline in production during the intervening years except now and then when a fairly good year was felt. In 1906 the production had dropped to 333,685 cwt. but during the past three years there has been an improvement on these figures. In 1909 the yield totalled 477,105 cwt. but from the reports received up to the present this year's crop is likely to be at least 25 per cent. lower than these figures.

Canada has gradually increased her demand during the period of years referred to. In 1890 her importation of Valencia raisins was 52,952 cwt. but in 1893 it had dropped to 22,001 cwt. In 1909 Canada imported 84,908 cwt., it being her heaviest year. The next best was in 1905 when 80,689 cwt. were imported. Apparently old stocks are light and those who are carefully studying the market reiterate its firmness and expect to see prices somewhat in advance of last year.

From the statistics at hand it is shown that Great Britain is an exceedingly heavy consumer in fact nearly three quarters of the Valencia crop last year went to various parts of the British Empire. It is stated that during the past twenty years the price has generally been inversely proportional to the production. In other words when the crop was heavy the price was light and vice versa. This, of course, is naturally to be expected.

Another Complaint of Wholesalers Selling Direct to Consumers

Sudbury, Ont., Aug. 3.—Grocers of this town are the next to organize. They have realized that in order to put the grocery business on a better basis there must be united action, and last week formed an association.

The trade in Sudbury has grown to large proportions, and for some time, has felt the necessity of a central body to help them in their business. The meeting was attended by every grocer in town, and all confessed themselves unanimously in favor of the association. After the officers had been elected a general discussion ensued the chief point raised being the selling to the consumer by the wholesale trade. This question will be vigorously followed up as the trade feel that under present conditions they are not being fairly dealt with.

The question of late deliveries was also up and it is the intention of the newly formed organization to place the delivery of goods on a business basis. The grocers thoroughly recognize their mutual interests and feel that by intelligent co-operation they will improve the standing of the trade and possibly their financial well-being.

The officers elected were:

President—G. H. Lennon.

Vice-President—W. Greenwood.

Treasurer—Geo. Elliot.

Secretary—I. H. Davis.

Committee—Frank McKinnon J. S. Davidson, E. Grenon, Peter Christakos and P. L. Parker.

Georgia's crop of peaches this year exceeds the record crop of 1909 by about 300 cars and is three times as large as that of last year, the shipments to date approximating 6,000 cars.

SEASON 1909-9
Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

TRY LEARD'S LOBSTERS and CANNED CHICKEN
Write for Prices
W. A. LEARD
Summerside, P.E.I.

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1856
Ingersoll - Ontario
Would you like our Weekly Circular

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor, and because there is an absolute guarantee of purity of contents given with each tin.

Each tin is provided with a spare lid for use after the tin has been opened.

"CONCORD" SARDINES will more than please your better-class customers, and will prove a remunerative line to handle.

CCC
Norwegian Canned Goods

LIST OF AGENTS:
R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.



Fortify Your Position as a Grocer

by adding a line of Canned Fish Goods that has "made good." There is nothing you handle that will add to your reputation for good or ill like the canned goods you stock. Your outlook is bright and your future is assured if you stock

Brunswick Brand Sea Foods

the brand that spells "quality." See that you have a full range on your shelves.

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.



TRADE NOTES OF THE WEEK.

Recent Business Changes Among Grocers Throughout the Domonion —Other Items.

Ontario.

Wm. L. Teeple, grocer, London, Ont., has sold to A. L. Ellis.

Frank E. Kestle, grocer, London, Ont., has sold to John Whiting.

Mrs. G. Gamble, grocer, Fenwick, Ont., recently sustained loss by fire.

J. M. Gibbs, general merchant, Park Hill, Ont., is succeeded by C. A. Gibbs.

James M. Fanning has opened a new grocery store in Peterboro, Ont. Mr. Fanning has been in the employ of E. F. Mason for a number of years.

Quebec.

J. A. Marleau, grocer, Montreal has assigned.

J. N. Duquette, grocer, Montreal, recently passed away.

The assets of J. A. Julien, grocer, Montreal, are to be sold.

The asets of John Barclay, grocer, Montreal, Que., have been sold.

L'Ecuyer & St. Jean, have opened a general store at Clarenceville, Que.

Maritime Provinces.

G. W. Shanklin, grocer, St. John, N. B., is succeeded by R. C. Manning.

R. F. Westhaver & Co., general merchants, Halifax, N.S., have assigned.

Western Canada.

Paul Koch, grocer, Duck Lake, B.C., has sold out.

Wm. McGavin, grocer, Vancouver, B. C., has sold to Fred Jones.

Stevens & Allen, grocers, Kamloops, B.C., sustained loss in a recent fire.

Curry & McLean, grocers, Moose Jaw, Sask., are succeeded by R. J. Curry Co.

T. E. Holmes, general merchant, Yonker, Sask., has sold to J. C. Warren.

S. Roach, grocer, Vancouver, has sold to W. A. Wagenhauser, of San Francisco.

Anderson & Hardy, general merchants, Banff, Alta., is succeeded by Olstead & Hardy.

W. E. Paul, general merchant, Columbia Gardens, B.C., has sold to G. R. Foulston.

R. Laughton, general merchant, Diamond City, Alta., is succeeded by G. F. Shaw & Co.

Harry Smith, general merchant, Stewart, B.C., has admitted M. J. Knight and F. H. McLean, as partners.

B. C.'s RECORD FRUIT CROP.

Peaches and Apples Looking Fine and Strawberries Turned Out All Right.

Vancouver, B. C., Aug. 3.—British Columbia's fruit crop this year will be the largest on record, not only collectively but individually in peaches and apples. Strawberries were a good crop this spring and growers did well, but the larger fruits will be even better. Not only will there be quantity, but the quality is of the best. There has been plenty of sun to give color and flavor to the fruit, as well as imparting sweetness, and besides there are few if any pests to spoil peaches and apples. This latter is due to the strict vigilance maintained by the efficient corps of inspectors located at Vancouver, where all nursery stock is carefully watched and fumigated. If it is very bad it is condemned.

During the past month, over thirty consignments of fruit from California have been condemned, so that there shall be no entry of these pests which have proved so destructive in the fruit growing districts in the south.

INFORMATION FOR BUYERS.

Supplied by Sellers.

The Mooney Biscuit and Candy Co., which purchased the biscuit and confectionery plant of Foley Bros. & Larson, in Winnipeg, a few weeks ago, have acquired additional vacant property at the rear of their premises on which they purpose erecting an addition to the present plant. New machinery has been installed. The plan of the office and warehouse is at present under reconstruction. W. C. Mooney who is at present in the city is to manage the western trade.

Donnelly, Watson & Brown, Ltd., of Calgary and Vancouver, are building a new "home" in Calgary and which they expect to occupy about 15th of August. Their present premises are too small for their rapidly extending business. This firm now have a staff of 25 employes, seven of whom are travelers, five working from the headquarters in Calgary and two from the Vancouver branch. The firm handle chiefly grocery specialties and confectionery lines and are agents for Kootenay Jams and Jellies. Mr. Brown, the general secretary-manager, is well known throughout the trade. The new building is to be three stories high and so built to allow the addition of three more stories. The firm are extending their field of operations and it is their intention to keep adding to their traveling staff and to work the whole of Western Canada thoroughly.

Tell Your Customers That :

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



The Original Fly Paper

For 25 years the Standard in quality

All others are Imitations

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

CANADIAN NATIONAL EXHIBITION

TORONTO

August 27 to Sept. 12, 1910

Improved Grounds, New Buildings, International Live Stock Show, Exhibits by all the Provinces, Magnificent Art Loan Exhibit.

By Permission of His Majesty

BAND of the GRENADIER GUARDS

King George's Household Band

400 MUSICIANS

Model Military Camp
Tattoo every night
Everything new in attractions

1,000 PERFORMERS

Wonderful Fireworks Spectacle

The Naval Review at Spithead

Battle between Dreadnought and Airship

Watch for reduced rates and excursions.
For all information write Manager, J. O. ORR, City Hall, Toronto.

Perfection Cheese Cutter Made in Canada



Every Slice is a Fresh, Even Cut.
Accurate in Weight. Pleasing to the Eye.

It pays to buy a Perfection Cutter.
It is built to last; made substantial and strong.
It prevents overcuts, scraps and waste.
It saves its cost in time, labor and money in less than twelve months.

Patented and Manufactured by

The American Computing Co. of Canada

Hamilton, - Ontario

SOLD BY THE WHOLESALE GROCERS.

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

ADDING MACHINE.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

AGENTS WANTED.

WANTED—Grocers to sell Nation's Custard Powder. Retail 5 cents per packet. ½ and 1-lb. patent measure tins. Gives big profit. Satisfies customers. Increases sales. Wholesale Agents:—Green & Co., Toronto; W. H. Escott, Winnipeg; W. H. Malkin Co., Vancouver. (34)

AUCTIONEERS.

AUCTIONEER—Stocks of merchandise closed out or reduced anywhere in U.S. or Canada; expert service; satisfaction guaranteed. For terms and date address R. G. HOLMAN, Harvey, Illinois. (32)

MALE HELP WANTED.

WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

BUSINESS CHANCES.

FOR SALE OR TO RENT. A general country store in one of the best wheat sections of Southern Sask. A post-office and mail route in connection. Address, Postmaster, Ingleford, Sask. (32)

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

FOR SALE—Grocery business with a yearly turnover of over $70,000.00 and good profits. Owner retiring. Finest business position on the main street of Calgary. Every facility offered for investigation. Full particulars from exclusive agents. THE LOWNDES LAND CO., P.O. Box 1494, Calgary, Alberta.

RENT OR SALE—A first-class store for hardware and tinsmith at Crysler, Ont. One opposition. Public would need one more. Includes living apartments. Reasonable price. Apply to H. A. DUPUIS, Embrun, Ont. (36)

COUNTER CHECK BOOKS.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

MISCELLANEOUS.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

AT LAST—A really practical pencil sharpener. The "Spiro" sharpener built on a new principle, positively does not break the lead. Ten blades. Sharpener lasts a lifetime. Every pencil user needs one. Your pencil sharp ina second. Ask your stationer or write us direct. A. R. MacDougall & Co., Canadian Agents, Toronto.

MISCELLANEOUS.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

FOR THE MONTH OF AUGUST ONLY we offer some exceptionally good values in rebuilt Smith Premier Typewriters. Do not fail to write us for prices. They will astonish you; so will the high quality of the machines. THE MONARCH TYPEWRITER COMPANY, LIMITED, 98 King Street West, Toronto

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto (tf)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

SALESMEN WANTED.

SALESMEN AND SALESWOMEN WANTED — Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 789, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 33 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 134-149 University Ave., Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	



ROYAL BAKING POWDER

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 50
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
Strawberry	1 90	Pear	1 70
Raspberry	1 90	Jellies	
Black currant	1 80	Red currant	2 40
Red currant	1 80	Black currant	2 40
Raspberry & red currant	1 80	Crabapple	1 70
Raspberry and gooseberry	1 80	Plum	1 70
Damson plum, stoneless	1 70	Grape	1 70
Greengage plum, stoneless	1 70	Marmalade	
Gooseberry	1 80	Scotch	1 40
		Orange Jelly	1 75
		Green Fig	2 25
		Lemon	1 80
		Pineapple	2 25
		Ginger	2 25

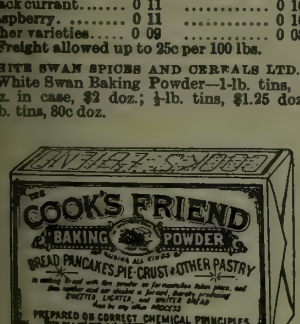
Pure Preserves—Bulk

5's & 7's per lb.	14's & 30's per lb.
Strawberry 0 11	0 10½
Black currant 0 11	0 10½
Raspberry 0 11	0 10½
Other varieties 0 09	0 08½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz		
No. 1, 1-lb.,	4 doz	2 40	
No. 1, 1-lb.,	2 doz	2 50	
No. 2, 5-oz.,	6 doz	0 80	
No. 2, 5-oz.,	3 doz	0 85	
No. 3, 2½-oz.,	4 dz	0 45	
No. 10, 12-oz.,	4 dz	2 10	
No. 10, 12-oz.,	2 dz	2 20	
No. 12, 4-oz.,	6 dz	0 70	
No. 12, 4-oz.,	3 dz.	0 75	
In Tin Boxes—			
No. 13, 1-lb.,	2 dz.	3 00	
No. 14, 8-oz.,	3 dz	1 75	
No. 15, 4-oz.,	4 dz.	1 10	
No. 16, 2½-lbs		7 25	
No. 17, 5-lbs		14 00	



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00



Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22
Special quotations or Cocoa in bbls. kegs, etc.	
Unsweetened Chocolate—	Per lb.
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 36
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" 8's " " "	0 28
Icings for cake—	
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb 0 35

Smaller quantities 0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Hurley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz 0 90



Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes. 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Soluble cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes.	0 28
¼ lb. packages, assorted, in 5 lb. boxes.	0 29
½ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18		0 1
Special Shred	0 17		0 16
Ribbon	0 19		0 16
Macaroon	0 17		0 17
Desiccated	16		0
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 16
Shredded	0 15
In packages 1-oz., 4-oz., 8-oz., lb.	0 18

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED.

"Jersey" brand evaporated cream per case (4 doz.) $4 00

Reindeer" brand per case (4 doz.) 5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 32c. lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 3 tumblers, $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz. $ 2 25

Medium size jars, per doz 4 50

Small size jars, per doz 2 40

Individual size jars per doz 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 25
Medium blocks, dozen	1 40



Ground or bean.	W.S.P.	Ret. P.
1s	0 32	0 50
1s	0 33	0 50
1s	0 29	0 40
1s	0 30	0 40
1s	0 22	0 30
1s	0 23	0 30

Packed in 30s and 50-lb. cases. Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box,	1
" " 10c cakes, 36 in box	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal

$2, $3, $5, $10, $15 and $20.

All same price one size or asserted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ⅛ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts.

SHIRRIFF'S

1 oz. (all flavors),	doz.	1 00
2 "	"	1 75
2½ "	"	2 00
4 "	"	3 00
5 "	"	3 75
8 "	"	5 50
16 "	"	10 00
32 "	"	18 00

Discounts on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails, per lb	0 06½

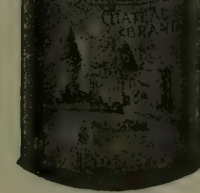
Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails	0 06½

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. 1$0. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 30 jars, doz. $1.40



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $13 dz.

FRIENDS—NOT GROWLERS



RISING SUN Stove Polish in Cakes never comes back to you with growls from the housekeeper. It is always up to the same high standard maintained for forty years, and is always just right. That's why we have the thousands upon thousands of grocers pushing it everywhere. Grocers don't wish to run the risk of losing a good customer by passing out an inferior stove polish, which is wrong more often than it is right. RISING SUN makes friends for you and for us in every household where you put it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

Molassine Meal
Molassine Dog and Puppy Cakes
Molassine Terrier, Hound and Puppy Meal
Molassine Chicken and Poultry Food
Are reliable foods for horses, cattle, dogs and poultry.

Sole Canadian Importer:
ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

BRANDS
"BANNER" & "PRINCESS"
CONDENSED MILK
are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream
(Unsweetened)
The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.
Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE, ONT.

NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

R. B. Wiseman & Co.
123 Bannatyne Avenue East **WINNIPEG, MAN.**
Reference—Bank of Ottawa, Winnipeg

2 IN 1
THE WORLD'S BEST SHOE POLISH

Men swear by it—Not at it
Lasts Surprisingly
Polishes Rapidly
Wears Off Slowly
Is Waterproof

No grocer can afford to be without this rapid seller. It absolutely leads the field in shoe polishes.

The F. F. Dalley Co., Ltd.
HAMILTON, CANADA, - - AND - - BUFFALO, N.Y.

BROOMS OF QUALITY

WE make them! **YOU** should sell them!
YOUR customers will appreciate them! **OURS** do

and keep our factory going on FULL TIME

A postal will bring you information.

Walter Woods & Co. - **Hamilton and Winnipeg**

There's Genuine Pleasure

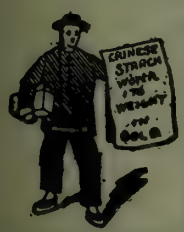
and liberal profit in selling

"WHITE LILY" BRAND MARSHMALLOW BISCUITS!

They are genuine satisfaction-givers because of their excellent flavor and the crisp and fresh condition in which they always reach the retailer. Put up in glass-front tin boxes and retail at 18c and 20c. Obtainable also in 20-lb. tins and in wood boxes. Other leading "White Lily" lines you can handle profitably are—CREAM SODAS, HAVELOCK LUNCH, JAMJAMS and PEOPLE'S FANCY MIXED.

Write for prices.

J. A. MARVEN, Limited - - Moncton, N.B.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Fly Pads.

WILSON'S FLY PADS

In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.50; 6 boxes $4.75.





List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 12½
½-bbls.	0 12½
Tubs, 60 lbs.	0 12½
20-lb. Pails.	2 60
20-lb. tins	2 50
Cases 3-lb.	0 13¼
" 5-lb.	0 13¾
" 10-lb.	0 13½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 12½
Tubs	0 12¾
20-lb. pails	0 12¾
20-lb. tins	0 12¾
10-lb. "	0 13
5-lb. "	0 13¼
3-lb. "	0 13½
1-lb. cartons	13¼

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes ($6 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy box, 40), per box	1 80
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 5-lb. glass jars	1 75
" " 10 5-lb. cans	1 00

"Purity" licorice, 10 sticks 1
" " 100 sticks ....
Dulc, large cent sticks, 100 in box .....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

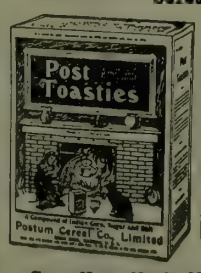
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7½c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

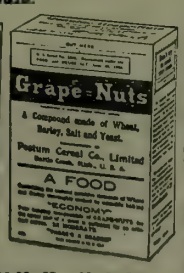
SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 35



Cereals.





Grape Nuts—No. 22, $3.06; No. 33, $4.50.
Post Toasties—No. 74, $3.06.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb. tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ¼-lb. tins	per doz.	0 85
" ½-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 5 75
½ pts. 24's	6 50
¼-pts. 24's	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box, $3 00
Case of ½-lb. containing 120 pkgs. per box, $3.60
Case of 1-lb and ½-lb. containing 30 1-lb. and 60 ½-lb. pkgs. per box $3.00
Case of 5c. pkgs. containing 96 pkgs. per box, $3.06

MAGIC BRAND

	Per case
No. 1, cases 60 1-lb. packages	$2 60
No. 2, " 120 ½-lb. "	2 60
No. 3, " {30 1-lb. " / {60 ½-lb. "	3 00
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 00
5 cases	9 25

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. Montreal

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

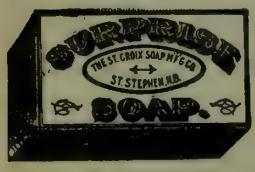
Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 07
Barrels, 200 lb	0 06½
Kegs, 100 lb	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07½
6-lb. toy trunks, 8 in case	0 06
6-lb. toy drums, with drumsticks in case	0 06
Kegs, ex. crystals, 100 lb	0 07
Brantford Gloss—	
1-lb. fancy boxes, cases 35 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	1 00

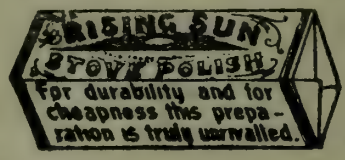
Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD
6a size, gross, $2.40. 2a size, gross, $2.50

Boot Polish



PACKARD'S BOOT AND SHOE POLISHES

Mon-Ami, $9 gross; Black "O," $9 gross; Large Combination, $20 per gross; Pony Combination, $10; French Glycerine, $9; Ladies' Special, $20; Pat. Lea. Cream $20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03½ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼-barrels, 175 lbs	0 03¾ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.

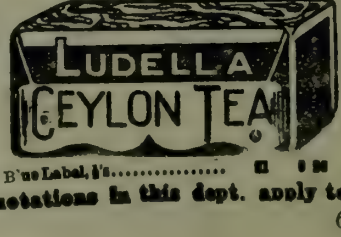


EMPIRE PACKAGE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c	1s, 20c.; ½s, 21c.
30c	1s and ½s, 23c.
40c	1s and ½s, 28c.
50c	1s and ½s, 35c.
75c	1s and ½s, Vulcan, 50c.

100 lb. lots freight paid.



Blue Label, ½'s 0 30

Orange Label, 1's and ½'s 0 23 0 40
Blue Label, 1's 0 20 0 25
Brown Label, 1's and ½'s 0 28 0 40
Brown Label, ½'s 0 40
Green Label, 1's and ½'s 0 35 0 50
Red Label, ½'s 0 40 0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 15
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	007	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	35c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb



MELAGAMA TEA

MINTO BROS., 45 Front St. East

Black, green, mixed—⅛s, wholesale 70c., retail $1; ¼s, 55c. and 80c.; ½s, 44c. and 60c.; 1 lb and ½s, 40c. and 60c.; ½s, 38c. and 50c.; 1 lbs. and ½s, 35c. and 50c.; 1 lb., ½s, 30c. and 40c.; ½s, 32c. and 40c.; ½s, 25c. and 30c.; 1 lbs., 24c. and 30c. We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents per doz.
Pure Gold Salad Dressing Powder }
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c.; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

—BUY—

Star Brand

Cotton Clothes Lines

—AND—

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.



YOUR PROFITS

in the handling of your perishables, such as butter, eggs, etc., are secured if you are using an

ARCTIC Refrigerator

The 'Arctic' is the 'last word' in scientific refrigerator construction, and is moreover a handsome ornament to any store.

Arctic Refrigerators for All Purposes.

JOHN HILLOCK & CO.

Queen and George Sts., TORONTO

Agents for Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg

MADE IN CANADA

CAN YOU AFFORD IT?

To do your work with second grade paper when you can have at hand the best that money can buy.

SUPERFINE LINEN RECORD

SAMPLES ON REQUEST.

THE ROLLAND PAPER COMPANY, LIMITED

HIGH-GRADE PAPER MAKERS

GENERAL OFFICES: 53 St. Sulpice Street MONTREAL, P.Q.

MILLS AT ST. Jerome, P.Q.

Brunner, Mond & Co's.

WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 "	Bags,	224 "
"	112 "	"	112 "
"	100 "	"	100 "

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal.

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

LOOK UP

your stock of

SALT

and order in time.

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

WETHEY'S
Condensed
Mince Meat

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

Charge All Phone Messages to us



Our Travellers Start Out

After their holidays, on Monday, August 8

See the "Specials" they offer.

Geo. E. Bristol & Co.

Wholesale Grocers

Hamilton - Ontario

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

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London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 140 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, AUGUST 12, 1910. NO. 32.

A WORLD-WIDE WINNER



KEEN'S OXFORD BLUE

"KEEN'S" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

See to Your Stocks

For Sale by all the Canadian Jobbing Trade.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

The Leading Laundry and Cooking Starches in Canada are

Benson's "Prepared" Corn

AND

Edwardsburg "Silver Gloss" Starch

They are purity personified, and are in demand by up-to-date housewives throughout the Dominion. See to your stocks. For sale by every jobber.

Edwardsburg Starch Co., Limited

ESTABLISHED 1858.

53 Front Street East, Toronto, Ont. - Works: Cardinal, Ont.
164 St. James Street, Montreal

You Can Sell These With Satisfaction and Profit

MacLaren's Imperial Products

BE WISE—SELL THEM













MANUFACTURED AND GUARANTEED PURE BY

MacLaren Imperial Cheese Co., Ltd.

MANUFACTURERS AND IMPORTERS - GROCERS' SPECIALTIES

TORONTO, CANADA

The Best Only **Always the Best**



GRIFFIN & SKELLEY CO.--

Pack only the best fruit from the best Vineyards and Orchards in California.

Full Grade **Full Count** **Full Weight**

Satisfied Customers **Sure Profits**



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

—

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

CLARE, LITTLE & CO.,

WESTERN DISTRIBUTORS

Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, Western Canada

H. B. BORBRIDGE

Wholesale and Retail Grocery Broker

OTTAWA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information.

Don't forget to mention this paper.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines

CURRANTS

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents

Established 1885

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

ARRIVING IN STORE

1 Car Purnell & Panter's celebrated English Pickles and Vinegar, all sizes.

Lind Brokerage Company

73 Front St. E., Toronto

THE HARRY HORNE CO.

Grocery Brokers and Manufacturers' Agents.

309-311 King St. West, - - Toronto

Leading manufacturers of Grocery Specialties desirous of extending their business, should write us at once. Correspondence solicited from Foreign Firms.

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

CORRESPONDENCE SOLICITED

H. G. Spurgeon

Manufacturers' Agent

P.O. Box 1812 WINNIPEG, MAN

DO YOU WANT REPRESENTATION IN

WINNIPEG

Where Business is Booming?

BAWLF, DAVEY & CO.

Wholesale Grocery Brokers.

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to the Retailer Track connections with all Railroads.

"ANCHOR"

BRAND

BAKING POWDER

Medium cost, high quality, in advance of Pure Food Laws.

Jobbers liberally treated. Send us your orders.

Price to Retailers:

4	oz.	Tins,	cases	4	doz.,	Each	per doz.	60c.
6	"	"	"	4	"	"	"	70c.
8	"	"	"	3	"	"	"	90c.
12	"	"	"	3	"	"	"	$1.35
16	"	"	"	2	"	"	"	$1.60
2½	"	"	"	1	"	"	"	$3.95
5	"	"	"	1	"	"	"	$7.20

EBY-BLAIN, LIMITED

TORONTO, CANADA

In Sealed Lead Packets Only.

"Blue Ribbon Tea"

retains its native purity and original rich flavor.

This brand will win and hold your Trade on its merit.

Blue Ribbon Tea Co., Limited

Montreal, Canada

COWAN'S CAKE ICING



Prepared ready for use. Save the housewife a lot of work, and give better results than any but an expert cook can produce. They are popular wherever known. Make them known among your customers and develop a new and profitable line of trade.

THE COWAN CO., LIMITED : TORONTO

WHEN you buy your Canned Goods, see that you get those packed by Dominion Canners, Limited. Quality is guaranteed. You take no risks.

Leading Brands :

"Aylmer"
"Little Chief"
"Log Cabin"
"Simcoe"
"Delhi"

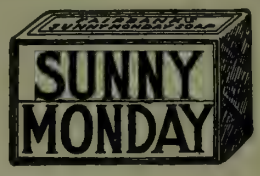
ETC.

DOMINION CANNERS
LIMITED
HAMILTON.

SUNNY MONDAY

LAUNDRY SOAP

"Contains No Resin"



You are taking no risk when you recommend Sunny Monday Soap.

Sunny Monday Soap is as absolutely pure as soap can be made, only the highest class of materials enters into the manufacture of it, and best of all it contains **no resin.**

Sunny Monday Soap gives the grocer a good profit, and a satisfied customer.

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA



Your Attention!



These goods we can highly recommend for quality and attractive style of packages.

The range is a large one, including Ox Tongues, Potted Meats, Galantines, etc., put up in both glass and tin.

Price list on application.

Poulton & Noel Limited

ENGLISH PRESERVED PROVISION MANUFACTURERS

LONDON, ENGLAND

Rose & Laflamme, Limited, Montreal & Toronto

CANADIAN SELLING AGENTS

It pays to push 'quality' goods!

No line of preserves you can handle will add more to your profit and reputation than the famous

"KOOTENAY" BRAND

Pure Fruit Jams and Jellies

IN BOTTLES

They are made solely from luscious, ripe British Columbia Fruits and the purest Cane Sugar, and are handled in an up-to-date, sanitary factory. Just the line to sell to your particular customer.

AGENTS:
Donnelly, Watson & Brown, Ltd., Calgary.

Kootenay Jam Co., Ltd.
Nelson, B.C.



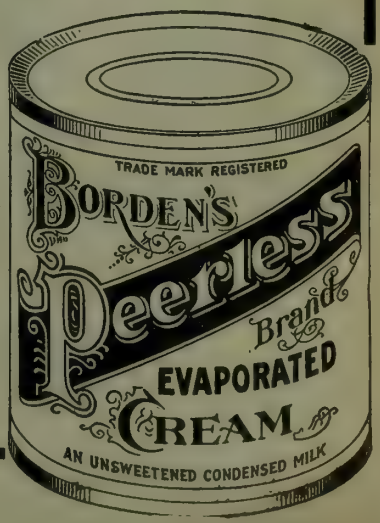
It isn't a question of any kind of Condensed Milk!

It is for you to supply your customers with the ***best*** and ***most perfect.*** To do this it must be

BORDEN'S BRANDS

that you offer. Indisputably the best sellers are

"Eagle Brand" Condensed Milk
and ***"Peerless Brand" Evaporated Cream.***



Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macauley & Co., Vancouver, Victoria, Nelson and Calgary.

PERRIN'S

RED LABEL



PACKAGE

20 CENT TINS

GRAHAM WAFERS

DELICIOUS GOODS, HANDSOME PACKAGES



Balaklava Brand Beans

You already know them. If you do not, write us for information and prices. If you do know them, see that your stock is kept up.

———A WORD TO THE WISE———

The Eastern Canning Co.

Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

Soap Quality

is the biggest factor in successful soap selling, and RICHARDS complete line of soaps are the kind you want because they are stamped with the hallmark of quality.

They are prime favorites with the careful housewife and are, moreover, a 'worth-while' proposition for every grocer to handle.

HERE'S the COMPLETE LINE:



Richards Pure Soap
Quick Naptha Soap
Snowflake Soap Chips
Ammonia Powder
100% Pure Lye
Toilet Soaps

Order a supply to-day

RICHARDS PURE SOAP CO. Limited

Woodstock, Ont.

Agents for Toronto and Hamilton—Mr. Hutchison, Omand Manufacturing Co., 76 Colborne Street, Toronto.

Permanent Patrons and Constant Demand



Perfect Vinegar requires no persuasive salesmanship. It is the easiest to handle and the most satisfactory to sell.

Our pure Malt Vinegar being of delicious flavour, full and rich, is used more often and more liberally at the table than inferior grades, and is thus in more constant demand.

White Cottell & Co.'s Vinegar

is perfection, of guaranteed strength, rich in aroma and flavour. Keeps well and always gives satisfaction.

CANADIAN AGENTS:
Messrs. Martin & Robertson, Vancouver and Victoria, B.C.
Messrs. W. L. Mackenzie & Co., Ross Ave., Winnipeg.
MacGregor Specialty Co., 437 Parliament St., Toronto
Mr. Kenneth H. Munro, Montreal.
Mr. L. A. Gastonguay, 60 Bedford Row, Halifax, N.S.
W. A. Simonds, 89 Union Street, St. John, N.B.

White Cottell & Co.

CAMBERWELL, S.E., LONDON, ENG.

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

WE WISH TO ANNOUNCE TO THE TRADE that we are in a position to handle a greater volume of business this season than ever before. We pack a full line of high-grade Fruits, Vegetables and Side Lines and are in a position to look after your interests no matter how varied the assortment required. Communicate with us before booking your order. Invest two cents and be convinced that we can save you Dollars.

ESSEX BRAND IS KNOWN TO ALL THE TRADE

Essex Canning & Preserving Co.

Essex, Ont.

This Summer Weather

there's a big demand for rea thirst-quenching drinks! Are you meeting this demand? Our

Lime Fruit Juice
Lime Juice Cordial
and
Raspberry Vinegar

exactly "fill the bill," and should find a place on every family order. Feature them by libera display and recommendation. They are genuine business-bringers and profit-producers.

Write to-day for prices.

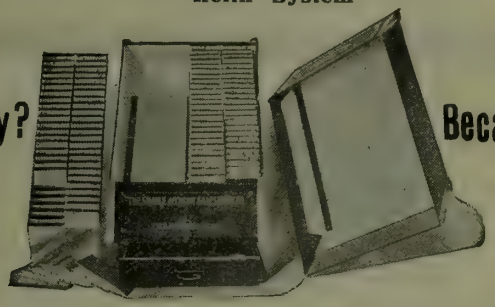


The T. A. Lytle Co., Ltd.
TORONTO

Simplicity **Protection**

No Waste of Time
No Waste of Money
with the
Keith System

Why? **Because—**



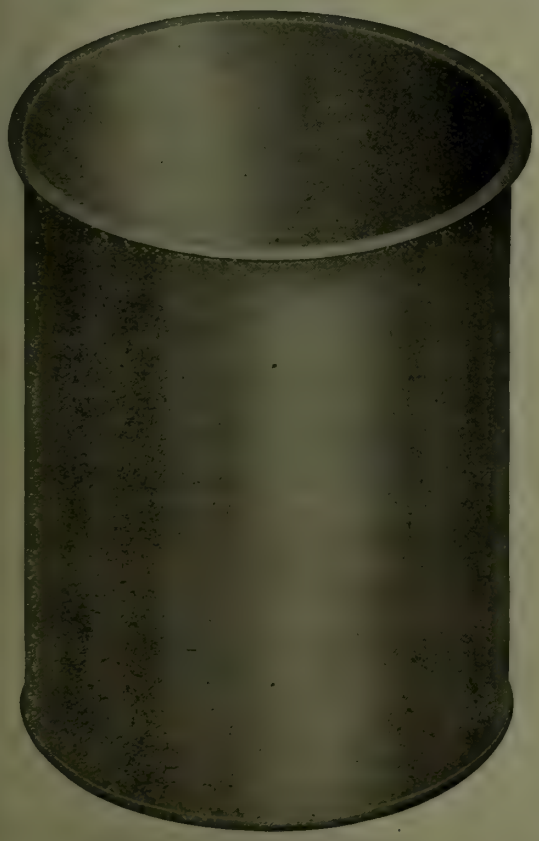
1. One simple writing does all the work—takes the order in duplicate or triplicate, gives customer itemized bill of purchase, showing total amount owing to date, and posts the account up-to-the-minute—no further work—no further worry.

2. The slips being numbered in duplicate or triplicate from 1 to 50 in each book, and the past account being carried forward with each order, protects you against forgotten charges, disputes, and the losing or manipulation of slips.

3. It protects your records against fire. No risk to run—customers claim it pays for itself in a few months only.

Write NOW for Catalog G. It explains fully.

The Simple Account Salesbook Co.,
Sole Manufacturers
Also manufacturers of Counter Pads for Store Use
1926 Depot St., Fremont, Ohio, and Hartford, Conn.



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatces.

Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,
Niagara Falls, Ont.

Max Ams Patents

José Segalerva

MALAGA, SPAIN

This is the trade mark to look for on your

Malaga Table Raisins

If you insist on getting this brand you will receive the finest packed

Rose & Laflamme

Agents Limited

Montreal - Toronto



The Fresh Fruits are carefully selected — Their delicious flavor appeals to everybody

You should have them in stock.

Agents:
ROSE & LAFLAMME, Ltd., MONTREAL and TORONTO

"50 Years of Satisfaction"

IS THE PEDIGREE OF

COOK'S FRIEND BAKING POWDER

Buy the Powder with a Pedigree



When you handle Cook's Friend you take no chances with the Pure Food Laws, and are sure of perfect satisfaction to your customer.

Stock up NOW

W. D. McLAREN, Limited

MONTREAL

Agents for Ontario:
Messrs. W. B. Bayley & Co., Toronto
Agents for Quebec:
Messrs. F. L. Benedict & Co., Montreal

SYMINGTON'S
COFFEE ESSENCE

ALWAYS READY!
ALWAYS PURE!
ONE STANDARD
QUALITY!

UNQUESTIONALLY THE VERY BEST

TO BE HAD OF ALL WHOLESALERS

THOMAS SYMINGTON & CO. EDINBURGH

Redpath

Extra Granulated and other grades of Refined Sugar represent perfection in Sugar refining and are the result of experience and modern machinery.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

COUNTER CHECK BOOKS

Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.
TORONTO - MONTREAL
Phone Main 2511 Phone Uptown 5962

S. T. NISHIMURA & COMPANY
are receiving shipments of new crop
JAPAN TEAS
by every steamer. Jobbers kindly note.
Offices: Montreal and Shidzuoka, Japan

Northern Ontario Merchants

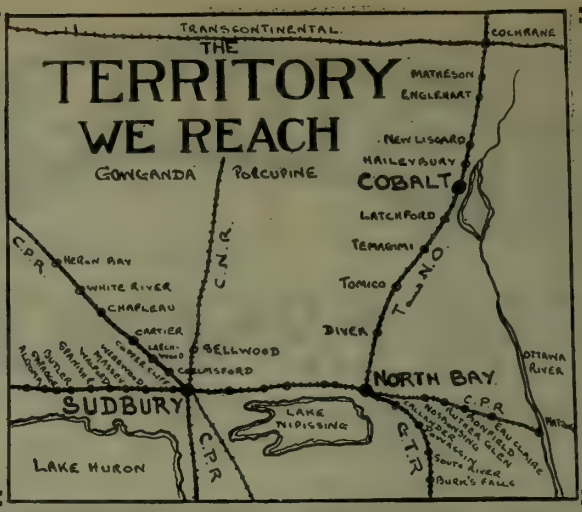
YOU ARE AFTER LARGER PROFITS

Let us show that

YOU CAN INCREASE YOUR PROFITS FROM 5% to 10%

A. J. Young, Ltd.

Wholesale Grocers and Provision Merchants.



WE ARE AFTER YOUR TRADE

OUR GOODS are at your door

Trade with us to YOUR ADVANTAGE

North Bay Cobalt and Sudbury

MASON'S No. 1 SAUCE

Sauce That Satisfies

That's a good description of No. 1 Sauce, because it not only satisfies the palates of your customers, but it leaves satisfaction and profit behind for you.

It is made of absolutely pure ingredients in a specially clean and efficiently fitted factory.

Stock and recommend this delightful Sauce! There's a worth-while profit for the retailer.

Send for Samples and Details.

MASONS LIMITED

25 MELINDA STREET - TORONTO

Agents Wanted where not Represented

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London



HAVE A CARE

that your stocks of a staple article like marmalade are right. Be on the safe side by handling

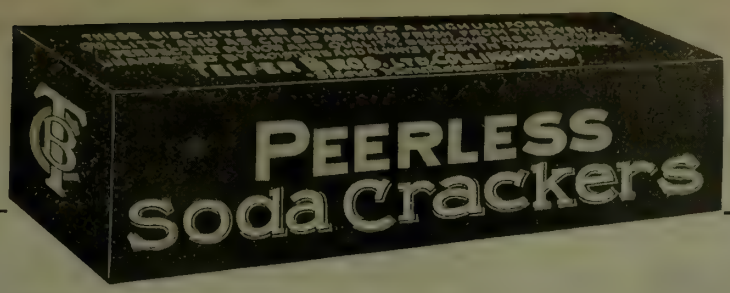
Shirriff's Orange Marmalade

It is made solely of luscious Seville Oranges and highest grade sugar, and in flavor is unapproachable. SEE TO YOUR STOCKS.

Order From Your Jobber or Direct

Imperial Extract Co., 8-10-12 Matilda Street, TORONTO

Retails 10c. a Package.



This handsome package contains the Soda Cracker with a flavor--

Red Label Soda Crackers, Crisp, Dainty and Wholesome.

You're sure of their quality, flavor, goodness, cleanliness and freshness. Manufacturers also of all kinds of dainty and high grade biscuits.

TELFER BROS., LIMITED, - COLLINGWOOD, ONT.

Branches: Toronto, Winnipeg, Hamilton, Fort William

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By
GORMAN ECKERT & CO., Limited
London & Winnipeg

"ASEPTO" SOAP POWDER

takes the place of soap on every occasion. Is most economical, and will positively destroy germs.

Better than the best on the market, and the packet is as large as the worst.

"Asepto" Sweetens Everything

and is everywhere having a wonderful sale. Avail yourself of this opportunity of reaping a handsome profit on this quick-selling line.

Order To-day from Your Jobber.

MANUFACTURED BY

The Asepto Mfg. Co.

St. John, N.B.

Agents—ROSE & LAFLAMME, Limited
Montreal and Toronto



Nothing like it for infants and invalids. Like what? Why

Canada First Evaporated Cream

It is the purest, most easily digested, and nourishing evaporated cream made. It is perfectly sterilized, is unsweetened, and manufactured with the utmost care and cleanliness. Are you handling this brand? It is worth recommending.

Order from your wholesaler

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

Tartan BRAND

We have Specials in—

Salmon, Canned Goods and other lines

See our travelers or phone at our expense

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED and GOLDEN YELLOWS

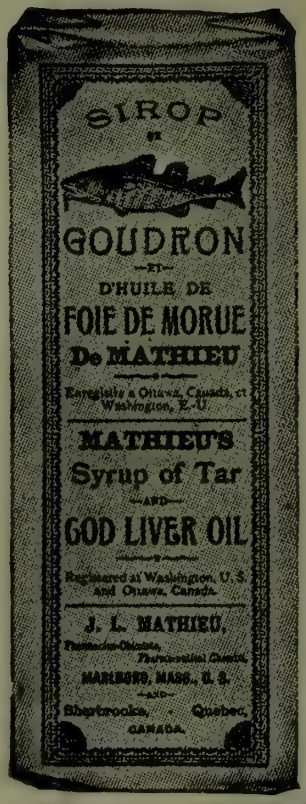
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montral



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers.

AND

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:
Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.
L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

MR. GROCER—

ONE MOMENT!

When next you're ordering Salt—just remember that well-advertised, guaranteed, and profitable brand:

CENTURY SALT

Your customers are being told its merits in bright, snappy newspaper advertisements. Then, again, Century Salt *is real good, pure salt.* Then, too, we deliver quickly, anywhere. But first get our price list.

DOMINION SALT CO., Limited

Mfrs. and Shippers, SARNIA, ONT.

The Commercial Account Register

The Up-to-Date Merchant Wants:

FIRST—The Best.
SECOND—Time Saver, Quickness in operation.
THIRD—Fire Protection. It must fit his safe.
FOURTH—Durability.



THE COMMERCIAL

has all the above features. Besides, it is equipped with the PATENT AUTOMATIC and indestructible sheet holder, PATENTED "locked" slip holder, and will LAST A BUSINESS LIFETIME.

It is the only perfect one-writing system. Does away with posting and statements. The BEST COLLECTOR known. Thousands in use in Canada and the United States. Send postal for catalogue.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

British Columbia

The Standard Brokerage Co., Vancouver, B.C.

are open for a limited number of first-class agencies. One of the principals will be in the East shortly and will be pleased to interview manufacturers and discuss the B.C. Companies Act.

Please address replies to

A. NELSON,
c/o Canadian Grocer, Toronto, Ont.

TWO CENTS PER WORD

You can talk across the continent for two cents per word in a Canadian Grocer Want Ad.

ONCE

YOUR CUSTOMERS

BUY A TIN OF

WHITE SWAN COFFEE

THEY WILL

RECOGNIZE ITS WORTH

AND USE IT ALWAYS.

PACKED IN HANDSOME SQUARE ONE POUND TINS. 2 OR 4 DOZ. PER CASE.

WHITE SWAN SPICES & CEREALS, LIMITED
TORONTO

TRADE MARK KEYSTONE BRAND REGISTERED

Any Broom bearing the Keystone trade-mark can be relied upon to give satisfaction, and you can place it in the hands of a customer with an assurance that there will be no complaint about its wearing qualities. If, however, you desire to handle the very best that can be produced, select the

"Klondike" and "Jubilee"

Manufactured by

Stevens-Hepner Co., Limited

Port Elgin, Ontario, Canada

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.

Ask any of the following jobbers for our illustrated catalogue.



WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, Sask.—Campbell Bros. & Wilson.
MONTREAL—The Canadian Fairbanks Co.

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

Your Business Barometer

will stand at "SET FAIR" if you are handling goods which bear the stamp of quality!

In no department is this of such vital importance as in your sardines.

You will have no anxiety on this score if you handle

King Oscar
BRAND
SARDINES



the purest, sweetest and best packed fish on the market.

Canadian Agents

J. W. BICKLE & GREENING
(J. A. Henderson)
Hamilton - Ontario

By Special Royal Permi

Are you giving satisfaction

to your customers with the tea you are selling them?

Tea good enough for Monarchs should satisfy your most particular customer, and TWINING'S TEA has for many years been prime favorite with every class. Sold in packets only, and never fails to satisfy!

TWINING'S TEA

(in packets only)

It is very moderate in price and leaves the retailer a well-worth-while profit. See to your stocks.

Canadian Agent

Harold Ritchie

8 Matilda Street
TORONTO



Agents:—Maclure & Langley, Ltd., 12 Front E., Toronto—604 Lindsay Bldg., Montreal
W. L. McKenzie & Co., Winnipeg; R. Robertson & Co., Vancouver and Victoria

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.



ROWAT'S

The goods that sell

There
Are
None
Better

PROPRIETORS

ROWAT & CO.

GLASGOW, SCOTLAND

Canadian Distributors:— Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

"Pansy" and "Daphne"

(FANCY) (CHOICE)

SEEDED RAISINS and EVAPORATED FRUITS



are put up in Calfornia, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.

California

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company

(Technical Book Department)

143-149 University Ave., TORONTO

THERE IS NO MAGIC ABOUT

"MELAGAMA"

TEA AND COFFEE

but they do contain the most pleasing and satisfying qualities of any beverages on the market. Send them out to your most particular customers. For Bulk Teas and Coffees we are the acknowledged leaders.

MINTO BROS - - - - - TORONTO



A PULL TURNS ON THE LIGHT

Better than electricity or city gas, cheaper than coal oil or candles. Steady, white, brilliant; ¼ cent per hour for 500 candle power.
Lighted or extinguished by a pull of chain and regulated to any desired candle power in the same way.
Absolutely Safe, permitted by all insurance companies. **More Light Means More Business.**
Delivered ready for any one to install.
Write now for circular and special price to merchant direct.
For stores, homes, churches, hotels, etc. First class agents wanted.

MACLAREN & CO.
Gasoline Lighting Systems
MERRICKVILLE, ONT.

McLean's
"The Name"

AND THE PACKAGE
TO THE RIGHT

The Canadian Cocoanut Co.
Sole Makers
MONTREAL



FEATHERS WANTED

We require several thousand pounds of

GOOSE FEATHERS

We will pay 45c. per pound, and will allow freight up to $1.00 per 100 lbs. on shipments of 100 lbs. or over.

Other grades of Feathers will be received at regular prices to help out freight allowance on all shipments made during August.

The Alaska Feather and Down Co., Ltd.

MONTREAL

On the lookout for the better-class trade?

Then be wise to your own interests and feature

PURNELL'S

Pickles, Sauces and Pure Malt Vinegar





They have proved throughout the Dominion the most ready and profitable sellers of any imported line. Our Watchword is Quality and Right Packing.

Order through your Jobber.

Canadian Agents:
Charlottetown, P.E.I., Horace Haszard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. D. Bonhomme, 131 St. Peter St.; Toronto; Lind Brokerage Co., 73 Front St. E., Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., cor. Cordova and Homer Sts.

A QUICK SELLER AT A GOOD PROFIT

Women prefer using ***MINUTE TAPIOCA*** because of its obvious advantages as a summer dessert.

It requires no soaking—fifteen minutes' cooking produces a delicious tapioca pudding.

It is extra good value for the money—one package makes six full quarts of a pudding that is nourishing and delicious, and that presents an unusually smooth and dainty appearance on the table.



And ***MINUTE TAPIOCA*** is absolutely pure—put up in the world's largest and most sanitary tapioca factory.

Ask your jobber for MINUTE TAPIOCA

Minute Tapioca Co.
Orange, - Mass.



MODERN GROCERY FIXTURES.

THE STORE OF MESSRS. O. CARIGNAN & FILS, OF THREE RIVERS, P.Q., AS SHOWN ON PAGE TWENTY EIGHT OF CANADIAN GROCER OF AUGUST 5, 1910, IS FITTED WITH WALKER BIN FIXTURES

Write for Illustrated Catalogue "Modern Grocery Fixtures".

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London.
A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents
ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA

White Dove Cocoanut Means Market Leader Cocoanut



W. P. DOWNEY
MONTREAL

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

Cold Spring Lemonade Powder and Health Salts



Prostrations from the heat are almost hourly occurrences. There is a simple method to protect yourself. A cool drink of

Lemonade or Health Salts

can be made almost anywhere. It cools and pleases.

See that your customers have a fair chance to try these delicious summer drinks.

Once a customer, always a customer.

S. H. EWING & SONS
MONTREAL and TORONTO



It dries them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA

QUIT LOSING!

What's the use of sticking to anything that is continually causing you loss? If your credit customers are the source of the greatest loss to you, why not try the ONE way to make them a safe, profitable ASSET? You can do this by adopting the Allison Coupon Book System, which has proved its worth to hundreds of progressive merchants all over the country.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customers and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

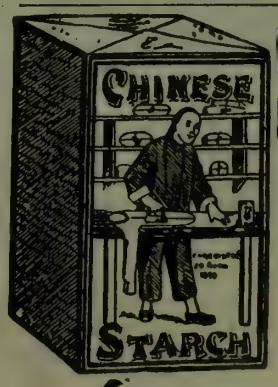
For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

BOY WANTED

TO START IN BUSINESS FOR HIMSELF.

We will establish YOU in a good-paying business of your own.
Profits right from the start, and Prizes.
No money required to begin.
We will mail to you FREE 5 copies of our publication.
These can be sold and will provide the capital for the next week's supply.
The work is easy.
You be sure to write at once and we will send you 5 copies for next week and everything necessary.

The MacLean Pub. Company
10 Front Street East, TORONTO, CANADA



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.



21 kinds 10c a can
(Then follow with your ad.)

"Ready-to-use" advertisements for Campbell's SOUPS



(Put your special offer under this)

These electrotypes will attract attention to your advertising, strengthen it, save you time, thought, expense, connect your store with our big advertising in newspapers and magazines.

Here's a chance for every wide-awake grocer to draw new trade. While everybody has been talking about the **high cost** of living, we have been heavily advertising the **low cost** of CAMPBELL'S SOUPS, and their **great nutritiousness.** A number of grocers caught the idea and wrote to us for electrotypes to use in their advertising, and so attract the sales we are creating. We have prepared, especially for this purpose, several series of striking designs. We can only show a few in the corners of this page, but they include one, two and three column newspaper cuts and beautiful half-tone plates for mailing cards. We will gladly send you a big proof sheet showing different styles and sizes, so you can make your selection. These electrotypes will work in with your regular advertising without alteration and save you lots of bother preparing it. Remember they are ABSOLUTELY FREE, and it will pay you to take advantage of such REAL advertising help. Don't fail to write for the big proof sheet at once and make an early selection.



(Then follow with your ad.)

JOSEPH CAMPBELL COMPANY

Camden, - - - - N. J.

21 kinds—look for the red-and-white label."

ROSE & LAFLAMME, Limited
400 St. Paul St., MONTREAL, CANADA
Sales Agency for Provinces of Quebec and Ontario

Our high grade groceries and low prices help to bring down your living cost



(Insert here your special offers, with your name and address)

Every grocer recognizes the fact that the name "SALADA" stands for "Protection and Fair Play."

The Leader in Quality and Value
A Good Margin of Profit
A Created Demand
A Guaranteed Sale



and a positive refusal on the part of the packers to sell into channels that are antagonistic to the best interests of the Grocery Trade—
Such as peddlers and departmental store price-cutters, bringing the tea trade back to where it legitimately belongs—"The Grocer."

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Definite Plans for Lessening Expense Account

Probably Less Stock is Necessary to Carry on the Business—Reduction of $2,000 Made in One Instance and Found to be Satisfactory—The Question of Proprietor's Salary, Rent, and Wages of Employes — Writer Thinks That Every Salesman Should Memorize Prices and Not Depend on a Book.

By Henry Johnson, Jr.

An analytical study of the expense account along the lines suggested in my last article will lead any wide-awake merchant to the conclusion that something definite must be done. The example given was not extraordinary, but really quite common, if the grocer could only realize it. The trouble is that so few of us really know; also that so few have the courage and the cultivated faculty of logical deduction to seek and find the actual facts. Having our own affairs to handle, feeling that we are "accountable to nobody about our own affairs," we make allowances which would not "go" for a minute if we were handling an outside problem. But those who really and honestly take the bull by the horns without shrinking, will find things just about as I have indicated, with very few exceptions.

I said that this simple knowledge, attained through the searching examination of our own affairs, would lead most of us to find the remedy; and that is so. Accurate knowledge will lead to the accomplishment of sweeping reforms, simply because our thought and effort will be aroused thereby. So the merchant, coming face to face with the fact that his expense account averages nearly 16 p.c. on his sales, will set himself vigorously to the task of bettering things. And what will be his his first honest conclusion? That, as the facts show that he is carrying such an unthinkable load of expense, surely he himself is not so good a manager as he had considered himself to be and that consequently he is not entitled to the salary he should properly have if things were different. So he will first cut off, say, $300 a year from his own income. That is good; it is the first step in reform; moreover it shows to himself his own honesty in the reform he has undertaken to inaugurate and carry clear through.

That step is arbitrary. He can make it arbitrary, for he knows it will hold. But that is as far as he can go without further consideration and thought, for he cannot upset his business by any hasty or ill-considered step. He must dig; take thought; carefully weigh each move. For from now onward he is not taking chances, but building, and he intends to build on a certain foundation of substantial knowledge and logical deduction. First, can he cut his interest charge? Maybe. Once, when I was doing a business of around $60,000, I found I was carrying upwards of $8,000 in groceries. I attacked it at once, determined that I would cut that down. I did not know the bottom limit to which I might go without crippling my business, but I was satisfied that I did not need within $1,500 of that amount of stock, and maybe $6,000 would do the trick. So I started in with the first salesman who came into the store—and turned him down. I kept that up for a year, buying only just what I could not do without; putting off from week to week the purchase of any single little item if I could possibly do it.

Added to Savings Account.

What I did with the money brings me to a point I hinted at last week. I put it into a savings account every month at the rate of $200; and I began to investigate bonds. Pretty soon I had some bonds and my stock shrunk to around $6,000. It has averaged $6,000 ever since, but my bond holdings have increased, and I have never been without a steadily augmenting savings account in cold dollars. I have done this in season and out of season, often at what seemed to be the sacrifice of opportunities to buy right; but let me say on the side right here that in most cases such alleged "opportunities" would best be put in quotation marks—and left there—for they are delusions in the vast majority of cases. But there is no delusion about cash in the bank, nor about interest-bearing securities which can be used in a minute in any emergency. This course has a thousand advantages which are apparent, and it also reduced my interest charge. But remember, that the interest charge can only be reduced that way, for if you have $1,000 in use in your business, that stands you $60 a year—and you cannot get away from the fact.

The Question of Rent.

Likewise, the store occupied. Is the rent you are paying too high? That depends on many things. If it is your own building, you must simply consider whether it could be rented for the figure you are paying, with reasonable certainty that it would continue occupied. If that is the case, then you cannot cut your rent. Then what must you do? You must get more business; or average up your profits to a higher level. A whole lot of food for thought in that problem, is there not? Yes, in that will be found the difference between progress and retrogression, for its solution will call for the best that lies in any man, and it will bring to the surface every tittle of latent ability that you possess.

On the salary or wages question, I am going to begin by telling you a story and maybe sending you the solution afterwards. In New York city there is a big, old-established dry goods house which has become what most such houses tend to become, a modified department store. It has flourished through two or three generations, making money steadily all the time. The managers have exhausted every means of getting to the bottom of the market in their purchasing department. They have established the method of paying cash in advance for most of their supplies, to get every possible benefit in the way of close figures and discounts; and they keep $200,000 lying in the bank for just this purpose. Bonds and securities of other kinds they have by the vault full. So now they turn, as all successful concerns will turn, the "intensive cultivation" of their business.

In their handkerchief department they employ a certain number of girls, and the close investigation of their business revealed the fact that the percentage of cost on handkerchief sales was too high. Their thought was to reduce the pay of the girls, who were getting about $4 per week; but the expert to whom they happened to put this question told them they were wrong. They did not want to replace five girls at $4 with five girls at $3.50, but needed to make four girls at $7, cost them less on their sales than they were now paying. They accomplished what they were after; and I shall tell you about it later on. What I wanted to bring out was the fact that the reduction of, say, 8 p.c. wages expense on sales may not involve the cutting down of the rate at which your help is now being paid, but may probably, and more likely, mean the increase in the efficiency of the help so that, while the wages remain as now, or increase, your ratio of expense decreases. So, as I said of the rental problem these riddles will stimulate you to become a better merchant every day you work at them.

Keep Prices in the Memory.

And right here I think of a point I cannot put off. In the issue on July 16th of this paper, on page 43, you will find an article dealing in a sort of price-book for your clerks to use; and I say: Have none of it. There is just one place for prices and that is in the memory of the seller. And if you answer that many people have memories that are too poor to retain the 2,000 prices of your stock, I say that memory is just like muscle—it grows in size and strength in precisely the proportion in which you exercise it. Train your boys from the order counter outward to the front, and drill them so they will never hesitate for an instant on any price. Let one sample package of the less active stocks be marked with a sticker, but insist on the prices being accurately remembered.

Value of Concentration.

Many years ago I was disgusted to find that I was asking the elder Johnson the price on this and that almost daily, and I resolved to quit it. I determined that thereafter I would know a price after I had first heard it. When a figure was given me thereafter I repeated it to myself, concentrating my mind on that one point until I knew that I could not forget; and in a few weeks, yes; in a few days, I knew every price in the store. With that kind of foundation, I could build up every market change with unfailing accuracy, and it was not long before our regular customers stopped referring to the "Old Man" for confirmation of any price I named, for they gained confidence through finding me right.

It is all a matter of studiousness, attention, concentration. It is a habit which can be cultivated to full fruition by anybody, should be cultivated by everybody, and I say: Go to it—and away with price books.

Made Specialty in Butter, Eggs, Cheese and Tea

A Successful Grocer Found That Quality in These Staples was Sufficient to Get and Keep Customers — Always Made it a Point to Tell His Patrons Exact Nature of the Goods—Considered This Scheme Part of His Advertising Plan.

"Good butter, good eggs, good cheese and good tea"!

There is at least one grocer who built up his business by making a specialty of butter eggs, cheese and tea. The story of his success was told by a business man—a friend—who seemed to take particular pleasure in being able to declare that this particular grocer had depended upon these staple goods. The friend's story was about as follows:

"When this grocer opened his little store, I was one of the first to make a purchase being well acquainted with him, and I remember that in the window he had a printed card stating that the butter and eggs on display were absolutely fresh and good. He did not choose this campaign in a haphazard manner, but simply determined to follow it.

"And I think his plan was a wise one. Butter and tea are necessities. They are used at practically every meal, and because of this fact they must be of unquestionable quality in order to please, and when people want eggs they want good eggs. Well, the best of grocers cannot always get the highest class of goods, but this fellow always told his customers the conditions of the goods exactly as they were, or at least as he knew them to be. If the butter was a little off in color or flavor—which was very seldom—he would say so, advising only a small purchase until he had better stock.

Source of Supply.

"To make sure that his produce was good he had a certain number of farmers from whom he obtained his supplies. He had impressed upon them his care in getting quality, and when there was any trouble he was not slow to mention the fact to the offender. These occasions were few, however, and for the most part his supplies were of the best. There were times when he did not make a heavy profit on these special goods, but he regarded the idea as a part of his advertising scheme, and was not expecting to reap heavily from this department of his business.

His Cheese Trade.

"I was forgetting that he also specialized in cheese. It is hardly necessary to say that he used every effort to get quality in this article, as in the other lines mentioned. He had only a poor knowledge of cheese when he began business, but he had a friend who knew cheese from A to Z, and it was not long before this retailer was a good judge. Some grocers are satisfied when they buy a single cheese forgetting that what pleases one consumer may not meet with the favor of another. Some cheese are mild, others strong, and there are medium grades.

"It was not long until he had all three in his store, and by this means he was able to cater to different tastes. He believed that this assisted considerably to swell his general business.

"And then about tea! He had grasped every opportunity during his clerkship days to learn teas and when he was in business for himself he could talk to his customers intelligently about it. That was the beginning of his business, and the quality he demanded in these staples he was careful to secure in the other goods. He attributes his success largely due to this simple, yet effective plan."

Other cases of this kind are known to the writer, although cheese and tea were substituted for other articles almost in equal demand. The grocers referred to admit that they had set out with the determination to specialize along those staple lines although it took many months before good results were apparent.

Things That Shouldn't Be



Grocers or their clerks should not address children in a harsh manner as if serving them were not worth while. Their young natures are sensitive and they invariably inform their parents of the reception they receive.

Sugar Prices Cut, Under Weight Given Claims a Competitor

Vancouver, August 11. — "Twenty pounds of yellow sugar for $1," is the alluring line in a local retail firm's advertisement, for yellow sugar jobs at $5.15 when it is bought by the sack. One grocer secured one dollar's worth, from his competitor, asking for it that way and not calling for twenty pounds. When he weighed it he found that there was just seventeen pounds and a half. It may not have been cheating, but it was sharp practice and shows how such stores can advertise standard articles at prices less than cost. In this instance, the grocer says it was not sold as advertised. This complaint is not made of one store alone, and cases have been quoted in the past along the wholesale line where dealers offer what are supposed to be bargain prices and take it out in the weight, when the particular thing is not called for as advertised. One hundred pound packs of potatoes presumably, have been known to weigh but 85 pounds.

In another cash store, where special attractions were offered at cut prices, the statement was made by one of the clerks that the advertisement was used to get people into the store, the object being to sell some other of the same staple at the regular price. When the customer gets wise to this procedure it will be seen that he gains nothing for running around, except losing credit with his regular dealer. It stands to reason that people are not in the store business for the benefit of the public and must make money.

For instance, a buyer went into a department store one day this week to get something advertised at a bargain rate. When the request was made for it at the price stated, the reply of the clerk was that it was all gone, and "Do you expect us to give things away all the time?" "Was it ever sold?" came back the interrogation, and the answer has yet to be filed.

NEWFOUNDLAND FISHERIES.

The trap fishery is practically closed down all along the coast, says The Trade Review, St. John's, Newfoundland, and the aggregate catch is much smaller than for many years. South and west it will not be so bad, but from Bacalieu, north, it is almost a blank. The northern man's only hope now is the "squid scull," and, as small catches have been taken on squid by hook and liners at one or two places, the position may not be so bad by reeling-up time. The Straits fishery, by last reports, will be very much below the average, and the upper part of the Labrador has done nothing with traps and very little with hook and line. All the floaters have gone north of Cape Harrison, where fish is reported plentiful, and they may secure paying voyages; but the outlook is blue for the stationers on the southern part of the coast.

The Canadian Match Company, Limited, were recently granted a Dominion charter. In addition to carrying on a regular lumber business they will also manufacture matches. The company is capitalized at $250,000.



The above map roughly represents the three great Western Canadian Provinces, showing just where the crops are good, fair and poor. Generally speaking the wheat crops south of the main line of the C. P. R. are poor while those above are good. The wheat yield is now conservatively estimated at 90,000 bushels, considerably more than was expected 3 weeks or a month ago.

Practical Methods Used in Retail Grocery Stores

Vancouver Retailers Complaining That They are Unfairly Treated with Respect To Price Quotations—Montreal Merchant Believes in Payments by Cheque Only —A Camp Goods Advertisement from Victoria, B. C. — Importance Placed on Cleanliness by Quebec Retailer.

Raising Prices to Retailers.

Vancouver, B.C., August 11.—To The Canadian Grocer to-day, a local retailer discussed the actions of some commission men, who take advantage of a man's necessity and ask higher prices, in fact have no stated price for goods. It is reasonable to suppose he maintains that there would be a standard price, but if a grocer wants something in a hurry the price is quite stiff, whereas if the firm wants to sell, the figure is extremely reasonable. This retailer knew of instances where the price say on potatoes differed from $3 to $6 in the quotations of one firm. It is this sort of action, he says, that has started the farmer and customer in Seattle to organize a company which intends establishing a string of co-operative stores. The general wholesale dealer is different, as he carries standard goods which call for more steady quotations.

Paying Bills by Cheque.

Montreal, Aug. 11.—Payment by cheque is a method that is endorsed by a large number of business men and it is claimed equally applicable to those in the grocery trade. A Montreal merchant who pays everything by cheque spoke of the custom as follows:

"It is bad business to-day for a business man or, indeed, for an ordinary individual, to pay bills in cash. A mere memorandum or an entry in a book to the effect that a bill was paid on such a day is not proof positive that the bill was paid. Retail dealers should pay as little cash out over the counter or from the money drawer as possible. All money received should be deposited in the bank and then bills paid by cheque. A cheque is a receipt and it is rendered still more a receipt if it is stated on the face of the cheque what is was given for. There is no objection to entering into particulars as to what the cheque paid for, on the face of the cheque; and it is the safest kind of guarantee that the bill has been paid. Dealers, no matter how small or how limited their operations, should use the bank."

A Good Camp Goods Ad.

Victoria, B.C., Aug. 10.—Dixi H. Ross & Co. recently made a direct appeal to the public to get their summer camp orders in their large advertising space in the Victoria press.

This company believes in suggesting summer camp goods and in their advertisement they name about 80 specific articles with the price opposite each in heavy black type.

The head-line of this ad. reads: "Some Dixi H. Ross Suggestions For Your Summer Camp Orders." Following that is their conversation: "Even when summering out at your cottage or camp in the pure ozone laden sea air or amid fresh pinewood breezes, remember good pure foods are a necessity to good health. Poor groceries are dear at any price—expensive investments. Our groceries cannot be bettered anywhere and our prices are as low as is consistent with a high-grade stock. We make a specialty of cleanliness as well as purity. Hundreds of Victorian house-wives testify to the fact that the Dixi H. Ross Store is headquarters for good things to eat and drink. With our increased facilities, our unrivalled stock of imported European goods, and our fine delivery service, we can serve your interests even more acceptably than than ever before."

This is followed up by a list of goods and their prices above referred to.

Particular About Cleanliness.

Quebec, August 11.—Cleanliness is the motto of A. Drolet, a grocer of this city who is as scrupulous regarding the general appearance of his place of business as it is possible to get it. Every morning the floor is carefully swept and any dust that may collect on the goods is taken off with a wet cloth to prevent it getting onto other goods. The front windows are washed frequently and are not allowed to get dirty. The scales and cash register are covered every night with cloths especially prepared for them in order to prevent the dust and flies settling on them. Great care is given bottles, biscuit and spice receptacles, measures, etc. Vegetables are not kept in the store and thus any odors good or bad arising from them are kept out of the store. A special place at the rear was made for them.

The store is well equipped with electric lights, the cellar is well ventilated and the clerks wear white linen garments. They unite to keep the store up to a high standard.

Self-measuring oil pumps allow coal oil to be handled cleanly.

Three windows and two doors give the store a wide appearance and presents an inviting front. The proprietor appreciates exclamations such as, "You have a very clean and neat store" from his customers, because it is his aim to make it clean and bright.

Fly Poison Window.

Bracebridge, Ont., Aug. 11. — Kirk Bros. have one of their large windows dressed in up-to-date style. This window is completely filled with various kinds of fly poison and might be termed a "Death to Flies" window. The base is made of fly-paper piled tier upon tier while poison pads are used for the pillars reaching to the ceiling. This window is favorably commented on by many tourists, farmers and town people.

Specialty of Butter and Eggs.

Calgary, Alta., Aug. 11.—Asked as to how he built up his business a grocer of this city said, "I made a specialty of butter and eggs when I opened my business about ten years ago, and I advertized those articles as much as I could. Understand, I did not neglect the grocery end of the business for my stock was of first-class quality, but I did not want to advertise that idea. I felt it would be a better ad. to call attention to these lines, butter and eggs. Everybody used them, and the majority of people wanted the best quality. I made arrangements with a number of farmers to give me their entire supply. People who came to buy butter or eggs also made purchases of other goods and thus was the thin edge of the wedge entered. It did not happen during the first month or the first year. The growth was gradual and in all that time I did not cease my vigilance on the quality of the butter and eggs I handled. I always examined samples of the eggs to make sure they were fresh and I was equally careful to watch the quality of the butter I received."

Aims to Get a Fair Profit.

Toronto, August, 11.—"Quality and straight prices have been two aims that I have always kept in mind, and I believe that they have been responsible for the business that I have built up. They are both so easy to follow that any one can adopt the same system.

"I determined to try to cultivate the bettter class of trade and to that end I investigated different varieties of goods to make sure that I was on the right track. How I did this is a rather long story. Some of them I tried myself. In other cases I asked the advice of friends, I visited the best grocery stores and enquired there about them, and I always read advertisements just for the information they gave about the different goods. Having bought quality goods, my other rule was that as long as I was in the business I would get a fair price or quit. That is the only secret I have to my business, and I think it should be the foundation for any other that is aiming at success."

Such is the testimony of a Yonge St. grocer.

Reversing Cash Discounts on Overdue Accounts

Should Cash Discounts be Deducted from Purchase Invoices and Merchandise or Purchase Account Charged With the Net Amount?—The Retailer's and Creditor's Views—Reasonable Treatment of Customer's Account—When Cash Discounts Should not be Allowed—Not Obligatory to Allow any Cash Discount After Period has Elapsed.

By Howard R. Wellington.

This is a matter which has probably been brought more forcibly to our attention within the last few years on account of the new customs regulations which permit of a certain rate for cash discounts being deducted from the face of invoices, the duty being calculated on the balance or the net amount.

A number of concerns allow this amount to be deducted, and the net amount of the invoice charged against merchandise or purchase account. This method of treatment is, however, not correct, as cash discount is a rebate for prompt payment, and has absolutely nothing to do with the cost of goods, nor should it enter into the basis of figuring the selling price by adding a certain percentage on the cost.

The correct treatment of all invoices on which cash discounts have been deducted is to run through the amount deducted and charge the original or gross amount to the correct accounts. Then, when the account is paid, the cash discounts should be credited in the usual way to purchase discount, discount or interest account, whichever title is used.

It has been argued against this method that merchandise account should be charged with the actual cost of the goods, and that all discounts, including cash discounts, should be deducted from the face of each invoice before being charged.

Anyone taking the latter view may be asked the question "What would be done in case it was decided to take 'time' on the account and lose the cash discount?" In such a case there would be no cash discount deducted and merchandise account would be charged with the full original amount of the invoice.

Again, it is necessary, as a rule, to borrow money either on note or discounts in order to take advantage of cash discounts, and charges in this connection are charged against discount account. Similarly, why should not discounts, earned by the use of this borrowed money, be credited to the same account, so as to show at the end of the year the amount paid the bank on borrowed money, on one side, and the amount earned by cash discount on the other or credit side?

The Treatment of Freight.

When a concern delivers goods, should the freight allowance be deducted before calculating cash discounts or afterward? The question may be argued both ways. From the buyer's standpoint, the freight has nothing to do with the invoice, and if the goods are delivered at a certain point, the freight should have been prepaid, or allowed from settlement after cash discount has been calculated.

From the seller's standpoint the freight is in the nature of a rebate, a concession or credit note and should therefore be deducted from the face of invoice covering the goods purchased, and the cash discount figured on the net amount when settlement is made.

Both these views are right in a way, but we believe the proper course to take is the first one outlined above, which is, that the freight should not enter into the calculation of cash discount, which is figured on the amount of the invoice before freight is deducted.

There has been a tendency during the last few years to decrease, rather than increase, the cash discount rebate, the result being that few firms to-day allow more than 2 p.c. for cash.

Of course, the buyer must bear in mind that if a large cash discount is offered, it is necessary for the manufacturer or jobber to add a sufficient percentage to his cost to provide for this extra rebate. Competition on general lines is so keen to-day that more than a fair profit cannot be made, and price and value should always be taken into consideration when a comparison is made between goods offered by a concern allowing a large percentage for cash discount, and that allowing only a small percentage.

Reversing Cash Discounts.

If the retailer does not pay his account within the discount period, is he entitled to any cash discount? A customer in the west wrote us recently asking for our candid opinion upon this subject. He had accepted a draft payable within a discount period, but unable to take up the draft when due, he writes his creditors stating the facts and asking for a renewal. The extension is granted, but the cash discount, already allowed him, is charged back, and in addition, interest on the renewal for the extra time.

It would seem that the reasonable treatment of a customer's account in such a case would be to charge back the cash discount, and redraw, adding exchange only, provided, of course that the extension asked for did not go beyond the "Net Terms" period, as usually, goods are sold with both a discount period and a net term period. If, however, a renewal is requested for only a short period, say fifteen or thirty days, it seems reasonable to expect that a portion, at least, of the cash discount be allowed, even though interest be charged for the extra time, but certainly the full discount should not be allowed.

The manufacturer, wholesaler or jobber, as the case may be, imports his goods in large quantities in order to better serve the retailer by giving him the closest possible prices and carrying a heavy stock so as to supply goods when wanted. Usually advantage is taken of cash discounts, in fact some of the houses will give no other terms, and it means therefore a vast outlay of money, part of which it is altogether likely is borrowed from the bank at certain seasons of the year, and on which interest will be paid. It is obvious, therefore, that cash discount, which importer earns on his purchases is very often more than wiped out by the interest on the amount invested.

Percentage Added for Selling Price.

Again, selling prices are based on an advance of a certain percentage on cost, the cash discount being looked upon simply as an inducement for the customer to pay his account promptly; in other words, cash discount is a rebate for prompt payment and most certainly should not be allowed if accounts are not paid within the required time.

In our experience a number of methods have been pursued in regard to this matter of cash discount on renewals, and we might enumerate some of the cases as follows:

1. Charge back full cash discount and renew amount of account without adding interest, but charging bank exchange, providing, of course that the time requested by the customer does not extend beyond the "Net terms" period. If goods are sold only on the discount period, interest would then be added as well.
2. When part of the draft is paid, allow cash discount on this amount only, charging back the balance and adding interest and exchange on the amount.
3. When the whole amount of draft is returned, and renewal is requested for say thirty days, allow one-half cash discount, renew amount, adding interest and exchange.
4. When the whole amount of draft is returned and renewal requested for thirty and sixty days, allow proportion of cash discount on each draft, and add interest and exchange on renewal.

Strictly speaking, it is not obligatory to allow any cash discount after the discount period has elapsed, and while a proportion is sometimes allowed, the retailer should not expect it.

It must be remembered, too, that where a large number of renewals are desired by customers, a corresponding amount of work is entailed in an office in the way of letter writing, drawing drafts, posting to ledger, banking, etc., and while this may not appear to the average customer as an expense, it certainly takes a great deal of valuable time to look after these matters.

The "Grocer's Hump" of the Hamilton, Ont., Retail Grocers' Association will be held this year on August 31st. The name of the trysting place is being kept a secret. An invitation has been sent to members of the Brantford association to attend.



Value of a Smart Delivery in the Grocery Business

A First Prize Outfit and Impression It Made on a Merchant's Customers—Satisfaction to the Owner In Knowing He Had A Neat Up-to-date Delivery.

Toronto, Aug. 10.—There are not a few grocers to-day who take particular pains to maintain their delivery equipment in the best conditions within their means. The horse has within his veins blood that has been pedigreed, the harness and trappings are well polished, substantial and neat, and the vehicle is a masterpiece of the modern wagon-maker's art. And sometimes as grocers of this class stop to ponder upon the question they may be confronted with the query "does it pay?" Does all this extra trouble to ensure a decent equipment bring me any more returns than

Worth While in Business.

Smart delivery equipages have always been one of the aims of R. Davies & Son. They have had good horseflesh before and having once set up that standard it was quite natural to maintain it. Mr. Davies stated that he looked upon a neat delivery outfit as an asset to business. Its results were felt more indirectly than directly. Customers always commented favorably upon it and in this last instance expressed their pleasure and satisfaction that Mr. Davies had carried off the first prize.

Others who were not customers would



A First Prize Delivery Outfit Which Makes An Impression on Customers.

the simple satisfaction I receive from knowing that my delivery service is, in appearance, as good as money will buy?

In the accompanying photograph there is presented the splendid delivery outfit of R. Davies & Son, grocers, Homewood Ave, Toronto, the winner of a silver cup at the Open Air Horse Show on Dominion Day.

It carried off first honors in the competition for grocers' delivery outfits and the whole equipment is one of which any merchant might well be proud. "The horse' is a four year old gelding, high spirited and yet not flighty or out of place with the delivery wagon.

undoubtedly note the fine appearance of the outfit, although Mr. Davies was too modest to make an assertion in this regard. The people of to-day accept these outward signs as indicative of the character of the whole buisness and in the great majority of cases it is safe to follow that plan. Therefore it would be expressing a truism to say: "By their delivery outfits, ye shall know them," when referring to grocers.

When a grocer has a stock of goods that is of the best quality, his methods of impressing that fact upon the buying public are manifold. It may be well said, that a smart, well-kept delivery outfit goes a long way to establish and confirm that impression. Of the above outfit, the horse speaks for himself. The picture does not bring out the details of the wagon and harness. The latter is new and bright with metal buckles, etc., well polished. The wagon has rubber tires, brass hubs and in other details brass and silver are conspicuous. The lettering is appropriate and attractive. The whole is in good taste as grocers in general will agree and especially those who are as painstaking with this department of their business as are both R. Davies, senior and junior.

OTTAWA GROCERS' PICNIC.

Their Annual Outing Was at Cornwall This Year.

Ottawa, Aug. 10.—One thousand members and friends of the local Grocers' Association attended the picnic of that organization to St. Lawrence Park, Cornwall, last week. The weather proved ideal, not a single shower marring the sport, and when the train arrived back in Ottawa at 10.15 p.m., it contained a tired though happy crowd.

At the park a long programme of sports was held, the feature being the baseball game between teams from Ottawa and Hull. The Ottawa nine was captained by Fred McNeil, while M. Lafleche led the Hull team into the fray. After a close game, Hull won out by the score of 8 to 9. A guessing contest was also conducted and entered by a large number.

Another decidedly popular feature was the dancing platform erected on the grounds. This was in demand every moment, and an orchestra and pipe band were kept busy furnishing the music.

Great credit is due the committee who brought the event to so successful an end. The committee was composed of A. P. Johnston, chairman; T. W. Collins, Duncan Bell and C. B. McLean.

A Canadian meat packing company, in sending out circulars to the trade, points out that smoked meats should be unpacked and hung in a cool dry place, as soon as received. It is also stated that covered meats will show mould during the warm weather, which is unavoidable.

Selfridge's departmental store, London, Eng., have adopted an original way of ensuring rigid exactitude in all their announcements. The firm pay out 5s. to the assistant who first points out any mis-statement or error (other than purely typographical) in an advertisement.

The Canadian Grocer

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CANNED PEAS SHORT.

There has been a big grab for canned peas and still jobbers are short. The trouble is that there was not a sufficient quantity packed to supply all demands and there is not the remotest chance of prices coming down.

One jobber states that he could only secure 250 cases out of every 1,000 ordered. Another says that there will be no more than a 60 per cent. delivery.

In Toronto this week some wholesalers didn't have a case of peas to sell for present delivery, so low have the old stocks been run.

Retailers, therefore, who have not contracted for their canned peas should delay no longer. Prices are sure not to be lower and there is every possibility of them going up. Of course there is the limited price when stock will be imported.

Demand for peas has rapidly been soaring in recent years and retailers should pay particular attention to this article.

DOES NOT HIT INDIVIDUALS.

President J. Gibson, and Secretary Sargeant, of the Canadian Commercial Travelers' Association, Toronto, are visiting British Columbia, making inquiries into the working of the new tax imposed on corporations by that province. They report that it is intended to hit only incorporated stock companies of limited liability, and no tax is imposed upon individuals who sell on their own account. A commission merchant, therefore, residing at Toronto, Winnipeg or Calgary, selling goods for himself rather than for a company, which he represents, can do business without interference in British Columbia.

ANALYSIS OF MILK.

Bulletin No. 208 has just been issued by the Inland Revenue Department in reference to condensed and evaporated milk inspection. The results are set out in tabulated form and Chief Analyst McGill states that "an inspection of these tables shows that considerable care is taken in the manufacture of concentrated milk. In most cases the difference in fat value between the averages for 1908 and 1910 is less than one-half of one per cent.; and with a legalized standard to be met, it is reasonable to believe that future inspections of this article will show still more constancy and uniformity in the output.

"Attention has more than once been called to the misuse of the term cream in naming unsweetened condensed milk. The word cream has a perfectly definite and well understood signification, and is legally defined as follows: 'Cream is that portion of milk, rich in milk fat, which rises to the surface of milk on standing, or is separated from it by centrifugal force, is fresh and clean, and contains (unless otherwise specified), not less than eighteen (18) per cent. of milk fat.'

"It is manifestly misleading to apply such a term to the article tabulated in Table II. Such an article is more truly described as Evaporated Milk, and is defined for purposes of the Act as follows: 'Evaporated milk is milk from which a considerable portion of water has been evaporated, and contains not less than 26 per cent. of milk solids, and not less than 7.20 per cent. of milk fat.'

"Evaporated milk is quantitatively defined in terms of Total Milk Solids, and Milk Fat."

In the case of Evaporated Milk the standard for total solids is placed at 26 per cent. and 7.2 for milk fat.

"The standards in question," says Mr. McGill, "have been adopted after very careful study of the subject, and the fact they they are fully met by three brands out of 9, and are met within one half of one per cent. of fat by six proves that the requirements are reasonable."

For condensed milk the corresponding standard limits are 28 p.c. of milk solids and 7.7 per cent. of fat. The fat percentage is the more important.

"Twelve brands of 23 reach the required standard for fat, while five other come within one-half of one per cent. of its requirements. Of the remaining brands some are professedly manufactured from skimmed milk. This finding would therefore seem to support the reasonableness of our standards, as regards milk fat content for Condensed Milk."

ATTEND THE EXHIBITIONS.

During the next few weeks fairs and exhibitions will be in progress in almost every city, town and village throughout the Dominion, and merchants generally, should receive direct benefit from these exhibitions.

There are several reasons why the merchants should interest themselves in the various exhibits. In the first place an exhibition of goods brings out the science of display. Many of the exhibits are designed and arranged by experts or by men who give the display feature considerable thought. By studying the display methods in the various booths the merchant will unconsciously carry away many ideas, which will assist him in keeping up the appearance and attraction of his own store.

An excellent opportunity is also given the merchant to secure knowledge about the goods which he sells. An adequate knowledge of all goods in the retail stock is necessary in order to make satisfactory sales. The merchant and his clerks are afforded no better opportunity to study the goods, which he has in his store at home, then at the ex- in his store at home, than at the exhibitor to show the goods and explain every part and every feature of the article. And every merchant knows how valuable such information is when he is trying to sell the article to a customer.

Let the merchants and their employes everywhere take advantage of the fair or exhibition in their own community, and elsewhere if possible, with the definite object in view to gather hints whereby they can improve their own business.

APPLES NOT PROMISING.

It is now a certainty that the apple crop is not going to be up to the average in the various provinces of the Dominion, with the exception of British Columbia. This refers more particularly to winter apples and means that next winter apples will be expensive property.

Fruit men in Western Ontario say that there will not likely be any for export. The June drop in the prospects was very heavy throughout Ontario. The same applies to Southwestern Quebec, where the crop with the exception of early varieties will be below the average.

In New Brunswick, due to prolonged wet weather at the wrong time, apples will be light. The Annapolis, Cornwallis and Gaspereau valleys of Nova

Scotia are not promising for anything better than the average. Other sections are better, but still others are worse, and it is estimated that the exports from Nova Scotia will not exceed 350,000 barrels this year, or less than one-half of last year's exports, This is a conservative estimate.

Late frosts in Prince Edward Island caused considerable injury.

The chief causes assigned for the above rather gloomy conditions are unfavorable weather, and the fact that trees have been exhausted to some extent by having borne so many good crops in the past.

British Columbia, however, will likely show a substantial increase, not only in apples, but in pears, plums and apricots.

STRENGTHENING THE FIRM.

The idea of holding annual conferences is spreading among manufacturers and it would be a good thing if retail firms with large staffs would do the same.

Last week the Canadian traveling staff of the Quaker Oats Co. met at Peterboro, and after their business conference went for a boat trip on the nearby lakes.

Such meetings and outings serve to bring about an interchange of ideas and to promote sociability. Several retail firms have learned this and annually have some sort of a sociable time. But the idea should spread a little faster.

IGNORANCE IN CUTTING PRICES.

Imagine a grocer buying a crate of berries at 14 cents a box and selling them at 15 cents. And yet this is known to have occurred and represents a type of merchant, namely the man who is in the grocery business and knows more about guiding a plow or running a machine—the work from which he was lured by prospects of a snap and a little grocery store to call his own.

The illustrations of sheer ignorance of even the first principles would scarcely be believed unless seen. The man who bought and sold the berries mentioned above was guided by his neighbor. A third party relates the story as follows: "I had bought berries which were even better than his and I paid only twelve cents. That allowed me three cents a box and I was satisfied. I saw this buyer and engaged in conversation with him only to find that the wholesale fruitman had "beaten" him. I told him that he would have to sell the berries for more than fifteen cents to make a half decent profit, but he replied that his neighbor was selling at 15 cents and he would have to do the same. I saw that he was trying to follow a nearby grocer as to selling price, but he had entirely overlooked the buying price."

Another grocer was recently known to be losing ten cents on every basket of cherries he handled and was tickled because he was disposing of five or six baskets a day. A third was buying potatoes by the barrel, paying 30 cents a peck, and was retailing them by the peck and receiving just 30 cents.

These three examples are not fictitious at all. They show just how little some people know of business.

A traveler stated the other day that he often finds similar instances of an entire lacking of the business sense and further that when he pointed out in a kindly manner that the grocer was losing money the latter became angry. Others of course were happy to learn the truth.

When a grocer finds competitors underselling him and from actual ignorance of the essentials of business, he is tempted to let them go, but one store of this kind has a demoralizing effect on all the others in the community. The man who sold the cherries losing ten cents on each basket would have sold twenty-five baskets during the day if more buyers had known the price at which he was selling. In these cases the man who does not know ought to be pitied and mildly corrected.

COMPETITORS AS FRIENDS.

Friendly relations between competitors in the same town are always pleasing to hear and more particularly when there is no trade association. Organization naturally brings men closer together and tends to make them appreciate one another.

Here is an instance told by a representative of The Canadian Grocer in Manitoba:

"I have for a long time been thinking that trade conditions were improving and even that the world was getting better, but this has never been more satisfactorily demonstrated to me than when this week I met two rival merchants in a Manitoba village standing together, talking about matters in the most friendly manner. I introduced myself to the one who was pointed out to me as the merchant for whom I was looking, and he at once introduced me to the other as his friend in the same line of business.

"After I made myself feel sure that I did not misunderstand, I congratulated them on the elevated position they had attained in commercial life, and when I explained to them the object of my visit they subscribed for The Canadian Grocer, each paying half. It will be read by them both. While I would have preferred a subscription from each, I never was better pleased by any favor on the road, than with this particular and unique expression of good feeling between rival merchants."

Let the merchants all take a lesson from this and eliminate their petty jealousies. They should not only "live and let live," but live and help others to live, and all will benefit by the system.

EVILS OF PRICE CUTTING.

Price-cutting among merchants is always a source of trouble. Bad feeling is produced and profits are sacrificed in order to outdo the other fellow. Sometimes the results are disastrous.

A striking instance has recently come to light. In an Ontario town there were eight stores. Price-cutting was started and carried on, and ultimately five stores were obliged to go out of business.

One of the survivors, interviewed in the matter, said he attributed these failures to an epidemic of price-slashing, from which the benefit to the merchant was negligible and which disorganized the normal buying habit. He believes in keen competition, but at the same time, in being on friendly terms with competitors. A Merchants' Association once existed in his town, but fell through. He recognizes that such an association is desirable and that at the present time, were it in existence, advance prices could be more easily secured and that, instead of merchants being afraid of setting prices higher than other competitors, they could, through mutual agreement, and as the result of co-operation, apply advances in accordance with increased cost. Such an association, he thinks, should not be formed only of town merchants, but country storekeepers in the surrounding district should be induced to join.

It is quite legitimate to cut prices of some lines as leaders to make a drawing attraction to induce customers into the store, but regular goods should not be marked away up beyond reasonable prices to make up for reductions on special lines. They should rather strengthen the impression of good values made on the customer, so that, as has been observed, clerks may be enthusiastic over values generally. It is impossible for them to be so if they discover that pricing is not based on sound merchandizing principles.

ST. JOHN BOARD WITHDRAWS.

The St. John, N.B., Board of Trade has definitely decided not to send delegates to the annual meeting of the Maritime Board of Trade, at Chatham, N.B., this year. At last year's meeting the local board withdrew and they have not since, it is stated, found reasons for re-affiliating.

Puzzle to Know what Constitutes a "Good" Grocer

So Writes a Traveler Who Has Visited Grocers in all Parts of the Dominion—The Varieties He Meets With and Something About the Jealousies in the Trade—Watching One's Competitors.

By F. R. Mortimer.

The more one comes in contact with the great army of grocers, as he wanders from city to town and town to hamlet through the Dominion, the more is he puzzled to know what constitutes a good grocer. He meets with so many different dispositions and methods of doing business that he is entirely at a loss to frame a description that will include them all.

There is the jolly good fellow, the sensible dignified business man, the hot headed quick-tempered crank, the sullen stubborn nature, the particularly wise mortal, the rough and ready, the polished and the unpolished, the courteous and the rude. All these varieties of grocers are trying to do their best to serve the public.

One thing strikes the observer as very evident, and this that they did not all attend the same school, and that there is no regular system of training. The majority must simply have "growed up" to be grocers, without having been goverened by any fundamental rules or without the idea that the business they were in was a science pure and simple, and that it was only another instance of the survival of the fittest. Some have developed into excellent merchants, and are a credit to themselves and their towns. Others are fairly successful, while many others are far below the average, and are absolute failures. But even the poorest have some qualities which the best of them might copy and practice with profit. What a vast amount of strength and improvement could be gained by the grocery trade if they would learn to drop the error of jealousy and unitedly work to raise the standard of their trade.

Narrow Minds in the Trade.

If the entire trade were carefully examined it would be found that the majority of cases of trade bigotry and narrow, petty ideas, would be found among the small dealers.

It is among the small traders, those who are struggling along, that this spirit predominates. Thank goodness there are some in this class who are worthy of the name of being grocers, even if they have not yet made their mark. It is also sad to think of the number of the more prosperous, who are guilty of the same charge. What excellent merchants could be produced by sifting out the best of the experiences of the many? Where would there be a chance for any mechanic, etc., to open a business without previous training had he to compete with a class of grocers, who would be developed in that manner.

It is some consolation to know that a large number of the trade are getting away from that delusion that the individual gains something by withholding knowledge from others. Just a little bit of the milk of human kindness—that which gives rise to the fellowship of man—would go a long way to improving the personal relations existing among the trade.

Much to Learn.

Do not imagine that you know all about the grocery business. Those who are possessed of that opinion are generally not as wise as they think they are. A grocer of this kind is monarch of all he surveys within the walls of his own store, but beyond that he cares for nothing except to watch the door of his competitor to see how many of his customers enter there.

The history of the grocery trade tells of hundreds of this kind. They tried to watch the business of each of their customers, only to come to grief with such a burden on their shoulders.

The man of small ideas is not the big successful man, no matter in what line you investigate. It is said that competition is the life of trade; and doubtless it is true to a certain extent, but it is lamentable that it is responsible for much of the envy, and antagonism that exists in trade.

Sudbury Grocers are Looking Out for Legitimate Profits

Sudbury, Ont., Aug. 10.—The newly formed Retail Grocers' Association held another full meeting last week and every member voiced his sentiments in favor of the organization. The proceedings were noted for the good fellowship displayed and for the unanimous votes given to each motion.

The members expect that their association will before long remove many of the difficulties now besetting the trade.

One question discussed was the fixed selling price for certain lines and the prices on lines showing a bare margin of profit. It was decided that each member compile a list and that a committee of the whole decide what is a fair legitimate profit on these lines. The new prices are expected to go into operation next week.

The transient traders have proved a sore point calling for immediate and drastic action. The license fee here is only $50, and it is remarkable the amount of damage an active, hustling transient can do for this comparatively small sum. He comes into town with his car of produce, apples, potatoes, etc., sells what he can to the merchants and then proceeds to peddle his surplus to the householder at any price. But according to the grocers he will have his license fee raised. If this cannot be done, the merchants say they will not purchase his goods so that in any case he is not going to have such an easy time.

NOVA SCOTIA CROPS.

Everything Promises Well With the Exception of Fruits.

Halifax, N.S., Aug. 10.—M. Cumming, secretary for Agriculture, has just issued the Provincial Government crop report. The report in part says:—

Hay crop, immense; grain, potatoes, roots, excellent; pastures never better; live stock flourishing—in fact, a record year for the general farmer; but, fruit, a dismal failure. Such is the season of 1910. Even including the failure in fruit it will be a great year for Nova Scotia. There will be fodder in abundance, and the farmer will be encouraged to multiply his live stock holdings, and those animals that he now possess will be in better thrift and give greater returns than for years. And it will not be all lost in the fruit sections. The trees are growing and storing up food for other years' crops. This year's famine is the precursor of record fruit years to come.

NEW ACCOUNT REGISTER CO.

A Federal charter has been granted to the "Account Register and Loose Leaf Co., Ltd., Ottawa, to manufacture, etc., account registers, loose leaf accounting systems, etc. The incorporators are Joseph Foster, C. J. F. Price, J. G. Gibson, and H. H. Williams.

TRADE NOTES.

O. S. Matchett, representative of Chas. Rishor, wholesale grocer, Peterboro, Ont., was a visitor at the Toronto office of The Grocer on Monday.

At a meeting of the creditors of Godard Bros, general merchants, of Elgin, Albert County, N.B., held last week, liabilities were shown to be $20,000. An offer of 50 cents in thirty days was accepted, and a committee appointed to secure the approval of the other creditors.

H. L. Nelson and H. M. McLellan, of Campbellton, N.B., general merchants, have assigned to Sheriff Stewart. The liabilities are $6,500 and assets, $3,500.

Elizabeth Henderson, Philadelphia; Harriete McCready, John T. McCready, Kenneth J. MacRae, St. John, and Percy E. Fownes, of Sydney, are applying for incorporation as McCready & Son, Ltd., to carry on the vinegar and pickle business of Thomas McCready & Sons, of this city. The capital stock is $50,000 and the head office of the company will be in Fairville, St. John County, N.B.

The annual picnic for the employes and their families, given by the Montreal Biscuit Co., took place on Saturday, July 30th. The destination of the 300 who took in the event was Hudson, Que. A special train took them out and returned in the evening. A program of sports occupied the greater part of the afternoon, among which was one special event for the confectionery jobbers who were invited to attend.

The Grocery Clerk in the Eyes of the Employer

Calgary Grocer's Experience With the Variety Who are out of the Store Before the Whistle Stops Blowing—Merchant Thinks the Clerk Should Receive Fair Wages—One of the Latter Gives His Opinion on Employers.

With the exception of regular payments on the part of customers and a steadily growing business there is nothing more satisfying to the average grocer than the hearty co-operation of his staff of clerks. The knowledge that those in his employ are taking a deep interest in the welfare of the store, that they realize the importance of the part they play in the building up of their employer's success is a guarantee that things are running smoothly.

W. C. Miller, a Toronto grocer, pointed out recently that the men who have attained success in the trade are for the most part those who have served as clerks. They had a fixed idea that they were going into the grocery business and they gradually learned its fine points until there was nothing left for them but to go into business for themselves or plug along working as an employe instead of an employer.

As has been frequently said, the clerk is advancing his own interests by doing his best to advance those of the grocer with whome he is engaged. But it is difficult to impress this basic principle upon many of the youth of the present day. At least that is an idea that largely obtains among the trade.

To Enthuse His Clerks.

And of the various reports of this kind, a recent one is recalled of a Calgary grocer, who wrote asking for advice on this very point. He wanted his clerks to feel that he was to a certain extent dependent on them, that he needed their best efforts. He wished to discourage a tendency to "jump into their coats when the whistle blows," but rather to leave the store in a clean, tidy condition for the next day. He wanted them to take a special care in their personal appearance, in other words he wanted them to be alive to his business.

How Conditions Vary.

A little advice was offered in regard to this query by one of the members of R. Barron, Ltd., one of Toronto's large retail grocers.

Mr. Barron said:

"It is not an easy matter for one grocer to offer advice to another on account of the many differences that may exist between them and their methods of doing business. What would apply to one might not be suitable to another and so on.

"A clerk should be receiving fair wages. Of course in any case the trade is not noted for large envelopes to the clerks. The young men of to-day are being attracted into other branches of work by shorter hours, less work and generally more money. There is one class of men that are not worth keeping. They are those who are not workers. They are found now and then in every branch of life and the grocer who has one on his staff might just as well let him go, replacing him by a worker. There is another kind, the man who has a chronic demand for more money. A grocer should know what wages he can afford and after that the clerk who is not satisfied should look for some other place."

Mr. Barron stated that he had never tried the plan of offering a bonus to clerks for best sales, but fancied that it should be helpful.

Preparing for the Business.

Grocers agree that the best results are obtained from clerks who have the ambition of having a business of their own in future years. With this incentive they put forth their best efforts because their hearts are in the work. They should not be content with the store in which they are employed, but by reading and visiting other stores they will get a wider knowledge of methods.

A grocer may depend upon it that a great deal of influence radiates from himself. If he is careless, untidy and happy-go-lucky, it is only natural to expect the same from his clerks. If he plays the races, goes to the ball games during working hours, takes a day off any old time, opens the store late in the morning, etc., similar failings in his clerks would not be a surprise.

"If the grocer wants to get the best results from his clerks," said one of them, "he should first look over his own grounds. What are the conditions in the store? What is the grocer doing—for it depends largely upon himself—to win the interest of his clerks? He knows what conditions should exist and they vary largely in different stores. Mutual respect and confidence will go a long way to securing ideal relations. The grocer has many means at his disposal whereby he can get the enthusiasm he desires.

"Clerks should be possessed of a love for salesmanship and they should be helped in this respect as much as possible. They should know the cost of goods and know how to "talk" them. This requires confidence from the proprietor and reading by the clerk, and so on. There are so many means at the grocer's disposal when he thinks about the question that it should not puzzle him to solve it to his satisfaction."

Uniform Containers for Produce and for Fruit are Proposed

The superintendent of the New York State Department of Weights and Measures is advocating uniform containers for fruit and produce. For instance he suggests that there be used one size of barrel, which should contain a certain amount, within certain specified variations, and then establish a half barrel and a quarter barrel, bushel and half bushel boxes. The exact size of the barrel is a matter which should be agreed upon between the various interests concerned.

There are, roughly, he says, over 100 different forms and sizes of barrels in use in the State, and when used for the shipment of a certain commodity to a section where that commodity is not grown it is unfit to use a second time. Consequently it is destroyed, and the value of the container is practically always neglected. If there were one size of barrel then that barrel, whereever it went, could be used over and over again and would tend toward a great decrease in wastefulness, and would certainly save many a tree which is now cut down to be sawed up into barrel staves, which are used but once.

Canada's Imports of Sugar Products from the Barbadoes

For the year ending June 30, 1909, Canada imported 6,472 tons of sugar from the Barbadoes. Up to June 30, 1910, the figures are 21,724 tons or more than 3 times as much. The respective figures on molasses are 40,703 puncheons and 43,133 puncheons. Canada took 70 per cent. of the total exports from the Barbadoes of sugar products.

CUSTOMS IN THE BARBADOS.

E. H. S. Flood, Canadian trade commissioner, Barbados, in referring to certificates of origin, customs regulations and forms of invoice, states that in the West Indies no specific forms of invoice or certificate are required. Importers in passing entries through the customs are required to make a declaration as to the marks and number of the packages, their contents and value, which must be supported by the original invoice.

Exporters should, therefore, see that invoices accompany all shipments, and it is desirable in these invoices to specify the contents of each package of goods, showing the weights and quantities in every instance where possible, together with the values. The cost of freight, packing, insurance, etc., should be kept separate from the actual cost of the goods, as should also the cost of the outer package. Misstatements are likely to render the goods liable to seizure.

Although no certificate of origin is required, in some of the islands a statement as to the country of origin is asked for, and there is a tendency in introducing amendments in the customs regulations to require this to be stated. Exporters would, therefore, do well to state the country of origin on their invoices.

The customs regulations of the several West India islands are almost identical, and the above are the chief points of interest to exporters.

The Markets—Limited Supply of New Pack Peas

Jobbers Secure Only a Percentage of Their Orders—Present Prices Are Not Expected to Obtain Much Longer—Reduced Price of Sugar Stimulates Trade—Speculative Buying of Currants—Prices of New Raisins Expected to be Out Next Week—A Review of Conditions in the Dried Fruit and Nut Markets.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on

QUEBEC MARKETS

POINTERS—
Sugar—Decline of 10c.
Filberts—Decline of ½c.
Shelled Walnuts—5c higher.
Beans—7½c higher.

Montreal, Aug. 11, 1910.

Two features of the past week are outstanding in this city. They are the settlement of the G.T.R. strike and the 10c decline in sugar. The former has eased up the fresh fruit and milk situation, and has allowed trade in these lines to assume more normal proportions. Incidentally the strikers were not buying more than the necessities while out of work, while now they can afford to live in the former style. It makes a great difference to the grocer whether a customer is hard up or not.

The drop in refined sugar went into effect last Thursday at 1.30, and was a surprise, even to some of the large jobbers. This was particularly so in view of the advance of some grades the week previous. Even the drop has not seemed to benefit trade much as yet, but of course it is still rather early to judge justly of the effect.

With the Eucharistic Congress coming on in the near future, local jobbers are preparing for a large out-of-town list of visiting customers. Various guesses as to the number of strangers who will attend have been hazarded, but they differ so widely that only time can settle the question. There is no doubt that local trade will be greatly benefited by this influx. In view of this celebration trade has already begun to improve, and jobbers say that things are starting fully as well as can be expected.

Many country buyers have been in town recently, and they have apparently come to buy, and that largely. Taken in conjunction with the increased city trade, it makes a promising outlook.

Sugar—Sugar finally dropped, as was briefly reported in last week's Grocer. The decline was 10c for all the grades. At first it was thought that the raw market must have weakened sufficiently to cause the drop, but the refiners say it was due to a decided slackening in the demand for refined. There is not so much fruit, etc., being done up as this is a between season. Coming after the 10c advance in the two grades last week, it changes the whole aspect of the market.

Trade continues dull at the reduction, but refiners hope that the change will give a sufficient stimulus to the market to improve matters in the near future.

Granulated, bags	5 05
" 20-lb. bags	5 15
" Imperial	4 90
" Beaver	4 90
Paris lump, boxes, 100 lbs.	5 85
" " 50 lbs.	5 95
" " 25 lbs.	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 75
" " 100 lb. boxes	5 85
" " 50 lb. "	5 95
" " 25 lb. "	6 15
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 50
" " 50-lb. boxes	5 70
" " 25-lb. boxes	5 90
Powdered, bbls.	5 30
" 50-lb. boxes	5 50
Phoenix	5 50
Bright coffee	5 00
No. 3 yellow	4 90
No. 2 "	4 80
No. 1 " bags	4 65

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses—There is a considerable demand for molasses in small lots, but as far as large sales go, there have been practically none reported.

Syrups are having a fair sale at current prices.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	0 28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03
" ½-bbls.		0 03½
" ¼-bbls.		0 03¾
" 38½-lb. pails		1 80
" 25-lb. pails		1 30
Cases, 2-lb. tins, 2 doz. per case		2 50
" 5-lb. " 1 doz. "		2 85
" 10-lb. " ½ doz. "		2 75
" 20-lb. " ¼ doz. "		2 70

Tea—Outside of Japan teas there is only a fair demand for teas, but the new crop Japans are selling actively. New arrivals are coming in quite freely, and prices are holding firm.

The general trend of the market is toward higher prices, especially in Japans.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—A coffee man who has made a careful study of conditions pertaining to the coffee trade, made the statement recently that per capita consumption of coffee in this country was largely on the increase. Added to that the constant increase by increase of population, and it looks as if there would be plenty of room for all those at present in the business and then some.

The local market remains firm, especially Rio and Santos. There seems to be a slightly weaker tone creeping into other lines, however.

Mocha	0 18½	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices—The spice business is again on the boom, as local manufacturers report that they are working full time, and even overtime, as occasion demands it. This summer trade has been good for them, practically without a halt of more than a few days.

Prices continue firm, and in the case of peppers somewhat higher in the primary markets. Red pepper is exceptionally high, Japan chillies selling for 25c to the retailer.

	Per lb.			Per lb.	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits—From present indications there will be little left of the last year's stocks when the new comes on the market. The demand is showing a decided improvement, and this is helping to shorten stocks.

Recent despatches from Greece say that currants are higher, but so far this has not been confirmed. However, there is no doubt that the situation is a firm one, and an advance would not be at all unexpected.

Prunes continue to have a strong demand, especially for the better grades. Prices all through are the same.

Currants, fine filiatras, per lb., not cleaned		0 05½
" " cleaned		0 06½
" Patras, per lb.	0 07½	0 08
" Vostizzas, per lb.	0 08	0 09
Prunes—		
40-50		0 09
50-60		0 08
60-70		0 07
70-80		0 06½
80-90		0 06
90-100		0 05½
Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins		0 90
" fancy seeded, 1-lb. pkgs		0 09
" loose muscatels, 3-crown, per lb	0 07½	0 08
" " 4-crown, per lb	0 08½	0 09
" sultana, per lb.	0 07½	0 10
Malaga table raisins, Rideau clusters, per box.		2 25
Valencia, fine off stalk, per lb.		0 05
" select, per lb.		0 06
" 4-crown layers, per lb.		0 06

Nuts—Walnuts and filberts are scarce, and the lines of shelled walnuts and filberts are both higher. Bordeaux halves are now selling at 32½c to 35c, while filberts are up ½c.

Trade is brisk for the lines mentioned, and nearly all lines are in better demand than at this time last year.

Almonds promise to be higher. Recent reports are being confirmed as to the crop damage, and this will probably send prices to a higher level.

In shell—		
Brazils	0 13½	0 14½
Filberts, Sicily, per lb.	0 10	0 12
" Barcelona, per lb.		0 10½
Tarragona Almonds, per lb.	0 14	0 15
Walnuts, Grenobles, per lb.	0 13	0 14½
" Marbots, per lb.	0 12½	0 13
" Cornes, per lb.		0 11½
Shelled—		
Almonds, 4-crown selected, per lb.	0 32½	0 35
" 3-crown " "	0 31½	0 33
" 2-crown " "		0 30
" (in bags), standards, per lb.	0 26	0 27
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb.		0 65
Pistachios, per lb.		0 75
Walnuts—		
Bordeaux halves	0 32½	0 35
Brokens	0 25	0 30

Evaporated Apples—It is reported

that several of the large apple evaporators will not be put in commission this year, and as a result high prices are looked for in this year's crop. However, it is too early to know definitely whether this is the case. At present there is no change in the local situation.

Evaporated apples, prime	0 08

Beans and Peas—Beans are up to $2.02½, an advance of 7½c over former quotations. A brisk demand is the cause of the change. There is none too much high grade stock on the market, however, and this has undoubtedly helped considerably.

Peas are rather quiet, and there is no change whatever in the situation of last week.

Ontario prime pea beans, bushel	2 02½
Peas, boiling, bag	2 50

Rice and Tapioca—Tapioca is scarce on spot, and it looks as if an advance would be the order of the day in the near future. The primary market is a firm and advancing one, and already the local trade is beginning to feel the effect of it. The quiet state of present trade, however, seems to have had a deterrent influence so far. How long this will continue to do so is what local men are trying to determine.

Rice continues with a fair sale at the same prices.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	3 00
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL.—A new schedule of salmon and meat prices is out. In the former practically all lines are higher, while in the latter, the ones to change have also advanced.

Labor on the Pacific coast is said to be hard to obtain, that is the cheap Asiatic labor, and as a result prices had to go up.

As to the meats there is such a high market for fresh meats that an advance in many lines became necessary.

Vegetables are unchanged and peas in particular are scarce. Sales are good for the few obtainable.

Peas, standard, dozen	$0 97½
Peas, early June, dozen	1 12½
Peas, sweet wrinkled, dozen	1 10 1 12½
Peas, extra sifted, dozen	1 75
Peas, gallons	3 87½ 3 92½
Pumpkins—3 lb., $1.00; gallon, $3.00.	
Beans, dozen	0 92½
Corn, dozen	0 90
Tomatoes, dozen (Ontario and Quebec)	0 95
Strawberries, dozen	1 50
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb talls, per dozen	2 02½ 2 65
½-lb. flats, per dozen	1 30
1-lb. flats, per dozen	2 20 2 22½
Other salmon—	
Humpbacks, dozen	1 00
Cohoes, dozen	1 40 1 50
Red Spring, dozen	1 75 1 80
Red Sockeye, dozen	1 90 2 00
Lobster Futures—	
½-lb. flats, doz., $2.40; 1-lb. talls, doz., $4.25.	
1-lb. flats, doz., $4.50.	
Compressed corned beef, 1s	1 85
Compressed corned beef, 2s	3 25
English brawn, 2s	3 00
Boneless pigs' feet, 2s	3 00
Ready lunch veal loaf ½s	1 40
Ready lunch veal loaf 1s	2 55
Roast beef, 1s	1 85
Roast beef, 2s	3 25
Stewed ox tail, 1s	1 60
Stewed kidney, 1s	1 50
Stewed kidney, 2s	2 65
Minced collops, 1s	1 40
Minced collops, 2s	2 50
Corned beef hash, 1s	1 60
Corned beef hash, 2s	2 80
Jellied hocks, 2s	3 50
Jellied hocks, 6s	10 00
Paragon ox tongue, 1½s	7 50
Paragon ox tongue, 2s	8 50
Paragon ox tongue, 2½s	9 50
Paragon lunch tongue 1s	4 00
Tongue lunch, 1s	3 50
Sliced smoked beef, ½s	1 50
Sliced smoked beef, 1s	2 50

TORONTO—There is considerable disappointment among the wholesale and retail trade over the short pack of peas. Jobbers state that they have sold all their holdings. While it seems improbable that all the peas are sold, still of those from whom enquiries were made they could not offer even a single case. The jobber books his orders for fall deliveries of certain lines of canned goods during the spring or early summer months and about this time sends in his orders to the canners. The pea pack was so short that only a percentage of the orders can be filled. One jobber stated that he was receiving only 250 out of every 1,000 cases he ordered. The result is that the retailers are receiving only a percentage of their orders, the jobbers equalizing as much as possible among their customers. Some of the jobbers state that the peas they ordered have all been used up, which simply means that grocers who neglected to order peas will be without any stocks unless they can secure them from some other source than those mentioned.

A retailer stated that he knew jobbers who were selling new peas at the price of the old stock, a difference of about fifteen cents. There was a general denial of this but it was admitted that the price should be at the old figures and further that it will not be long until they are exceeded.

Apparently the new packs of corn and tomatoes will be up to the average. The tomato crop seems to be coming along better than was expected and corn is reported to be plentiful although in some cases the statements are not as unanimous regarding corn. The late planting and dry weather has, it is said, not had a beneficial effect and corn may not be up to the mark. This is not generally held, however.

In regard to salmon, the Skeena river catch has up to the present been much better than was expected but even this will not have any effect on the prices that have been quoted.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" " (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 90	0 92½
" " Midgets, 2's	1 25	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's	0 90	0 92½
" Refugee Midgets 2's	1 25	1 27½
" " 3's	1 35	1 37½
Beets, sliced, blood red, 2's	0 95	0 97½
" whole blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, rosebud, 2's	....	1 25
" " " 3's	....	1 50
Peas, Standard, size 4, 2's	0 95	0 97½
" Early June, size 3, 2's	1 10	1 12½
" Sweet Wrinkle, size 2, 2's	1 15	1 17½
" Extra fine sifted, size 1, 2's	1 72½	1 75
Spinach, table, 2's	1 25	1 27½
" " 3's	1 75	1 77½
" " gal.	5 00	5 02½

FRUITS		
Cherries, black, not pitted, heavy syrup, 2's	1 50	1 52½
" black pitted, heavy syrup, 2's	1 90	1 92½
" red, not pitted, heavy syrup, 2's	1 50	1 52½
" red pitted heavy syrup, 2's	1 90	1 92½
" white, not pitted, heavy syrup, 2's	1 60	1 62½
" white pitted, heavy syrup, 2's	2 00	2 02½
" red pitted, gal.	8 50	8 52½
Raspberries, black, heavy syrup, 2's	1 75	1 77½
" black standard, gal.	7 00	7 02½
" red, heavy syrup 2's	1 75	1 77½
" red standard, gal.	7 00	7 02½
" red, solid pack, gal.	9 25	9 27½
Rhubarb, preserved, 2's	1 50	1 52½
" " 3's	2 25	2 27½
" standard, gal.	3 25	3 27½
Strawberries, heavy syrup, 2's	1 47½	1 50
Clover Leaf and Horseshoe brands salmon:		
1-lb. talls, dozen	2 05	
½-lb. flats, dozen	1 37½ 1 50	
1-lb. flats, dozen	2 15	
Other salmon prices are:		
Humpbacks, doz	0 95 1 10	
Cohoes, per doz.	1 50 1 55	
Red Spring, doz	1 85	
Lobsters, halves, per dozen	2 00 2 25	
Lobsters, quarters, per dozen	1 40	

ONTARIO MARKETS

POINTERS—
Canned Peas—Scarce and firm.
Nuts—Firm.
Spices—Active and firm.
Sugar—Decline of 10 cents.

Toronto, Aug. 11, 1910.

One of the surprises of the past month or two was the break in the sugar market last week when a decline of ten cents all the way down the list was declared. This was preceded by the announcement of an increase of ten cents in the second grade granulated and also by reports of certain strength in the primary markets. Enquiry among the jobbers does not find any instances of the various houses being caught with heavy stocks on their hands. Retailers are practically in the same box and it is given as one reason for the decline that it was meant to stimulate trade. This is a reason coming from a jobber. On the other hand the manufacturers state that the trade has been quite active. At any rate, the decline was a surprise. From now until the new crop is felt there will be heavy demands made on sugar supplies. The latter part of August should bring heavy buying and September is a particularly good month. The new price is stirring up trade but it is not expected that there will be a return to the former quotation.

Spices are also moving out more rapidly now.

In regard to canned goods a dealer stated that the recent pack of peas was the smallest recorded here in quite a number of years. None of the jobbers are receiving more than 60 per cent. of their orders, but the percentage being handed out by canners is down as low as 25 per cent. The trade is a unit in voicing the opinion that the original prices for peas are doomed to an early death and the existing conditions strongly support statements of that character. Tomatoes are likely to be an average pack in spite of the reports to the contrary; at least there is more confidence expressed now. Corn should be a fairly good crop, but it is remarked that it would need to be with other lines running short. It might be once more repeated that canned goods of practically every kind are valuable property.

Sugar—At the lower price sugar is

moving freely before a good demand. A brief note appeared in last week's issue announcing a decrease of ten cents in all sugars as the paper was on the press at the time the decrease was announced. There have been statements to the effect that sugar buying was not as heavy as a few weeks ago but the general opinion is that there has been a steady movement which should take on a new acceleration in a short time. The primary market is fairly strong, but the reports regarding the new crop are favorable. The decline was not unwelcome to retailers who are now doing their heaviest trade in sugar.

Paris lumps, in 100-lb. boxes	6 05
" in 50-lb. "	6 15
" in 25-lb. "	6 35
Red Seal	7 10
St. Lawrence "Crystal Diamonds," barrels	5 85
" " " ½ barrels	5 95
" " " 100 lb. boxes	6 05
" " " 50 lb. boxes	6 15
" " " 25 lb. boxes	6 35
" " " cases, 20-5 boxes	7 60
" " Dominos, cases, 20-5 boxes	7 60
Redpath extra granulated	5 20
Imperial granulated	5 00
St. Lawrence granulated, barrels	5 20
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 10
Wallaceburg	5 10
St. Lawrence golden, bbls	4 80
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 "	4 75
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Syrups and Molasses.—Syrups are quiet according to the jobbers. It's season is not yet here and buying is quiet.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 50	Gallons, 6 to case	4 80
		½ " 12 "	5 40
5 lb. tins, 2 doz. in case	2 85	Quarts, 24 "	5 40
		Pints, 24 "	3 00
10 lb. tins, ½ doz. in case	2 75	Molasses—	
20 lb. tins, ¼ doz. in case	2 70	New Orleans, medium	0 28 0 30
Barrels, per lb	0 03½	New Orleans, bbls	0 26 0 28
Half barrels, lb	0 03½	Barbadoes, extra fancy	0 45
Quarter " "	0 03½	Porto Rico	0 45 0 62
Pails, 38½ lbs. ea	1 80	Muscovada	0 30
" 25 " "	1 30		

Dried Fruits.—Trade is rather quiet in these markets. There have been some currants bought by jobbers at speculative prices. Regarding the new crop, reports from Greece state that the weather is now favorable but that it is too late to have much of an effect. The yield is expected to be 140,000 tons as compared with 185,000 tons last year. Currants are now from 2 to 3 shillings higher than when they opened a year ago. Another advice on the crop is as follows:

"The crop is likely to be 150,000 tons, provided there is no further damage, as against about 180,000 tons last year's crop. As the weather in Greece is now settled, it is not likely that further damage will be done, and it would therefore seem that the crop will not be below the figure given above. Shippers state that it will not be the middle of August before the position is clearly defined, as it is at that time that the Privileged Company and the growers come to a final settlement."

In regard to the raisin crop in Spain the weather is said to be unfavorable and the crop is likely to be small in quantity, and the quality is likely to suffer from drought as the grapes will hardly ripen. One report concludes, "Higher prices must be expected." The prices for the new raisin crop should be out next week. The California prune crop is likely to be short, one estimate being to the effect that it will not be more than half an average.

	Per	
Prunes—		
30 to 40, in 25-lb. boxes	0 11	0 11½
40 to 50 " "	0 08½	0 09
50 to 60 " "	0 06½	0 07½
60 to 70 " "	0 06	0 07
70 to 80 " "	0 05½	0 06½
80 to 90 " "	0 05	0 06
90 to 100 " "	....	0 05½
Same fruit in 50-lb. boxes ½ cent less.		
Apricots—		
Standard	0 14	0 15
Choice, 25 lb boxes	....	0 15
Fancy, " "	0 17	0 20
Candied and Drained Peels—		
Lemon 0 09 0 11 Citron	0 14	0 17
Orange 0 11½ 0 12½		
Figs—		
Elemes, per lb	0 08	0 10
Tapnets, "	0 03½	0 04
Bag figs	0 03½	0 04
Dried peaches	0 08	0 08½
Dried apples	....	0 08
Currants—		
Fine Filiatras 0 06 0 07 Vostizzas	0 08½	0 09
Patras 0 07½ 0 08		
Uncleaned ½c less		
Raisins—		
Sultana	0 05	0 07
" fancy	0 06	0 07½
" extra fancy	0 08½	0 09
Valencias, selected	0 06	0 06½
Seeded, 1 lb packets, fancy	0 08	0 08½
" 16 oz. packets, choice	....	0 07½
" 12 oz. " "	....	0 06
Dates—		
Hallowees 0 05 0 05½ Fards choicest	....	0 10
Sairs 0 05		

Teas.—According to one authority stocks of Indian tea the world over are light and when it is considered that Ceylon shipments since the beginning of the year are several million pounds behind last year, there is ground for belief that for some months to come, India teas will command high prices.

First crop Japans are finished and the second crops are being picked. In spite of fairly active buying on all the markets, the shortage continues to be over a million pounds as compared with last year, while up to the end of June the export to America was less than half what it was up to the same date last year. While opinions are divided regarding the second crop, reports from the interior state that it is likely to be abundant and of good quality, but that the picking of it will be somewhat slow as the farmers are busy in the rice field. Regarding China teas the quality of the offerings is reported not entirely satisfactory. Prices are high, however. Much better tea is looked for in the second crop.

Coffee.—The coffee market is steady, with primary markets showing bright prospects in the most of cases.

Rio, roasted	0 12 0 15	Mocha, roasted	0 25 0 28
Santos, roasted	0 13 0 17	Java, roasted	0 27 0 33
Maricaibo, "	0 14 0 20	Rio green	0 10 0 11

Spices.—The market is opening up more every day and business is much improved. The demand is bound to increase steadily through the pickling season. Prices are firm.

Peppers, black	0 15 0 18	Cream of tartar	0 25 0 28
" white	0 22 0 25	Allspice	0 14 0 16
" whole, black	0 16	" whole	0 14 0 16
Peppers, whole, white	0 23	Mace, ground	0 75 0 80
Ginger	0 20 0 25	Mixed pickling spices, whole	0 15 0 16
Cinnamon	0 21 0 23	Cassia, whole	0 20 0 25
Nutmeg	0 20 0 30	Celery seed	0 24
Cloves, whole	0 25 0 35	Turmeric	0 20
		Curry powder	0 30

Nuts.—A report dealing with the nut market says: "Last month showed heavy advances in walnuts. Maple walnuts advaneed $1 a bag over the June price. French walnuts are not yet on the market. The fruit is falling from the trees and crop will likely be short.

"The market for 1910 Valencia almonds is open. They are quoted around 32½ cents. The new crop Tarragonas figure about 15½ cents in Chicago. The crop is estimated as being from 25 to 30 per cent. short."

Brazil nuts are likely to be cheaper this fall.

Almonds, Formigetta	....	0 11
" Tarragona	0 11½	0 12
" shelled	0 32	0 35
Walnuts, Grenoble	....	0 13½
" Bordeaux	....	0 11
" Marbots	....	0 12
" shelled	0 28	0 30
Filberts	0 11	0 12½
Pecans	0 16	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 08	0 12½

Rice and Tapioca.—The market is steady but uneventful. Prices remain unchanged.

	Per lb.
Rice, stand. B	0 02½ 0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	2 80
Rangoon	0 03 0 03½
Patna	0 05½ 0 06½
Japan	0 04½ 0 05
Java	0 06 0 07
Carolina	0 10 0 11
Sago	0 05½ 0 06
Seed tapioca	.... 0 06
Tapioca, medium pearl	0 05½ 0 06

Evaporated Apples.—"Evaps." are now extinct and there will be no relief until the new stocks are received. The Canadian apple crop is not going to be as large as usual, and it is difficult to even surmise what the new conditions will be.

Beans.—The market in beans is a little firmer, but there has been no advance in prices. Enquiries are more numerous than for some time past.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—

Dried Fruits.—Firmer.
Syrup.—Advanced prices.
Sugar.—Decline of 10 cents.
Beans.—Decline of 10 cents.

Winnipeg, August 10, 1910.

The trade has not been disappointed in last week's indication of an advancing market. It is believed that the markets in western Canada have been suppressed on account of the prevailing opinion that business was to be dull in the west this fall. Now that there is little foundation for that idea so far as the crop condition is concerned, and also because merchants are buying freely, market restraints have disappeared. Such lines as are quoted below are having a heavy export demand, and crop conditions in the southern and western states are not particularly favorable. It is only reasonable to expect much better prices than are being quoted at present.

Sugar.—A reduction of 10 cents has been made on the local market following advices from Montreal and New York. It is believed that the reports of shortages from Cuba were unduly enlarged upon, and this kept the market firm for some days. The output from local

wholesale houses has been disappointing during the preserving season so far.

Montreal and B.C. granulated, in bbls	$ 65
" " in sacks	5 60
" yellow, in bbls	5 25
" " in sacks	5 20
Icing sugar, in bbls	6 25
" " in boxes	6 45
" " in small quantities	6 45
Powdered sugar, in bbls	6 05
" " in boxes	6 25
" " in small quantities	6 40
Lump, hard, in bbls	6 55
" " in ½-bbls	6 65
" " in 100-lb. cases	6 55

Foreign Dried Fruits.—All goods are advancing. Limited crop and heavy exportations are sending prices up. California packers have given the trade due warning and it now looks as if their predictions are to be verified. The advances are more marked in California raisins and prunes, although currants and nectarines have been just up a few cents.

Smyrna Sultana raisins, uncleaned, per lb		0 07	0 12		
" " " cleaned, per lb		0 09	0 13		
Valencia raisins, f.o.s., per case, 28's			1 45		
" " selects " 28's			1 55		
" " layers " 28's			1 75		
California raisins, choice seeded in ¼-lb. packages per package			0 05½		
" " fancy seeded, in ¼-lb. packages per package			0 06		
" choice seeded in 1-lb. packages per package			0 07		
" " fancy seeded in 1-lb. packages per package			0 07½		
Raisins, 3 crown muscatels, per lb			0 06		
" 4 " " "			0 06½		
Prunes—					
25lb. bx, 90-100, lb	0 06		Prunes, 50-60 "	0 08	
" 80-90 "	0 06½		Prunes, 40-50, lb	0 09	
" 70-80 "	0 06½		Silver prunes, ac.		
" 60-70 "	0 07½		to quality	0 09½	0 12½
Currants uncleaned, loose pack, per lb			0 06½		
" dry, cleaned, Filiatras, per lb			0 06½		
" wet, cleaned, per lb			0 06½		
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb			0 08		
Pears, per lb	0 09	0 15	Nectarines, lb		0 12
Peaches, standard, per lb		0 08	Dates, per lb., Hallows, bulk		0 06
Peaches, choice		0 09	Dates, packages 30 in case		0 06½
Apricots, standard, per lb		0 14½	Figs, per lb	0 04½	0 05
Apricots, choice per lb		0 15½	Peel, lb., lemon		0 10
			" " orange		0 11
Plums, pitted, lb	0 11	0 12½	" " citron	0 14	0 18

Syrup and Molasses.—Importers and jobbers have become active in moving off a large quantity of syrup recently and the trade is buying now for fall and winter stock. There is always an excellent market in western Canada in the fall for syrup and molasses and the output this year is sure to surpass that of any previous year. The following prices are an advance of 10 cents and are only nominal as it is believed the market will go up several points in the near future.

Syrups—	
24 2-lb. tins, per case	2 25
12 5-lb. tins, per case	2 50
6 10-lb. tins, per case	2 55
3 20-lb. tins, per case	2 60
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
Gingerbread molasses, ½ bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—Wholesalers will have a good trade in nuts this fall, and orders are coming in heavily for all nuts just now. The market is firm and peanuts are moving in bulk as high as 14 cents.

Shelled Walnuts, in boxes, per lb	0 30
" " small lots, per lb	0 31
" Almonds, in boxes, per lb	0 33
" " small lots, per lb	0 34
Peanuts, Virginia, per lb	0 10 0 14
Filberts, per lb	0 12½

Rolled Oats.—According to the consumption of the two products, the oat crop condition is more serious than that of the wheat. The oat harvest in the west will be small this year, and already the rolled product has shown signs of a high market.

Rolled oats, 80 lb. sacks, per 80 lbs	2 00
" 40 " " 40	1 05
" 20 " " 20	0 53
" 80 " (8, 10s)	2 45

Tapioca and Sago.—There is little activity in the western market just now on these lines. There will be a good output this fall and firmer prices will rule owing to short crop prospects.

Pearl tapioca, per lb	0 05½ 0 06
Sago, per lb	0 04½ 0 05

Beans.—The price has gone down 10 cents due to the large stocks that will come from the east this year. The trade is always heavy for winter stocks of beans, and before the season is far advanced higher prices will rule.

3-lb. picker, per bushel	2 15
Hand picked, per bushel	2 25

Evaporated Apples.—This market is growing stronger. The apple crop will not be heavy enough to warrant lower prices than are now being quoted.

25-lb. box, per lb	0 09½
50-lb. box, per lb	0 09

BRITISH COLUMBIA MARKETS.

Vancouver, Aug. 11, 1910.

Local eggs have gone up two cents, and are firm at 40c, which means another increase shortly.

California gravensteins are the first new apples on the market. They come in excellent quality, jobbing at $2.25 and $2.50 per box It will not be long before the local article reaches here

Sugar, standard granulated	5 90	Butter, local creamery	0 30
Sugar, Imported	5 25	Eggs, California	0 28
Val. raisins, lb	0 05½	Eggs, local	0 40
Cal. " "	0 07½	Cheese, Ontario	0 14½ 0 15½
Prunes	0 05½ 0 07½	" Manitoba	0 14
Currants	0 06½ 0 08½	Bacon	0 31½
Dried apricots	0 11 0 13	Ham, cooked	0 30
Flour, Standard, bbl	7 40	Lard, pure	0 18½
Cornmeal, p. 100 lbs	2 60	Lard, compound	0 17½
Beans, per lb	0 03½ 0 04½	Potatoes—	
Rice, per ton	68 00 76 00	Ashcrofts, ton	20 00
Tapioca, per lb	0 03½	Local, ton	5 00 10 00
Apples, box	2 75 3 00	Cal. Burbanks	32 00
Apples, Cal Grav.	2 25 2 50	Canned Goods—	
Evaporated apples	0 08½	Peas, Early June	35
Butter, Eastern dairy in tubs	0 25	Tomatoes	1 27½
Butter, Eastern dairy, choice	0 26 0 27	Corn	1 02½
		Apples	3 42½
		Strawberries	1 75
		Raspberries	2 02½
		Canned salmon	6 50

NOVA SCOTIA MARKETS.

Halifax, N.S., Aug. 11, 1910.

Business during the past week improved considerably, the volume of orders coming in from outside points being greater than the previous week. Collections are also improving and general conditions are satisfactory.

Some of the retail grocers this week received large consignments of small tubs of fresh made dairy butter. It is a long time since such quantities of butter in this form reached the market; 22 cents was the price paid for most of this stock.

Native grown tomatoes advanced 2 cents per pound this week. They are now retailing at 18 cents per pound, but at these figures there is only a fair demand.

Old potatoes are about done and the new stock now on the market is selling at $2.75 per barrel. These potatoes are small, but of good quality.

All lines of fruit are in good demand. Mediterranean oranges are very high, being quoted at $5.50 to $6.25, an advance of 50 cents over the previous week. Plums are now down to $2, and California pears are quoted at $3 per box.

There is a marked scarcity of raspberries this season and in consequence prices are high.

Mackerel have again struck in along the coast and some of the fishermen have made fairly good catches during the past week. Mackerel are in exceptionally good demand, as the catch on the U. S. coast this season is small.

Halifax has never had the reputation of being an importer of fish, a special department being the export of this commodity. On board of the steamer Carthaginian, which arrived here the past week, was a shipment of Irish mackerel for Halifax merchants.

There is not much doing in the molasses trade at present, but imports are still coming along. The schooner Victoria recently landed here 210 puncheons, 41 hogsheads and 42 barrels. Sugar declined 10 cents during the week.

Butter—			Pineapples	2 75	3 50
Creamery prints per lb		0 26	Pork, American per bbl		30 00
Creamery solids per lb	0 23	0 24	Pork, clear bbl		31 00
Dairy, tubs, lb	0 22	0 23	Hams smoked		0 18½
Bananas	1 75	2 50	Beef, American		23 00
Beans, box, wax		2 50	Codfish, quintal		5 50
Fresh eggs, doz.		0 21	Herring, pickled per bbl		5 00
Sugars—			Potatoes, new, per bbl	2 75	3 00
Extra Standard, granulated		5 20	Onions, Spanish per lb		0 02½
Austrian, bags, granulated		5 10	Onions, American, per lb		0 02½
Bright yellow		5 00	Onions, Bermuda, per box		1 50
No. 1 yellow		4 80	Molasses, fancy Barbados, bbl		0 36
Flour h. wheat per bbl		6 75	Molasses, fancy Barbados, gal		0 32
Flour, Ontario blends, bbl		6 00	Canned goods—		
Cornmeal, bag	1 60	1 65	Peas, std	1 00	1 10
Rolled oats, bbl		6 25	Corn beef, 1's		1 85
Fruits—			Corn beef, 2's		3 25
Lemons, Verdilli		6 00			
Oranges—					
Valencias	6 25	7 50			
Mediterranean	4 50	4 75			

NEW BRUNSWICK MARKETS.

St. John, N.B., Aug. 11,1910.

Oatmeal advanced 25 cents last week and sugar declined 10 cents. Rolled oats are now selling at $5.50 to $5.60 and standard at $6.10 and $6.20. Granulated sugar is quoted at $5.10 to $5.30 and yellows at $4.70 to $5.10. Eggs have advanced to 25 and 26 cents a dozen.

A local wholesale fruit dealer in speaking of the outlook for apples this season said the indications were that the crop of New Brunswick apples would be smaller than usual, while Nova Scotia and Ontario crops looked none too bright. Prices were likely to be higher than usual.

Sugar—			Beans, hand picked, bus	2 20	2 5
Standard gran.	5 30	5 40	Beans, yellow eye, bus	3 50	3 65
Austrian "	5 20	5 30	Cheese, new, lb	0 14	0 14
Yellows	4 70	5 10	Lard, compound lb	0 14	0 14½
Flour, Manitoba	7 05	7 15	Lard, pure, lb	0 17	0 17½
" Ontario	6 05	6 45	Bacon	0 18	0 20
Cornmeal, bags	1 50	1 60	Pork, domestic mess	27 50	28 00
" bbls	3 15	3 25	Pork, American clear	26 75	30 00
Oatmeal, bbls	5 50	5 60	Strawberries, dozen	1 70	1 80
Std. oatmeal	6 10	6 20	Salmon, case—		
Buckwheat, west. grey, bag	2 90	3 00	Red spring	6 50	6 75
Val. raisins, lb	0 05½	0 06½	Cohoes	6 00	6 25
Cal. raisins, seeded	0 07½	0 08½	Peaches, 2's, dozen	1 75	1 85
Currants, lb	0 07	0 07½	Peaches, 3's, dozen	2 85	2 95
Prunes, lb	0 05½	0 09	Baked beans, dozen	1 20	1 30
Molasses, fcy. Barbados, gl	0 30	0 31	Fish—		
Butter, dairy, lb	0 18	0 20	Cod, dry	3 00	4 25
Butter, creamery, lb	0 23	0 24	Herring, salt, bbls	4 75	5 00
Eggs, new laid	0 25	0 26	Bloaters, box	0 85	0 90
Eggs, case		0 19	Harbour salmon, lb		0 16
Potatoes, old.	1 25	1 50	Fresh Gaspereaux, owt		1 00
" new, bus	0 15	0 80			
Canned goods—					
Peas, doz	1 15	1 55			
Corn, doz	0 90	0 95			
Tomatoes, dz	1 00	1 05			
Raspberries, dozen	1 95	2 05			
Rice, lb	0 03½	0 03½			

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"It is especially satisfactory to note, in this connection, that so much effort is being made in many quarters to secure more capital for the island's industries on the strength of the present upward tendency. When our special commissioner was visiting Jamaica recently he vividly realized how full development was being retarded by lack of financial enterprise, and the same note was struck by a speaker at the last meeting of the Colonial Bank, who pointed out that to the beautiful climate, rich soil, and cheap labor, it was only necessary to add capitalists willing to plant new areas and instal up-to-date machinery. In this connection, by the way, the proposal to start a central sugar mill near Kingston is taking more definite shape, and is naturally viewed with keen enthusiasm by the planters."

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We are here to tell you of the demand, prospects and opportunities which the West is offering right now, and we are ready to handle your goods for you on a reasonable commission basis. Investigate our position! We have the experience, the business ability and the financial standing to do this successfully. We maintain large track warehouses at all the chief distributing centres and have ample storage accommodation.

Write us your needs and wishes—and do so to-day!

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY EDMONLON FORT WILLIAM

Storage for all classes of merchandise. **Cars distributed from Calgary, Winnipeg, Regina, Edmonton, Fort William**

100 per cent. PURE



Here is a recommendation that carries enormous weight with the largest section of the buying public—the people who demand *pure foodstuffs*. We don't have to rely on our own unsupported statement that

"E.D.S." Brand

Jams, Jellies, Grape Juice and Catsup

E D S

are as pure as care, skill, up-to-date and sanitary methods can make them. Look after your own interests by sending to the Department of Inland Revenue for Bulletin No. 194. You can have no more forcible recommendation than this to feature "E.D.S." Brand. Get a copy of this Bulletin to-day. It will open your eyes, and convince you that you'll have to find liberal shelf room for "E.D.S." goods if you wish to cater for the 'particular' customer.

Made by

E. D. SMITH

at his own Fruit Farms—WINONA, Ont.

AGENTS—N. A. HILL, 25 Front St. E., Toronto W. H. DUNN, Montreal MASON & HICKEY, Winnipeg
R. B. COLWELL, Halifax, N.S. J. GIBBS, Hamilton

Higher Prices

Shortly on Lard Compound

There is an actual scarcity of Cotton-seed Oil till new crop oil is available —and famine prices are talked of.

We have a good supply of oil purchased, and for a limited time will fill orders at what will soon look to be very low prices.

Order To-day

GUNNS Easiffirst



Best by Test

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

Pure Lard and Lard Compound

We are quoting very reasonable prices on both Pure Lard and Lard Compound.

We put up the following packages:

350-lb. tierces	3-lb. tins
60-lb. tubs	5-lb. tins
20-lb. pails	10-lb. tins

and one-pound cartons.

F.W. Fearman Co.

LIMITED

Hamilton

Jersey Cream Brand Evaporated Milk



THE RICHEST

By Government Test

The Truro Condensed Milk Co., Limited, Truro, N.S.

Strike Declared Off!

We are now making prompt shipments to all points.

OUR CELEBRATED

Breakfast Bacon Skinned Backs and Hams

are as popular as ever.

We have a limited quantity of

Mild-Cured Spiced Rolls

Just the kind you are looking for. Send your order by *wire*, *phone* or *letter*, you will be more than pleased with our goods.

The WM. RYAN CO. LIMITED

PACKING HOUSE:
FERGUS, - - ONT.
HEAD OFFICE:
70 and 72 Front St. East, TORONTO

Reasons for Advanced Honey Prices this Year

Honey Exchange Committee Look Forward to Good Year and Advise Members of Association to Hold Part of Yield for Later Delivery—Temporary Shortage of Pork Products Causes Prices to Advance Slightly While Live and Dressed Hogs are Quoted Much Lower—Rest of Markets are About Normal.

The general provision markets show easier prices for live hogs as the result of rather plentiful supplies, but pork products in the most cases are slightly higher due to temporary short supplies. General trade is said to be good with bacon considerably on the increase. Compound lard has advanced a half cent a pound owing to the advance in the price of oils.

Butter in the west is lower in production than last year due to drought. There is a good demand also in the east where shipments of cream across the border are steadily growing. To build up an export trade lower prices are a necessity on this side of the water.

Cheese has been rather quiet during the week. In the majority of places production keeps up and the price at country points has passed the eleven cent mark.

Up to the present honey seemed to be opening on a strong market. Some members of the trade state that they are still feeling the effects of the strike although conditions are rapidly reaching their former state.

MONTREAL.

Provisions.—Hogs are more plentiful this week, and as a result prices of both live and dressed are 50c lower. A few minor changes in other lines have taken place, but nothing of any great moment. Trade is said to be very good for this time of year and is steadily on the up-grade. Dealers are optimistic over the outlook.

Bacon trade has showed the best increase lately, although all lines have had their share.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15⅝
" " " 3 " "	0 15¾
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 15½
Tubs, 50 lbs. net, per lb	0 15
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13¾
" 5 " " " "	0 13⅞
" 3 " " " "	0 13¾
Pails, wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 13
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	24 00
Canada short cut back pork, bbl. 45-55 pieces	23 50
Clear fat backs	32 00
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	25 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 16½
Long clear bacon, heavy, lb	0 15½
Long clear bacon, light, lb	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 17
Large sizes, 18 to 25 lbs., per lb	0 18
Medium sizes, 13 to 18 lbs., per lb	0 21
Extra small sizes, 10 to 13 lbs., per lb	0 21
Bone out, rolled, large, 18 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20½
Breakfast bacon, English, boneless, per lb	0 21
Windsor bacon, skinned, backs, per lb	0 22
Spiced roll bacon, boneless, short, per lb	0 18
Hogs, live, per cwt	09 75
" dressed, per cwt	13 50

Butter.—For the first time in the history of the Eastern Townships they have sent in to Montreal for butter. The order was received by a local house from Beebe Plains, Que. The reason given for the order was the inability to obtain sufficient cream, owing to the amount going to the States. This goes to show that this trade is increasing, though not much fuss is being made over it.

Receipts for the week are 14,666 packages as against 17,419 packages same week last year. For the season they are 235,434, as against 211,561 same week last year.

New milk creamery	0 23½ 0 24
Dairy, tubs, lb	0 21 0 22
Fresh dairy rolls	0 21 0 22

Eggs.—Eggs are still arriving freely, and yet they seem to be absorbed without any difficulty. There was a decided fear that arrivals would be too numerous, but consumption seems to have kept pace very well. New laids are somewhat scarce and the price has gone up 1c.

Receipts for the week are 6,061 cases as against 4,729 same week last year. For the season they are 123,179, as against 125,306 same season last year.

New laids	0 26
Selects	0 23
No. 1	0 20

Cheese.—The cheese situation is the quietest it has been for some months past. There is somewhat of a weaker tone to the market, on account of the decided falling off in demand. However, as yet there has been no change in prices.

Receipts for the season are somewhat less than last year, 83,893 boxes, as against 88,117 same week last year. For the season they are 929,667 boxes, as against 958,685 boxes same season last year.

Quebec, large	0 11⅞
Western, large	0 11⅞
" twins	0 12
" small, 20 lbs	0 12
Old cheese, large	0 13

Honey.—Honey is proving rather more popular than for some time past, as the new stock comes on the market. The crop promises to be small, but of good quality, and as a result there is more desire among dealers to lay in better stocks. Prices are unchanged.

White clover comb honey (nominal prices)	0 15 0 17
Buckwheat, extracted	0 08½ 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11½
Buckwheat comb	0 12½ 0 13

TORONTO.

Provisions—during the past week there was a sharp decline in the price of live and dressed hogs. The deliveries were liberal, and no difficulty was experienced in securing the live hogs. However, the prices of bacon and other products showed slight increases. This was accounted for by the short stocks of pork products. The advance is hardly expected to be held in the face of low prices in the primary market. The demand for these goods continues firm.

Long clear bacon, per lb	0 15½
Smoked breakfast bacon, per lb	0 20 0 21
Pickled shoulder	0 13½
Roll bacon, per lb	0 15½
Light hams, per lb	0 19½
Medium hams, per lb	0 19½
Large hams, per lb	0 18½
Cooked hams	0 28
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 20
" pea meal	0 21 0 22
Heavy mess pork, per bbl	28 00 29 00
Short cut, per bbl	30 00 31 00
Lard, tierces, per lb	0 14½
" tubs "	0 15
" pails "	0 15½
" compounds, per lb	0 12 0 13
Live hogs, at country points	8 40
Live hogs, local	8 75
Dressed hogs	12 00 12 25

Butter—The week has witnessed but little changes in the butter market. Production still keeps at a fairly high figure, and dealers state the quality is improved. Prices are stationary.

	Per lb.
Fresh creamery print	0 23 0 24
Farmers' separator butter	0 20 0 21
Dairy prints, choice	0 18 0 18½
No 1 tubs or boxes	0 19 0 20
No. 2 tubs or boxes	0 17 0 18

Eggs—Wholesale produce men state that the receipts of newly laid eggs are fairly plentiful. The market is quite strong, owing to a continued good demand.

Selects	0 22 0 23
Fresh eggs, doz	0 20 0 21
Second grade, doz	0 17 0 18
Chips, doz	0 16

Cheese—The cheese market, locally, has been rather quiet during the past week. Old cheese is gone and the demand for the new stocks is not of the heaviest. Prices remain unchanged.

Old cheese—		White	0 14
Large	0 12½	New cheese—	
Twins	0 13 0 13½	Large	0 11½ 0 11½
Stiltons	0 15 0 16	Twins	0 11½ 0 12

Poultry—Easier prices are noticed in this market. Supplies are, if anything, more liberal, and the demand has not improved to any appreciable extent.

Spring broilers, live	0 13 0 14
Hens, per lb. live	0 11 0 12
Turkeys, per lb., large, dressed	0 18 0 19
Spring duck, lb., live	0 10 0 11

Honey—There are many indications of a strong market in honey. Recent reports about short supplies are not borne out by the meeting of the Honey Exchange Committee in connection with the Ontario Beekeepers' Association. It was reported then that there has been an increase of 60 per cent. in the number of hives in the province. It was also stated that there is practically no old honey left on the market. The average production per colony is slightly lower than that of last year, but this should be met to a large extent by the new hives. While the crop in the western and centre parts of the province, where the bulk of the marketable honey is produced, is lower than last year's, there is a much larger crop in the eastern counties, which has kept up the average. It might be said that if the production is below that of last year, the difference can scarcely be appreciable. However, the conditions of the other market are much that it is believed the demand will be greater than last year and prices will likely be higher.

Clover honey, extracted, 60 lb. cans	0 10 0 10½
" " " 10 lb pails	0 10½ 0 11
" " " 5 lb. pails	0 10½ 0 11
" " comb, per dozen	1 75
Buckwheat honey, lb	0 06½

WINNIPEG.

Lard—The trade is weak just now and prices are not firm, several attempts have been made to revive the market, and it is expected that prices will be higher within a few weeks.

Pure, 20-lb. pails	3 30
" 3-lb. tins, 60-lb. cases	10 10
" 10-lb. tins, 60-lb. cases	10 00
Compound, 20-lb. pails, per pail	2 50
" 5-lb. tins, 60-lb. cases	8 50

Butter—Jobbers claim that the supply of dairy butter is fully 25 per cent. less than that of last year, due to drought. Creamery is selling for 24 cents this week, but firmer than usual. Dairy No. 1 is jobbing from 21 to 22 cents, and No. 2 at 17½ cents.

Eggs—The egg demand has weakened and prices, are not firm. Western shipments have fallen off somewhat. Supplies are quite plentiful, and the jobbing price is 20 cents.

Cheese—An excellent cheese trade is reported from all parts of the country. Manitoba stuff is firm at 12½, and the Ontario product is selling freely at 14 cents.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

C. H. Lee, manager of the Canada Spice & Grocery Co., Ltd., London, Ont., is at present visiting Winnipeg and other western centres in the interests of his firm. He is finding business good in spite of adverse crop prospects in some sections. He says that business men generally are optimistic, having implicit faith in the future of the west.

The Joseph Campbell Co. have just struck off a proof sheet, showing their new free electrotypes for dealers. There is a peculiar advantage about them. Instead of being entire advertisements allowing room for nothing but the dealer's name to be inserted, these cuts are in the form of headings and "eye-catchers," under which the dealer's own advertising can be printed. The advantage of this can be seen at a glance. A number of articles can be advertised along with such a cut, even in a small space. Their artistic quality is above criticism, like all such work by the Joseph Campbell Co. Every dealer who sells Campbell's Soups should read the offer to send these cuts free, and be prompt in sending for his share of electrotypes because they are bound to increase his sales of this profitable commodity.

BUSINESS NOTES.

Recent Changes in the Grocery Trade Throughout the Dominion.

Ontario.

Jos. A. Wilson, grocer, Chatham, Ont., has assigned.

W. F. McQuestion, grocer, Ottawa Ont., has retired.

W. T. Fullerton, grocer, Toronto, Ont., has assigned.

W. A. Dulmage, grocer, Harriston, Ont., has assigned.

Wm. Halliday, grocer, Ottawa, Ont., is retiring from business.

Christakos Bros., grocers, etc., Haileybury, Ont., have assigned.

George Spearin, grocer, London, Ont., suffered loss in a recent fire.

Morrow & Morgan, grocers, etc., Goderich, Ont., have sold to J. W. Vannatter.

Quebec.

S. A. Collette, grocer, Montreal, has assigned.

Wylie & Rice, grocers, Montreal, have assigned.

Ernest Lafrance, grocer, Quebec, Que., has assigned.

The assets of V. L. Mucci, grocer, Montreal, are to be sold.

Ares & Fleury, general merchants, St. Cesaire, Que., have registered.

Caroline Martineau, grocer and confectioner, Quebec, Que., has registered.

J. H. Saunders & Co., general merchants, Robinson, Que., have dissolved.

Alfred Lanctot & Fils, general merchants, Sherbrooke, Que., have registered.

Maritime Provinces.

J. J. E. McKinnon, grocer, Glace Bay, N.S., has assigned.

White & Co., general merchants, Westville, N.S., have assigned.

Norman McDonald, grocer, Fredericton, N.B., has sold to Yerxa Grocery

Godard Bros., general merchants, Elgin, N.B., offer to compromise at 50 p.c. cash.

Western Canada.

A. Ingram has opened a grocery business in Winnipeg.

M. Denis has opened a grocery store in Edmonton, Alta.

Wilfred Bonin has opened a general store at Inwood, Man.

S. Weinstein, grocer, Winnipeg, Man., is succeeded by B. Grand.

Saunders Bros. have opened a general store at Grandora, Sask.

H. M. Sutherland has opened a general store at Kindersley, Sask.

A. M. Tolson, grocer, Vancouver, B.C., has sold to W. Fleming.

B. F. Bray, general merchant, Foam Lake, Sask., has sold to B. Rosenfeld.

E. J. Moore, general merchant, Homewood, Man., has sold to R. L. Babb.

J. G. Cheyne & Son, grocers, Melita, Man., have sold to A. T. Button & Co.

Patterson & Brown, grocers, Richardson, Sask., have sold to G. E. Campbell.

A meeting of the creditors of Readman Bros., grocers, Winnipeg, Man., has been held.





The Dealer Benefits.

NO ALUM

The retailer is realizing more and more the assistance that is given to him by the manufacturer that advertises his goods extensively. Such goods are demanded by the trade, which means quick sales and good profits. Eight-sheet posters are now being used in Ontario advertising Magic Baking Powder and should be of great benefit to the trade. Profit is good when purchased in proper quantities.

MAGIC BAKING POWDER

CONTAINS NO ALUM.

MAGIC is a medium-priced baking powder and the only well-known one made in Canada that does ***NOT*** contain Alum.

E. W. Gillett Co. Ltd.

Winnipeg. TORONTO, ONT. Montreal.

Why are You Not at the Ball Game?



You can take an afternoon off

and not be worried about your accounts if you use

The McCaskey Account Register System First and Still the Best

Sixty Thousand merchants in Canada, United States and abroad say The McCaskey System saves time, labor, worry and money. WITH ONE WRITING it does everything accomplished with from three to five writings in day books, journals, ledgers, etc.

We have a booklet called "System" that you should have. It is free for the asking.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

96-104 Spadina Avenue - TORONTO, Can.

Clark's Pork & Beans

For Outdoor Occasions

When your customers are outfitting for a camping, boating or picnic party, nothing on your shelves will be more acceptable to them than Clark's Pork & Beans, or Clark's other Meats.

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

GOOD BISCUIT CONDITION

is as indispensable to your trade as good biscuit quality.

Carr & Co's Carlisle Biscuits

enjoy a world-wide reputation not only for quality, but also for the fresh condition in which they invariably reach you. Aren't these the kind to handle?



Order from nearest agent

Carr & Co.
CARLISLE, ENG.

Agents—Wm. H. Dunn, Montreal & Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co. Ltd., Calgary; T. A. McNab & Co., St. John's, Newfoundland.

By Royal Letters Patent

NELSON'S
POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.
MONTREAL

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round
Mott's
"Diamond" and "Elite"
brands of
Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. A. Taylor, Montreal — R. S. Meindoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

Rolled Oats Market Presents Tone of Firmness

Price of Oats is High as Result of Poor Yield in the West—at Advanced Figures Market Holds and Trade Looks for Higher Figures—More Confidence is Shown in Flour Market.

Confidence in Canada's grain crops is being gradually restored and the question is being asked as to why the first reports should have been of such a stampeding nature. According to some westerners the United States press originated the stories in an attempt to arrest the exodus of farmers into Canada. After the wildness of the stories was lost upon the facts of saner reports the extent of the western crops began to climb the ladder down which it had so rapidly slid until now it is believed that the three provinces will produce at least 90,000,000 bushels. High prices will have a certain effect in discounting any light yield. Bradstreet's states that the first car of new wheat to arrive in Winnipeg recently showed excellent quality and sold at $1.01 a bushel. The market has not changed materially during the past week, but there is a slight improvement in the demand for export.

There is a firm tone to the rolled oats market in sympathy with the strength in the primary market. The oat crop has suffered more severely than the wheat, at least reports from the west are to that effect and prices have been advanced on the strength of it. Dealers report an encouraging demand for rolled oats and state that the export trade and the promises of it are good.

MONTREAL.

Flour.—Winter wheat flours are scarce and prices are firmly maintained, but there is so little to be found that there seems to be a higher tendency in the market. The demand for spring wheat continues fairly good, with prices unchanged.

Export demand is light this week, but some inquiries are reported.

Winter wheat patents, bbl.	5 75
Straight rollers, bb	5 80
Extra, bbl.	5 50
Manitoba spring wheat patents, bbl.	6 30
" strong bakers, bbl.	5 80

Rolled Oats.—All lines of rolled oats are higher on account of reports of a shortage in the western oat crop. The new oatmeal price is $2.70, an advance of 27½c over last week. This change in the situation has given trade a distinct stimulus.

In cornmeal there has been also an advance. This is thought to be due rather to an increase in demand than to any crop reports, although there seems to be rather a shortage at present.

Fine oatmeal, bags	2 70
Standard oatmeal, bags	2 70
Granulated " "	2 70
Golddust cornmeal, 98-lb. bags	2 10
Bolted cornmeal, 100-bags	1 90
Rolled oats, bags, 90 lb.	2 45
" barrels	5 10

TORONTO.

Flour.—Blended flour is now quoted at prices higher than straight roller or patents. Local business remains fair. Reports regarding Ontario wheat are bright and the expectations for a heavy yield will undoubtedly be realized.

Manitoba Wheat.

1st Patent, in car lots		6 20
2nd Patent, in car lots		5 70
Strong bakers, in car lots		5 50
Feed flour, in car lots	3 10	3 30

2 cents dearer in bbls.

Winter Wheat.

Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 15

Cereals.—Rolled oats are firm at their higher price and it is expected that under the circumstances they will go still higher. A slight advance in standard oatmeal has been made this week and altogether this market shows every sign of strength.

Rolled oats, small lots, 90 lb. sacks	2 45
" " 25 bags to car lots	2 35
Rolled wheat, small lots, 100 lb. brls.	3 10
" " 25 brls. to car lots	3 00
Standard and granulated oatmeal, 98 lb. sacks	2 70

COMPARISON OF PRICES.

Present Quotations on Staples and Those Which Existed a Year Ago.

Variation in the price of staple articles is always a matter of interest to grocers. The changing season with their changing conditions affect in many ways the general markets but the grocer is apt to forget them. In the list published herewith will be found quotations on some of the most important staples. In the one column are the existing prices of the present week, in the next those that were quoted six months ago are given, and in the third column are the prices of a year ago. It will be seen that in no instance was there a steady price through the entire year. As has been pointed out frequently during the last six weeks, lemons are hovering at a high price, but it is only when a comparison is made with the figures of a year ago that the real difference is realized.

The prices following are Montreal quotations:—

	Aug. 11-09	Feb. 11-10	Aug. 11-10
Sugar			
Standard	4.60	4.80	5.10
Eggs, fresh	.25	.35	.25
Butter, creamery	.23½	.25½	.23½
Butter, dairy	.18	.22½	.21
Bacon, roll	.16	.18	.20
Lard, in pails	.15½	.16	.15½
Compound	.10½	.12½	.12½
Lemons, case	2.75-5.00	3.25	5.50-6.00
Oranges, case	3.50-3.75	4.50-5.20	5.50
Flour			
Man. Patents	6.30	5.80	6.30
Rolled oats, bags	2.65	2.40	2.20
Potatoes, old bag	.90-1.00	.65- .75	.25- .30

The American Merchants' Company, with headquarters in Long Island City, has been incorporated under the laws of New York, the purpose, it is said, being to combine the retail grocers of Greater New York and vicinity in a co-operative organization to buy from manufacturers at lower prices.



There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

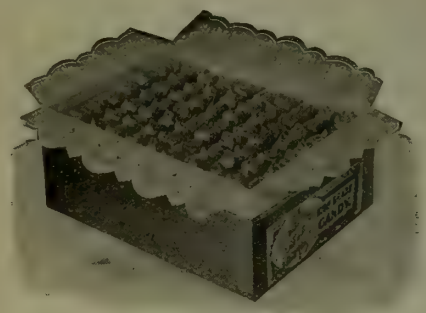
The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day.

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.



A Come-Back Proposition

That's the kind you want in every department.

But in your Candy Section especially is it advisable to have a particular brand, a special line, that will bring customers to your store again.

There's a "something" about our

Chocolate "BORDO"

that seems to guarantee a "come-back," for customers never tire of its deliciousness.

You can readily see how it is to your advantage, in more ways than one, to have it in stock at all times.

By postaling us you can secure a trial supply on short notice.

The Montreal Biscuit Co.
(The Originators)
Brewster Ave.
MONTREAL

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited
MAIL BUILDING, TORONTO

52 Highest Awards In Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Limited
Established 1780, Dorchester, Mass.
Branch House, 86 St. Peter St.
MONTREAL, CANADA

MAPLE SYRUP!

Small's Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

Cheese for 5000 Grocers

Roquefort, Gruyere, Camembert, Oka, Parmasan, Edam, Stilton.
WE ARE SPECIALISTS FOR THE TRADE.
Write, Wire or Phone.
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.
FRANK L. BENEDICT & CO., Montreal Agents.

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CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
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ROLLED OATS

FLAKED WHEAT and OATMEALS
Bags or Barrels. Car or Broken Lots.
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THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.



Have You The Builder's Itch?

THEN *get* it, Brother Grocer. The successful men have it—this divine unrest, the keenness to grasp the passing opportunity.

Don't be satisfied with the puny profits when you might lead the procession. Are YOU at a standstill—have you exhausted the buying possibilities of your people—is consumption at its maximum?

Where there's no gain, Brother Grocer, there is a *loss.*

You must go on and on—*forever you're up against your own record.*

The only difference between your flour and your competitor's is the demand—and *quality* makes that.

Every increase in his sales—his profits—is a *decrease* in the sales and the profits which *might* be YOURS.

Can't you see it *that* way, Brother Grocer?

You can't increase flour sales, you say? Your population is not increasing? Surely there's no Race Suicide so near home!

How do you know FIVE ROSES can't help YOU—if you have never tried FIVE ROSES?

You've not had the Quality you should have, because, you see, people tried to serve you with *what they had to sell* rather than with *what you need.*

Many thought like you—that they had reached the limit, their sales had reached the maximum of consumption, had not varied for years—they had their share—

Till they tried FIVE ROSES.

And this Builder's Itch took hold—and they got hungry for *new* business while quality steadiness held their *old.* And the gain in sales—net profits—came to them *naturally,* not in spectacular sprints, but in a steady, unrelenting progress, and their turnover suffered not at all even in years of commercial depression.

It *has* been done, Brother Grocer, *it is being done every day.*

Let FIVE ROSES surprise YOU—connect with this bigger proposition, this profitable feature which can be yours.

Act now, in the living, breathing TODAY.

LAKE OF THE WOODS MILLING CO., LTD.

Makers of FIVE ROSES Flour

Montreal

FIVE ROSES FLOUR





Your Spare Time!

Are you making any use of your spare time? Most everyone is willing to do a little extra congenial work if the way is made plain and the money good enough.

EARN $5.00 A DAY!

Sounds big, eh? But it's not more than you can earn working for

BUSY MAN'S MAGAZINE

Canada's Leading Monthly.

We want Salaried Agents in every town. Are you going to be the first in your district? We give a most liberal commission on all orders.

Subscription, $2 00 per year. Write for details of our proposition and

DO IT NOW.

Busy Man's Magazine

University Avenue, Toronto





Claims the System of Buying Eggs to be at Fault

Professor at Macdonald College, Quebec, Gives His Opinion on Why He Maintains That Eggs are too High to the Consumer—Incidents That go to Show How Producer Includes Bad Eggs With the Good.

By Prof. F. C. Elford.

Considerable has been said about the cost of living, one thing and another is blamed, reasons have been given why meat, eggs, etc., are so high, some blame the producer others the middlemen, while the cold storage comes in for considerable censure.

As for eggs and dressed poultry, all of these causes may have something to do with the present high prices. The trouble, however, is not the price as much as the quality. One does not object to a good price if the paying of it ensures a good article, but when along with the high price the quality is poor, there may be some reason for the boycott of eggs.

Why should ordinary eggs be so high, eggs that are not guaranteed, just common eggs? The fault is not all the producer, nor is it all the buyer or the cold storage, but it belongs to the system.

It is almost needless to follow this system from the poultry yard to the consumer's table. It is very often a long and tedious trip, and in the warm weather, must be very trying. Probably 90 per cent. of the eggs are produced on the farm where the general rule is to dispose of them to the weekly egg peddler or take them to the store, where they are sold or traded for goods. In each case there is little or no discrimination. The peddler drives into one farm and gets 20 dozen good clean eggs that have been gathered during the week. The farmer's wife receives say 15 cents a dozen. The next farm is visited, here they are not so careful, and very often the hunting of the week's eggs are left until the day the peddler comes. Upon arrival he finds all kinds of eggs, good and bad and all stages between—they are bought at 15 cents a dozen. The producers do not care so long as they can sell them, and the peddler does not care as he is paid by the dozen for collecting, the more eggs the better. I heard of a peddler who was fond of telling his customers, that he would take "anything with a shell on, dirt and all, they all had a bath."

As long as buyers will accept these there are farmers who will sell them. I was at a meeting a few weeks ago when a woman asked, "what was to be done with stale or rotten eggs, if she couldn't sell them, she wouldn't eat them at home."

Only 30 Per Cent. New Laid.

A case of eggs came in the other day supposed to be absolutely new laid. On examination it was found that out of about 300 eggs, there were 90 new laid, 20 rotten, and the rest from stale to bad. On investigation, one woman, though she declared her eggs were fresh, at last admitted that she had put in some that may not have been good, but she didn't think it made any difference, as the eggs were being shipped away. It seems as if people have a different standard of morals when it comes to selling eggs.

Here then is the first fault in the system, the lack of that fine discrimination on the part of the producer. I wouldn't say that all people who sell bad eggs are dishonest. Many are, but they have been trained to it by the system, and this training process has been most thoroughly done all along the line.

We know how the country merchant is handicapped. A good customer comes in with 10 dozen eggs; of course, they are all fresh, but the store keeper knows they are no better than the last lot. He knows that hens do not lay so many more shiny-looking and discolored eggs during harvest and threshing time, but he can't speak for fear of losing trade. He can console himself with the thought that the wholesaler takes them case count anyway. And so it goes on. With some there seems to be a secret jubilation after having been paid for 20 dozen "fresh" eggs, 10 dozen of which were found under the stack.

Relation to Cost of Living.

What has all this to do with the cost of living or the high price of eggs? Let us look a little further. The good eggs from your farm and the bad eggs from mine find themselves in the same boxes, piled up in the same hot room waiting for the weekly trip of the wagon that collects for the wholesale house. My lot of eggs have been laid for from one to seven days, kept possibly not in the best of condition. They may reach the store just after the wagon has left, and must wait another week. Store room is not always the best, and by the time they are on the second wagon, the fertile eggs are well on to the broiler stage, the infertile eggs have partaken of the odors of the stale eggs, and groceries until the best of them are hardly fit for food. When they arrive at the wholesale storehouse they are from one to three weeks old. There they are candled and sorted into various grades.

A produce man told me the other day that at this time of the year they counted on from 2 to 6 dozen in every case, as being absolutely bad; none of them are good. The wholesaler, however, has no intention of losing on these eggs, and has set his prices accordingly. The same price is paid for all, but he hopes that there will be enough good to make his own and a margin. He therefore has to charge the city retailer who buys a case of eggs, the first price paid to the farmer, 2 or 3 commissions, cost of transportation, cost of candling and value of eggs sorted out and sent to the dump. This extra price has to be charged for eggs that are far from their best.

This is the main reason why so many, even high-priced eggs are unsatisfactory, and they will remain so until the whole system is changed. There is no reason why the eggs the consumer pays for should be so long on the way and subjected to such conditions.

Seventeen Cents Thrown Away.

A bulletin issued by the United States Government is authority for the statement, that when the Iowa farmer is paid 15 cents for his eggs on the farm, the consumer pays 25 cents, or in other words it takes 10 cents to market a 15-cent article. This results in a loss to both ends of the industry, the producer pays his share of these commissions, and the consumer not only pays his share, but has to receive less value for his price. This same authority says that there is a loss through carelessness of at least 17 per cent. Our conditions are no better than this, so for every dollar the consumer pays for eggs, there is 17 cents of it actually thrown away. This amount is made up as follows: Dirties, 2 cents; breakages, 2 cents; chick development and rotten eggs, 7½ cents; stale eggs, 5 cents; bad flavored eggs, ½-cent, total 17 cents.

Continued Next Week.

COURTESY IN BUSINESS.

"I am not treated everywhere the way I am here," remarked a traveler recently to a grocer with whom he was well acquainted through years of business relations.

They were talking upon the changing conditions in business and the demand for the real gentleman in every walk of business life.

The traveler was saying: "Ordinary courtesy is at last finding the place it deserves in business. There is no pedestal for the uncivil boor these days. Business men are demanding men whose demeanor is of the considerate quality.

"In the grocery business the personal element is undoubtedly an important factor and yet there are many grocers imagine that it is an element of good business to be gruff and short. It is just one of the little things, one of the trifles but it helps your business methods. It assists your advertising and is really one of the bonds which keep your customers with you. Kindliness is really kingliness these days."

Estimates of the olive crop in France indicate a yield of about half the normal size, although some place it as low as one-third.

Canadian Fruits

Raspberries, a few still coming
Lawtons Peaches (early)
Plums

Canadian Vegetables

Tomatoes Cucumbers
Egg Plant Celery

Fancy Oranges
Lemons and Bananas

Watermelons

California Peaches
Pears and Plums

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. - TORONTO
Carload Importers

What grade of Lemons do YOU want?

The best are branded

"St. Nicholas"
and
"Home Guard"

Ask your jobber

J. J. McCABE
AGENT
32 Church Street, Toronto.

Canadian Grown Peaches will Soon be Plentiful

Fruitmen Expect An Average Crop—But Earlier Expectations Will not be Realized—Should Be Most Plentiful in Another Week—Tomatoes are Moving Well But Not a Full Crop is Looked For—Warm Weather Will Boost Price of Lemons—Halibut up to Ten Cents Again.

Canadian grown fruit and vegetables are gradually crowding out all the imported stocks. Among the most recent to appear for the first time this year are peaches of which it is stated there will be a good average crop, but there will not be the yield that was expected when the trees were in bud. In about another week or ten days peaches will, as far as Ontario is concerned, begin to be shipped profusely and will reach their best. British Columbia reports excellent crops in every variety of fruit.

Oranges are firm and are enjoying a steady trade. The weather has lost its torridness and the lemon market weakened. However, the general opinion is that it is more than holding its own and if warm weather returns high prices may be expected.

Tomatoes are being received now and are bringing a fair price. A recent report estimates the St. Catharines crop at but little more than half the average. California fruit of good quality is still coming in. Pears, plums, grapes, etc., packed in a commendable manner are being brought into the country and are meeting a good demand at rather high prices. Canadian harvest apples are now on general sale. The reports regarding the new apple crop are not wholly satisfactory. In fact the reports speak of small production this fall.

Raspberries were dear this year, though the crop was good. Too many were shipped to the west and other points for the price to stay low. The day of cheap raspberries and strawberries is rapidly passing, and owing to the improved transportation facilities and increased demand for these popular fruits, it will not likely come back again.

MONTREAL.

Green Fruits.—Green apples are coming in freely now, and prices are lower. Per bbl. they bring $2.50 to $3.50 and the demand is good at this price. Other lines such as melons, Deleware grapes, and peaches are more plentiful and as a result prices are lower.

Lemons are lower, being now $5.50, and the sale is good at this price.

The only line showing scarcity is small fruits, such as berries of all kinds. The season is about through for most of them. Even the few finding their way to the market are of indifferent quality, and are slow of sale.

Apples—			Limes, per box		1 00
Green, bbl	2 50	3 50	Lemons		5 50
Bananas crated, bunch	2 00	2 25	Musk melons, per basket		3 75
Blueberries, box		0 75	**Oranges—**		
Blueberries, large	1 75	2 00	California, late Valencias		5 50
Cherries, basket	1 25	1 50	**Pineapples—**		
Gooseberries, gal.	0 30	0 50	Floridas, case		5 50
Cranberries, bbl		11 00	Cocoanuts, bags		4 25
			Grape fruit—		
			Florida, box		9 00
			Grapes, Delaware crate		3 00
			Raspberries, qt	0 12	0 15
			Plums	1 75	2 25
			Peaches	1 25	1 50
			Pears	3 00	3 50
			Pears, bbl		6 50

Vegetables.—Tomatoes are coming in freely, and as a result prices are down considerably. The grade of arrivals is pronounced good.

Potatoes are somewhat scarce, and the price of the better grade old ones is higher. New ones are in sufficient quantity to keep prices level.

Some of the smaller lines, such as celery, cucumbers and lettuce, are scarce, and are quoted at an advance.

Trade in general is not any too brisk, but supply and demand are fairly even.

Spanish onions are on the market at $2.50 per large case.

Beans, green, basket	0 50	0 75	**Onions—**		
Beans, wax	0 50	0 75	Spanish, cases	2 50	2 75
Beets, doz	0 25	0 35	**Potatoes—**		
Carrots, doz		0 10	Montreal, bag	0 65	0 75
Cabbage, new, dz	0 50	0 60	**Potatoes, new,** per bbl		2 25
Celery, doz	0 30	0 75	Parsley, dozen		0 15
Cauliflowers, Montreal	1 00	3 00	Parsnips, new, dz		0 40
Corn, doz	0 10	0 15	**Radishes, dozen** bunches		0 30
Cucumbers, doz	0 35	0 45	Rhubarb, doz		0 25
Garlic, 2 bunches		0 25	Spinach, bbl	1 75	2 00
Green Peppers, basket		0 70	**Tomatoes—**		
Lettuce—			Jersey	1 50	1 75
Montreal, doz	0 35	0 50	Turnips, new, bunch		0 25

Fish.—There are no more fresh Gaspe salmon to be had as the season is over. However, considerable B. C. salmon is arriving now.

The swordfish season is beginning and the quotation at present is 12c.

Steak cod are somewhat easier, as demand is rather light.

Mackerel are scarce and higher.

On the whole the market is rather quiet, and the dealers do not look for any great improvement for some time to come.

FRESH

Pike		0 08	Whitefish		0 12
Perch		0 07	Mullets		0 07
Steak cod	0 05	0 06	Haddock	0 04½	0 05
B.C. salmon		0 15	Halibut		0 09
Market cod		0 04	Bullheads		0 10
Sturgeon		0 10	Carp		0 07
Lake trout		0 12	Dore		0 10
Blue fish	0 15	0 18	Mackerel, each		0 25
Sea trout		0 12	Swordfish		0 12
Sea bass		0 12			

FROZEN

Codfish	0 04	0 04	Pike		0 07
Dore, winter caught, per lb		0 10	Salmon, B.C., red,		0 10
Haddock		0 05	Gaspe salmon per lb		0 18
Halibut, per lb		0 09	Smelts, 10 lb. boxes		0 07½
Herring, per 100		1 25	Whitefish, large, lb		0 09
Market cod		0 04	Whitefish, small		0 07
Steak cod		0 05			
Mackerel		0 10			

SALTED AND PICKLED

Green cod, No. 1, bbl	6 00	6 50	Salmon, B.C., red, bbl		14 00
Labrador herring, bbl		5 00	" " pink, bbl		12 00
" " ½ bbl		3 00	" Labrador, bbl		17 00
Labrador sea trout, bbls		11 00	" " ½ bbls		8 50
Labrador sea trout, half bbls		6 00	" " trcs., 300 lb		23 00
No. 1 mackerel, pail		2 00	Salt eels, per lb		0 07
" ½ bbls		8 00	Salt sardines, 20 lb. pls		1 00
No. 1 pollock, 1		4 00	Scotch herring	6 50	7 00
			" " keg		1 00
			Holland herring, bbl		5 50
			" " keg		0 75

SMOKED

Bloaters, large, per box	1 00
Haddies	0 08
Herring, new smoked, per box	0 13
Kippered herring, per box	1 15

SHELL FISH

Shell oysters, bbl.	10 00
Lobsters, live, per lb.	0 25
Oysters, choice, bulk, Imp. gal.	1 50
" Selects, Imp. gal.	1 6
" "Sealshipt," standards, per Imp. gal.	1 75
" " select, per Imp. gal.	2 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5½, 6, 8, 9 & 10c. per lb.	
Shredded cod, per box	1 80
Skinless cod, 100 lb. case	5 50

TORONTO.

Green Fruit.—The local market is again receiving fairly large shipments of fruit and some of the displays on the wholesale market would delight the eyes of the gods. California fruit is more plentiful now and is apparently in good condition. Pears and plums of the imported variety are still holding a firm place on the market, but peaches are giving away before the new home stocks. Og the latter the dealers state that in another week or so they will be quite plentiful. It is generally stated that the crops are in a promising condition and that the production will be quite heavy. Raspberries are nearly done and while some are quoted at 11 cents the best variety is as high as 15 cents.

Lemons and oranges are firm. The

LOCAL FRUITS

We are large distributors of local fruits and vegetables. We handle daily shipments from the principal growers.

Your orders, if entrusted to us, will receive best care and attention.

WHITE & CO., Limited

Wholesale Fruit Importers **Toronto and Hamilton**

Lawton Berries
or
Thimbleberries
are now at their best.

Plums
Peaches } are in good supply.

Also early
Harvest Apples
Tomatoes
Cucumbers, etc.

Wire, phone or mail your orders to

Stevens & Soloman
Growers and Shippers of
CANADIAN FRUITS
HAMILTON, - - - ONT.
Phones 1900 and 2700

CALIFORNIA
Late Valencia Oranges
GOLDEN ORANGE
BRAND

The Finest Orange Grown.
Fresh Cars Arriving Weekly.

Always Order
GOLDEN ORANGE BRAND
And get the very BEST from

HUGH WALKER & SON
(Established 1861) **GUELPH, ONTARIO**

BUSTER BROWN



Sales 1909
May, June, July
1,956,000

LEMONS

Sales 1910
May, June, July
4,561,800



Our pack of Lemons is by far the best value.
Increased sales prove it. *Order them.*

FOLLINA BROS.,
PACKERS

W. B. STRINGER,
SALES AGENT.

quality of the late Valencia oranges recently received on the local market could hardly be improved. They are quoted as high as $5. Lemons are holding their own under weather conditions that are not likely to create a particularly heavy demand. It was stated by one prominent fruit man that the new crop of lemons will not be received here until the middle of November, and the supply for the interim is not heavy. Should a warm wave similar to that which spent itself three weeks ago or more again be felt, lemons will soar to probably $7.50. During the present season lemons have been particularly strong and it will be remembered that in the very beginning of the warm weather it was pointed out in these columns that lemons were worth watching closely and that prediction has been verified.

Imported grapes are quoted in case lots at $2.75. They appear to be of fine quality. The present week may be considered the off period from the fact that there is a spirit of quietness in the market compared to the conditions which have existed. It is no doubt due to the fact that some crops are pretty well spent and others have not yet ripened. A renewal is expected when peaches reach their height.

Apples, Canadian, basket	0 30	0 40	Grape Fruit— California	3 75	4 75
Bananas	1 50	2 00	Lawton Berries	0 10	0 12
Blackberries, bas	0 10	0 12	Lemons— Verdelli		6 00
Blueberries, bas	1 10	1 25	Limes, box		1 25
Cantaloupes, Cal.— Large crates		6 00	Oranges— Valencia	4 50	5 00
Cherries, sour— Large basket		1 35	Peaches— Early Canadian flat baskets	0 40	0 60
Cocoanuts, sack	4 00	4 50	Leno covers	0 60	0 75
Red currants, small basket		0 75	California	1 25	1 75
Black currants, basket		1 50	Canadian	0 75	1 25
Greengages, box	1 00	1 75	Pears, box	3 00	3 25
Gooseberries— Large, per bas	1 00	1 25	Pineapples, case	2 25	3 00
Grapes, case		2 75	Plums, case	1 50	1 75
			Raspberries	0 11	0 15
			Watermelon, ea.	0 40	0 50

Vegetables.—The bottom has been falling steadily from the majority of the vegetable prices on the local market. Imported stocks are for the present a thing of the past and with home production fairly heavy the prices have been adapting themselves to the local markets. It has been simply a case of gradual transformation and there is now scarcely an imported vegetable offered by the wholesale fruitmen. Cucumbers, carrots, beets, etc., are pretty nearly down to bottom prices and a heavy demand is reported. Tomatoes are coming in fairly plentifully now, but the feeling among the trade is that there will be no record production established by tomatoes this year.

Home grown potatoes are being quoted at about 90 cents a bag. They are of good quality and there seems to be a good crop.

Beets, doz	0 25	0 30	Potatoes, Delaware		0 75
Beans, wax, per 11-qt. basket	0 15	0 25	Potatoes, Virg	2 50	2 75
Cabbage, case— Canadian	1 25	1 50	Parsley, per doz bunches	0 25	0 30
Carrots, Canadian, doz		0 30	Radishes, doz		0 25
Cauliflower, dz		2 25	Peas, green, per 11-qt. basket		0 35
Celery, basket		0 50	Green peppers, 11-qt. basket	0 35	0 40
Cucumbers, bas	0 25	0 30	Spinach, hamper		
Lettuce, Canadian, head	0 25	0 30	Tomatoes, Can., basket 11 qt	0 25	0 50
Onions— Spanish, large	2 50	2 75	New turnips, p r 11-qt. basket		0 50
Potatoes, Ontario, new, bag		0 90			

Fish.—The past week has been featured by a shortage in the supplies of fish. Salmon, trout and white fish were particularly in this respect and although halibut had dropped considerably the week before it quickly returned to the ten cent price as a result of the demand being turned more largely in that direction. There is a fairly good demand for fish but the buisness is hampered by the shortage of supplies.

FRESH CAUGHT FISH

Halibut		0 10	Steak cod		0 08
Salmon trout		0 11	Perch		0 07
White fish	0 11	0 12	Haddock		0 07
Herring		0 06	Mackerel	0 22	0 23

FROZEN LAKE FISH

Pickerel yellow		08	Pike		0 07
			Whitefish, frozen		0 09

OCEAN FISH (FROZEN)

Herring, per 100		1 50	Salmon, pink, per lb		0 08
			" red		0 09

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box		1 60	Cod, Imperial, per lb		0 05
Codfish, Bluenose, "		1 40	Fillets, per lb		0 11
Cod steak, per lb		0 07	Haddie, Finnan		0 07
			Quail on toast, per lb		0 05

WINNIPEG.

Fresh Fruit.—Imported fruit is fast diminishing and Canadian stuff is coming in from the east and west. Prices are held firm in spite of the attempt of the local purchasers to supply the goods at lower prices this year. Lemons are still high on the local market.

Apples, Wash., box	2 25	Pears, Cal., box	3 25
Bananas	2 50	Oranges, Valencias	5 50
Blueberries, lb	0 20	Currants, case	3 00
Crab apples, box	2 25	Watermelons, dz	6 00
Cocoanuts, doz	0 90	Plums, blue, Cal case	2 00
Lemons, Cal	9 00		
Peaches, Crawford's, case	1 50		

Vegetables.—Manitoba grown stuff supplies the bulk of the market, tomatoes and onions being the only imported lines. The demand is good and prices are held strongly.

Butter beans, lb	0 05	Onions, imported	0 04
Carrots, doz	0 25	Potatoes, new, bs	1 75
Cabbage, new, lb	0 03	Parsley, per doz	0 25
Cucumbers, doz	0 40	Radish, dozen	0 30
Lettuce, doz	0 30	Rhubarb, lb	0 04
Mint, doz	0 30	Tomatoes, crate	2 00
Onions, green, per dozen	0 20		

Fish.—The consumption is heavy and prices are about to advance on a few lines at least. Jobbers are having difficulty in getting supplies.

Halibut	0 09	Whitefish	0 09
Salmon Trout	0 11	Smoked— Bloaters, basket	1 50
Whitefish	0 08½	Fillets, lb	0 20
Haddock	0 06	Haddie, Finnan	0 08
Lake Frozen— Goldeyes	0 03½	Herring, Digby, bdls	0 95
Yellow Pickerel	0 07		
Pike	0 03½		

SEASON 1908-9

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

TRY LEARD'S LOBSTERS and CANNED CHICKEN
Write for Prices
W. A. LEARD
Summerside, - P.E.I.

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

CARTER'S
EXTRA CONCENTRATED
LEMON SYRUP
"BIG WHEEL"
LEMONADE.
CRYSTALS OR POWDER.
H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor, and because there is an absolute guarantee of purity of contents given with each tin.

Each tin is provided with a spare lid for use after the tin has been opened.

"CONCORD" SARDINES will more than please your better-class customers, and will prove a remunerative line to handle.

CCC
Norwegian Canned Goods

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It's knowledge that directs the successful grocer in stocking up with

Brunswick Brand Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that has "made good."

You will always be on the safe side if you sell "Brunswick Brand," because it is the "Quality" brand, and we leave no stone unturned to maintain the high standard we have reached. Order to-day.

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.



Instances of Price Cutting and their Effects

Soap, Syrup, Cereals and Canned Peas Handled at a Loss Considering Expenses Entailed—Canned Peas Which Cost $1.15 Sell at $1—Trouble Over a Cut in Oil—A Plea for Better Organization.

By H. R. Daniels.

Organize! Organize! Organize! should be the retail grocers' slogan.

Half of the evils that beset the trade to-day would disappear like magic before a resolute effort at co-operation. Reckless cutting and slashing of prices are continually whittling down profits. Trade conditions, too, have an overwhelming tendency toward small margins and quick turnovers; and these adverse features are periodically aggravated by the impolitic action of some dealer, who in order to boost business makes a heavy cut in the price of some staple article.

To illustrate; we know of a merchant who is handling a certain line of soap at five cents per bar. This soap nets $5.25, freight included, the loss sustained being ¼c per bar. No comment is necessary here.

Pail syrups in 5's which net about 25c are being retailed at 28c; 10's which cost about 48c laid down are handled at 55c; a cereal sells at 3 for 25c; canned peas, worth at the present moment say $1.15 are sold 3 for 25c. A dozen cost $1.15 and sell for $1.

Many more such cases might be instanced. The above will be sufficient for the argument in hand.

A Bad Matter Grows Worse.

Now, it is obvious that even the most conservative grocer cannot always be content with meekly falling into line. He, too, must sometimes be the aggressor; otherwise his patrons are apt to form the impression that they are always paying the highest price for their goods. Presto! He makes a slash and a bad matter grows worse.

The foregoing is not mere surmise. It is, unfortunately, borne out by hard facts. We cheerfully acknowledge our share in the grievance. At the same time we feel that our policy has been governed by necessity. In this connection the following will be interesting.

Last fall we secured the agency for a Canadian manufacturer's illuminating oils in this vicinity. Previous to this we had, in common with the other merchants, purchased our supply through the local jobbers, paying 13c per gallon and retailing at 18c. On the new basis, of course, we secured the wholesale price 11c and forthwith decided upon a reduction. The following notice was accordingly issued in circular form:

ANNOUNCEMENT.

As you are well aware, you have paid 18c. per gallon for coal oil from time immemorial. On and after Monday, Oct. 11, we will retail oil at 14½c. per gallon, and with your co-operation we will keep it there. That this store is enjoying the confidence of the public is evidenced by the enormous growth of our trade, and we propose to merit that confidence by a liberal retail policy. Yours truly.

The price chosen (14½c.) was diplomatic, giving as it did 15c. in single gallon and 16c. in half gallon quantities. This was considered fair to our competitors under the circumstances.

But the unexpected happened. The jobbers for a large U.S. concern—both hardware dealers—became panic stricken, and proposed to supply the other merchants with oil at wholesale prices, same to be retailed at 13c. per gallon until we had been frozen out. In the meantime they appealed to the oil company to protect their profits, representing that we were making a cut at their trade in this territory. We thought this was grossly unfair to us as we had not offered a single barrel to the trade here and had no intention of doing so.

The Ultimatum Delivered.

In due time the company's agent arrived and we were the recipient of a sort of ultimatum. We could retract our position and resume the old price or take the consequences of a war upon the United States company. We did not relish being bullied in this fashion and chose the latter alternative. Anyway, we figured that our own company would support us in this matter; a predilection justified by subsequent events. In the meantime we acquainted both companies with the true facts in the case and thereby prevented any further friction.

However, the 13c. rate went into effect and after maintaining our original price for one month we also adopted it; a position from which we will not be the first to recede.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL
Insist upon having them
D. McDOUGALL & CO. Ltd., Glasgow, Scotland
CLAY PIPES

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

TANGLEFOOT

The Original Fly Paper
For 25 years the Standard in quality
All others are imitations

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade


The foregoing represents but one aspect of a very pressing problem. There is another phase which we have not considered here, viz.—the policy of paying an excessive price for the farmers' produce, but the discussion of this must be deferred to another article.

In conclusion, the crux of the situation is this: such business methods are entirely unwarranted, benefit no one, and are productive of the most disastrous results upon trade. Finally, the whole constitutes a powerful argument for more friendly co-operation on the part of the merchants.

HOW PRUNES ARE PACKED.

Are Allowed to Fall on Ground When Fully Ripened—The Preparation for Final Packing.

It may be of interest to grocers to know that prunes are not picked from trees, but are allowed to fall to the ground. The reason is that the prune must be dead ripe, with all its sugar developed, or it will not cure properly. The ground beneath the trees is carefully prepared, being leveled and smoothed for the falling fruit. When gathered, the prunes are rolled down troughs full of tiny needles, that prick the skins. They are then dipped in a hot solution containing lye, which cleanses them, and are then rinsed in cold water. Next they are put in broad, shallow, wooden trays and laid in the sun for two or three weeks. At the packing house they are assorted as to size by a machine, which shakes them over a huge sieve. They are dropped through their proper holes in different bins and are run through a vat of hot water and finally packed.

BUY WHEN YOU NEED.

Grocer Should Regularly Examine His Stock to Make Sure That he has Sufficient Supply—The Benefits of Such a System.

By A. H. Harvey.

Do you take an hour or two now and then, Mr. Grocer, to figure out what goods you need, or do you wait until some traveler happens along and buy according to his suggestions? Did you ever stop to examine this department of your business?

It is hardly necessary to mention the importance of buying in so far as it concerns the grocer himself. A great deal of the profit on goods is made before they reach the store. It depends upon how the grocer has conducted his buying. Therefore, let the buying of your goods be one of the questions which receives your closest attention.

Proceeding from this point, it is manifestly necessary that you know just what you want. Therefore, take an hour or two sometimes when the rush is over and examine the condition of your stocks. Make a list of the articles you need, and if your stock is absolutely low send in your order to the wholesale house at once. You may have a run on these very goods.

This not only keeps you in close acquaintanceship with your goods, but it also prevents certain lines from becoming stale. If you make a regular practice of this idea you will not be one of those who, when upon a chance visit to the storehouse, stumbles over a pile of goods and says in surprise, "I did not know I had so much of those goods." And there is another reason. The custom mentioned above prevents the grocer from becoming careless, and if that were the only benefit he would derive it is sufficient reward.

This, then, is the fundamental necessity. After you have performed this task it is an entirely different question as to what you will buy, how much you will buy and under what conditions your purchases are made.

SCUM ON PICKLES.

Here is one recipe given by a retailer to take the scum off bulk pickles: "When scum appears on the top of bulk pickles skim off the scum and then dip out vinegar until the pickles are reached. Then add sufficient distilled vinegar of about 40 grain to make up the loss of liquid removed. Stir the contents of the cask occasionally so that mold will not collect."

The retailer who "snaps" traveling salesmen before he learns whether they know anything of value to him, is choking up the channel of information worth more than fine gold.

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

ADDING MACHINE.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

AGENCIES WANTED.

AGENCIES WANTED—Agent in Montreal open to handle couple of good accounts, independent canner particularly. Address Box 359, CANADIAN GROCER, Toronto.

AGENTS WANTED.

WANTED—Grocers to sell Nation's Custard Powder. Retail 5 cents per packet. ½ and 1-lb. patent measure tins. Gives big profit. Satisfies customers. Increases sales. Wholesale Agents:—Green & Co., Toronto; W. H. Escott, Winnipeg; W. H. Malkin Co., Vancouver. (34)

AUCTIONEERS.

AUCTIONEER—Stocks of merchandise closed out or reduced anywhere in U S. or Canada; expert service; satisfaction guaranteed. For terms and date address R. G. HOLMAN, Harvey, Illinois. (32)

MALE HELP WANTED.

WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

WANTED—Experienced salesman in some staple line to form brokerage company with young man with some capital. Address Box 358, CANADIAN GROCER, Toronto. (33)

BUSINESS CHANCES.

FOR SALE OR TO RENT. A general country store in one of the best wheat sections of Southern Sask. A post-office and mail route in connection. Address, Postmaster, Ingleford, Sask. (32)

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

FOR SALE—Grocery business with a yearly turnover of over $70,000.00 and good profits. Owner retiring. Finest business position on the main street of Calgary. Every facility offered for investigation. Full particulars from exclusive agents. THE LOWNDES LAND CO., P.O. Box 1494, Calgary, Alberta.

RENT OR SALE—A first-class store for hardware and tinsmith at Crysler, Ont. One opposition. Public would need one more. Includes living apartments. Reasonable price. Apply to H. A. DUPUIS, Embrun, Ont. (36)

FOR SALE—In the City of Windsor, Ont., large corner grocery store. Good business. Reason for selling. Will sell property or rent. Address Box 357, CANADIAN GROCER, Toronto.

COUNTER CHECK BOOKS.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

MISCELLANEOUS.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

MISCELLANEOUS.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

FOR FILING PAPERS, LETTERS and Vouchers, fastening bulky envelopes or backing statements, the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

FOR THE MONTH OF AUGUST ONLY we offer some exceptionally good values in rebuilt Smith Premier Typewriters. Do not fail to write us for prices. They will astonish you; so will the high quality of the machines. THE MONARCH TYPEWRITER COMPANY, LIMITED, 98 King Street West, Toronto

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

THE MONEY you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

SALESMEN WANTED.

SALESMEN AND SALESWOMEN WANTED — Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 789, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco.

SITUATIONS WANTED.

TEA TRADE—Advertiser wishes for position; 20 years' experience in the trade; would represent good house on road. Satisfactory credentials. Reply Box 356, CANADIAN GROCER, Toronto. (33)

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 50



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz }	Per case
1 "	12 " }	$6 00
1 "	16 " }	



ROYAL BAKING POWDER

Sizes.	Per doz
Royal—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 60
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams	Per doz
Strawberry	1 90
Raspberry	1 90
Black currant	1 80
Red currant	1 80
Raspberry & red currant	1 80
Raspberry and gooseberry	1 80
Damson plum, stoneless	1 70
Greengage plum, stoneless	1 70
Gooseberry	1 80

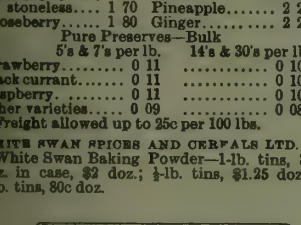
Pure Preserves—Bulk	5's & 7's per lb.	14's & 30's per lb.
Strawberry	0 11	0 10½
Black currant	0 11	0 10½
Raspberry	0 11	0 10½
Other varieties	0 09	0 08½

Peach	1 80
Pear	1 70
Jellies	
Red currant	2 40
Black currant	2 40
Crabapple	1 70
Plum	1 70
Grape	1 70
Marmalade	
Scotch	1 40
Orange Jelly	1 75
Green Fig	2 25
Lemon	1 80
Pineapple	2 25
Ginger	2 25

Freight allowed up to 25c per 100 lbs.

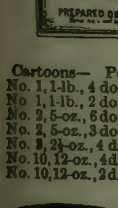
WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz
No. 1, 1-lb., 4 doz	2 40
No. 1, 1-lb., 2 doz	2 50
No. 2, 5-oz., 6 doz	0 80
No. 2, 5-oz., 3 doz	0 85
No. 3, 2½-oz., 4 dz	0 45
No. 10, 12-oz., 4 dz	2 10
No. 10, 12-oz., 2 dz	2 20

No. 12, 4-oz., 6 dz	0 70
No. 12, 4-oz., 3 dz.	0 75
In Tin Boxes—	
No. 13, 1-lb., 2 dz.	3 00
No. 14, 8-oz., 3 dz	1 75
No. 15, 4-oz., 4 dz.	1 10
No. 16, 2½-lbs.	7 25
No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

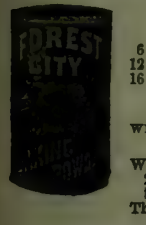
White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00



Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations or Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb.	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 24
" ½'s " " "	0 25
" ¼'s " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

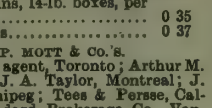
In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb. 0 35

Smaller quantities 0 37

JOHN P. MOTT & Co.'s.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c. size	90 per ds.
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 40
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
½ and ½ lb. packages, assorted	0 26½
¼ and ½ lb. packages, assorted	0 27½

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 16
Shredded	0 15
In packages 1-lb., 6-oz., 4-oz., lb.	0 18

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED.

"Jersey" brand evaporated cream per case (4 doz.) $4 00

Reindeer" brand per case (4 doz.) 5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb	
Mo-Ja, ½-lb. tins 30c. lb.	
Mo-Ja, 1-lb. tins 28c. lb.	
Mo-Ja, 2-lb. tins 26c. lb.	

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 2 tumblers), $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz. $ 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 25
Medium blocks, dozen	1 40



W.S.P.	Ret. P.
Ground or bean, 1s	0 50
" " ½s	0 33
" " ¼s	0 29
" " ½s	0 50
" " ¼s	0 40
" " ½s	0 40
" " ¼s	0 30
" " ½s	0 22
" " ¼s	0 23
" " ½s	0 30

Packed in 30s and 50-lb. cases. Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	1 [illegible]
" " 10c cakes, 36 in box "	3 [illegible]
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, "	0 [illegible]
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb.	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1	00
2 "	"	1	75
2½ "	"	2	00
4 "	"	3	00
5 "	"	3	75
8 "	"	5	50
16 "	"	10	00
32 "	"	18	00

Discounts on application

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins 4 80

Milkstock (cooking milk), per case (4 doz) ½ lb tins 4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails, per lb.	0 06½

Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 06½

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. 1.80. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 3 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1, $10; No. 2, $13 dz.

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lusture which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

You Must Realize

that an article which has a huge amount of consumer advertising behind it to pull it through the stores, as has

2 in 1

The World's Best Shoe Polish

must be a profitable and quick-selling line to handle.

But in addition to this ad-pulling force, "2 in 1" has sterling merit behind it. It preserves the boots and makes them pliable; is waterproof; shines quickly and lasts a long time; does not soil the clothes or clog the brush, and is just now in increasing demand.

You can't afford to be without "2 in 1" on your shelves.

The F. F. Dalley Co.

LIMITED

Hamilton, Canada, and Buffalo, N. Y.

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

Molassine Meal

Molassine Dog and Puppy Cakes

Molassine Terrier, Hound and Puppy Meal

Molassine Chicken and Poultry Food

Are reliable foods for horses, cattle, dogs and poultry.

Sole Canadian Importer:

ANDREW WATSON

91 YOUVILLE SQUARE, MONTREAL

NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

R. B. Wiseman & Co.

123 Bannatyne Avenue East WINNIPEG, MAN.

Reference—Bank of Ottawa, Winnipeg

BROOMS OF QUALITY

WE make them! **YOU** should sell them!

YOUR customers will appreciate them! **OURS** do

and keep our factory going on FULL TIME

A postal will bring you information.

Walter Woods & Co. - **Hamilton and Winnipeg**



Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

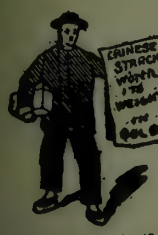
14 Colored Plates. 176 Pages. 100 Illustrations.

Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY

Technical Book Department

143-149 University St. - Toronto, Canada



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

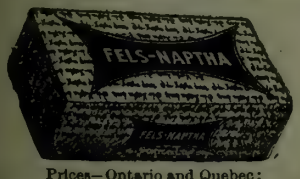
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

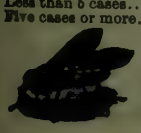
The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Fly Pads.



WILSON'S FLY PADS

In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.80; 5 boxes $3.75



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 13
½-bbls.	0 13½
Tubs, 60 lbs.	0 13½
20-lb. Pails.	2 70
20-lb. tins	2 60
Cases 3-lb.	0 14
" 5-lb.	0 13½
" 10-lb.	0 13½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 12½
Tubs	0 12½
20-lb. pails.	0 12½
20-lb. tins.	0 12½
10-lb. "	0 13
5-lb. "	0 13½
3-lb. "	0 13½
1-lb. cartons	13½

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1
" " 100 sticks	....
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7½c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—

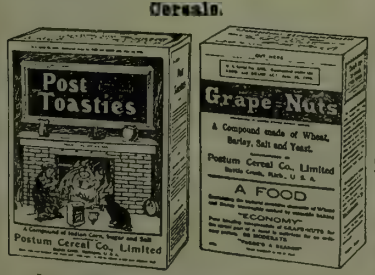
1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.

Post Toasties—No. T3, $2.85.

ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case $3 50

Baby size, per case..... 2.00

Ditto, hotel, 3.70

Silver Cow Milk 4.55

Purity Milk.... 4.25

Good Luck.... 4.00



Mustard

COLMAN'S OR KEEN'S

D.S.F.,	¼-lb. tins	per doz. $ 1 40
"	½-lb. tins	" 2 50
"	1-lb. tins	" 5 00
Durham	4-lb. jar	per jar 0 75
"	1-lb. jar	" 0 25
F.D.	¼-lb. tins	per doz. 0 85
"	½-lb. tins	" 1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 6 75
" pts. 24's	6 50
" ½-pts. 24's	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box, $3.00

Case of ½-lb. containing 120 pkgs. per box, $3.00

Case of 1-lb and ½-lb containing 30 1-lb. and 60 ½-lb. pkgs per box $3.00

Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, "	120 ½-lb. "	2 60
No. 3, "	80 1-lb. " and 80 ½-lb. "	3 60

No. 5 Magic soda—cases 100—10-oz pkgs

1 case	$ 3
5 cases	14

TRADE MARK BRAND



REGISTERED

WOOD'S

HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. **Montreal**

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



2 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

	Per lb
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 07
Barrels, 200 lb	0 06½
Kegs, 100 lb	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb	0 7½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks in case	0 08
Kegs, ex. crystals, 100 lb	0 07
Brantford Gloss—	
1-lb. fancy boxes, cases 35 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	1 00

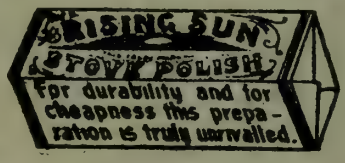
Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ½ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD
6a size, gross, $2.40. 2a size, gross, $2.50

Boot Polish



PACKARD'S BOOT AND SHOE POLISHES

Mon-Ami, $9 gross; Black "O," $9 gross; Large Combination, $20 per gross; Pony Combination, $10; French Glycerine, $9; Ladies' Special, $20; Pat. Lea. Cream $20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03½ per lb.
Half-barrels, 350 lbs	0 03½ "
¼-barrels, 175 lbs	0 03½ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail.
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.



EMPIRE PACKAGE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c.....1s, 20c.; ½s, 21c.
30c.....1s and ½s, 23c.
40c.....1s and ½s, 28c.
50c.....1s and ½s, 35c.
75c.....1s and ½s, Vulcan, 50c.

100 lb. lots freight paid.



Blue Label, ½'s..... 0 28

Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 30	0 35
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, 1's and ½'s	0 55	0 80
Embossed, 1's and ½'s	0 67	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	35c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ½'s	18c ea. 72 lb.	25c ea. 1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

black, green, mixed—½s, wholesale 70c., retail $1; ½s, 55c. and 80c.; ½s, 44c. and 60c.; 1 lbs and ½s, 40c. and 60c.; ½s, 38c. and 50c.; 1 lbs. and ½s, 35c. and 50c.; 1 lb., ½s, 30c. and 40c.; ½s, 32c. and 40c.; ½s, 25c. and 30c.; 1 lbs., 24c. and 30c. We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 45
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder..... } 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



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Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. } assorted	$7 20
2 doz. ½-lb. paper pkgs. }	
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

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Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (12 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 10's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, bris., 25 lbs. each, 22c lb

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IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	43
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	90

Yeast

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

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SAVE TIME & MONEY



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Nations Custard Powder
LARGE 5c. PACKETS
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Sample FREE on request
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In stocking and recommending
"COW BRAND"
BAKING SODA
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See to your stocks. Order from your jobber
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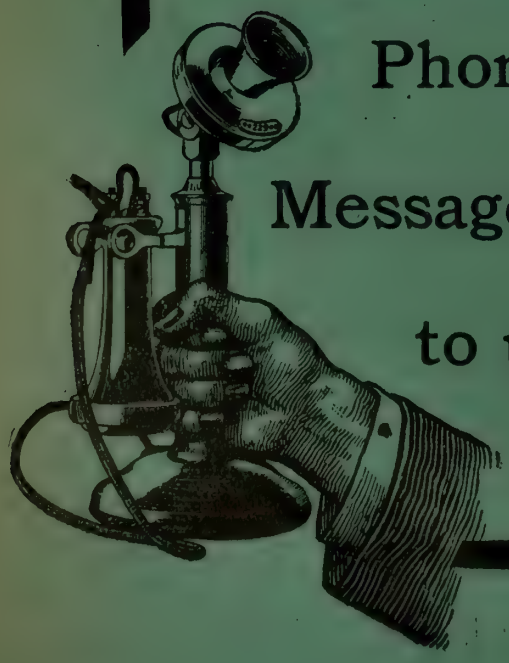
Wrapped in sanitary packages.

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At home and abroad enjoys a unique reputation for purity

It is the most perfect and satisfactory Blue made

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"Silver Gloss" Starch

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most perfect for cooking, puddings, desserts, etc.

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Look at these prices and place your order at once, if you want high-grade preserves :

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GUARANTEED FINEST QUALITY

	16 oz. Glass 2 doz. in Case.	5 lb. Pails 8 Pails in Case.		16 oz. Glass 2 doz. in Case.	5 lb. Pails 8 Pails in Case.
Raspberry Jam	$1.90 per doz.	55c per pail	Peach Jam	$1.70 per doz.	50c per pail
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Black Currant Jam	1.90 per doz.	55c per pail	Assorted Jam	1.75 per doz.	50c per pail
Red Currant Jam	1.70 per doz.	50c per pail	Grape Fruit Marmalade	1.60 per doz.	45c per pail
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Freight prepaid on five cases or more shipped direct from factory to Windsor, Owen Sound, Collingwood, Gravenhurst, Ottawa, Montreal, and all intervening points in Ontario. To all other points a freight allowance of 25c. per cwt. will be made.

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Pack only the best fruit from the best Vineyards and Orchards in California.

Full Grade **Full Count** **Full Weight**

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We will be glad to help you build up this branch of your business. Ask us for samples to match or at a price. We will do the rest.

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It maintains a uniform high quality suited to your better-class Trade.

It gives to the drinker all that is required in superior flavour and strength.

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If you will send us your name and address, no matter where your store is situated, we will, in the first place, mail you a sample so that you may taste the taste of FROU-FROU, and if favored with your order we will guarantee that a 5-lb. or a 10-lb. tin reaches you at as advantageous terms as your brother grocer who may be more favorably situated for receiving supplies.

FROU-FROU is the result of Dutch ingenuity, the World's greatest Wafer, and the despair of imitators.

You owe it to your customers and to your own business to sell this, the peer of all Wafers.

The store with FROU-FROU can always supply the "something extra" for its customers' unexpected guests.

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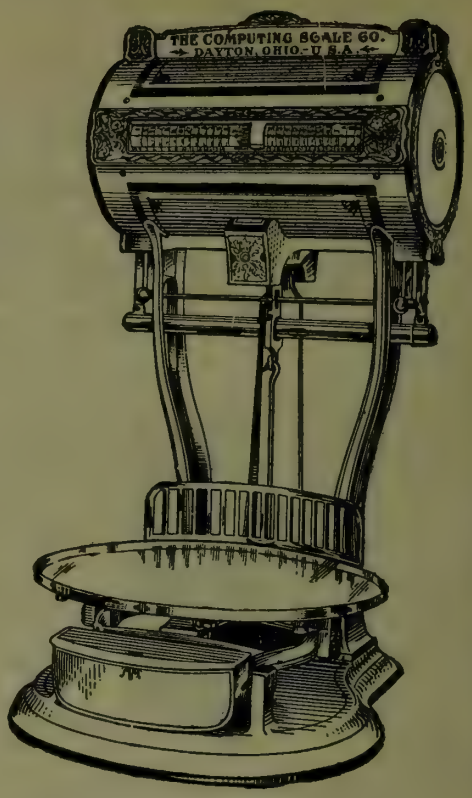
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Dayton Moneyweight Scale
Note the low platform



Your Attention!



These goods we can highly recommend for quality and attractive style of packages.

The range is a large one, including Ox Tongues, Potted Meats, Galantines, etc., put up in both glass and tin.

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Just You Taste——

OUR SPECIALTY

STRAWBERRY JAM

Made only from the finest, luscious whole fruit and purest cane sugar.

"KOOTENAY" BRAND

JAMS and JELLIES

IN BOTTLES

and then tell your customers how good they are! They are made solely from the ripest, luscious British Columbia fruits and the purest cane sugar, and are handled in an up-to-date sanitary factory.

The profit on "Kootenay" Brand will interest you too.

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It is for you to supply your customers with the ***best*** and ***most perfect.*** To do this it must be

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"Eagle Brand" Condensed Milk
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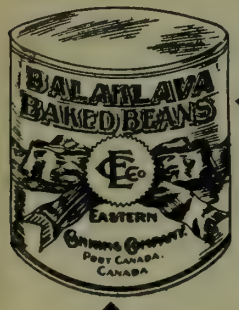


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AND ALL TRADE KEEPERS





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You already know them. If you do not, write us for information and prices. If you do know them, see that your stock is kept up.

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The Eastern Canning Co.

Port Canada, N.B.

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Peterboro, 9th July, 1910

Thos. O. Baxter

Dear Sir:

Would you please send us by Express, one dozen Brand's Essence of Beef in tin, same as we had before.

There is a growing demand for it. Two new customers are waiting for this lot to arrive.

The case of one man with the worst type of Anaemia has been a great advertiser. It has been a great thing for him, and all his friends are talking about it, so it has a good start now.

You will find enclosed Express Order in payment of last lot.

Your kind attention will oblige,

Yours truly,

A Leading Grocer
(Name on request)

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SPECIAL INTRODUCTORY OFFER

to high-class grocers so that we can properly introduce these goods to the Canadian public.

Avail yourself of this favorable opportunity to increase your trade. Our offer has been accepted by practically every merchant to whom it has been made.

Don't think that Brand's Essence is like ordinary meat extracts. It is not "just the same." Brand's is a clear, amber-colored jelly when cool.

Brand's is specially recommended for invalids, and is retained on the stomach when nothing else can be.





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T. O. BAXTER, 25 Front Street East, TORONTO or H. HUBBARD, 27 Common Street, MONTREAL

BRAND & CO. Purveyors to H.M. the King **London, Eng.**



—Goodwillie's—

PURE FRUITS IN GLASS

¶ Possess that exquisite delicacy of flavor which arouses a desire for more which must be satiated.

¶ If you make yourself the original vendor of GOODWILLIE'S it is to you the customer will return, and with her request for "more GOODWILLIE'S," she will leave her order for other groceries.

¶ Have you customers coming back for GOODWILLIE'S? You should and can.

You Can Secure Prices From Your Wholesaler.

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Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Change in Price
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It's up to you, Mr. Jobber, and Mr. Retailer, to PUSH

KANDY KID

and

HULLY GEE

—lines that net you the pleasing profit of

33⅓%

Write for circular. You'll be interested.

Clyde Fuller & Bro.
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TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

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QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
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BRANTFORD CANADA

Tea Good Enough For Monarchs

is none **too** good for your customers! Sell

TWINING'S TEA

—the most reliable of package teas. We have bona-fide Warrants from the Crowned Heads of Europe, which only emphasize the fact that for Palace, Mansion, Home or Cottage, **Twining's Tea** is unsurpassed. Sells at a moderate price, and leaves a good profit.

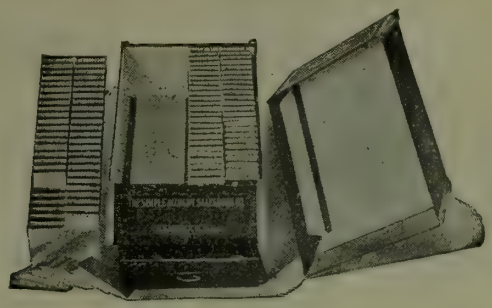
Sold in packets only.

Canadian Agent:

Harold Ritchie

8 Matilda Street, - Toronto

YES, SIR—THIS IS THE KEITH SYSTEM WITH THE STEEL ASBESTOS LINED HOOD



The only system in existence that will protect your accounts against fire.

The only system with the metal back book, numbered from 1 to 50 in duplicate or triplicate, in which to keep separately each customer's account

The only system that places a positive check on **FORGOTTEN CHARGES.**

The only total-forwarding system that eliminates the bringing forward of wrong past accounts and the losing or manipulation of slips.

The Simple Account Salesbook Co.,

Sole Manufacturers

Also manufacturers of Counter Pads for Store Use

1926 Depot St., Fremont, Ohio, and Hartford, Conn.



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatoes.

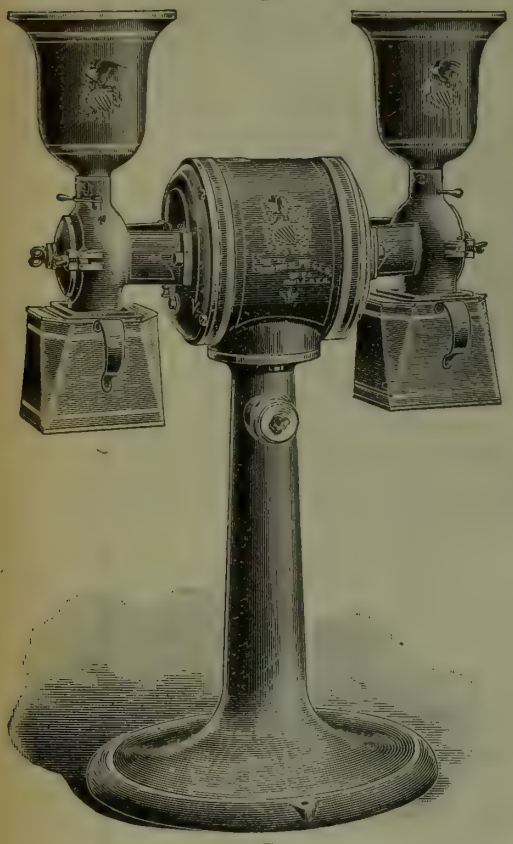
Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Ams Patents



The LATEST "Enterprise" Electric Mill

New ideas applied to rapid grinding of coffee by electric power make these new "Enterprise" Pedestal Mills *by far the best on the market to-day.* They are **Direct Connected.** They lose no power in transmission. The grinders are on the motor shaft. The double Mill shown here, No. 0852, is for alternating current; can also be furnished for direct current. One Mill is fitted with tooth grinders which *cut* the coffee, the other mill fitted with ribbed grinders for pulverizing. Each hopper holds six pounds. The Mill will granulate 3 pounds of coffee per minute, and pulverize ½ pound per minute. The cans or receivers are enclosed as a protection against dust. The Mill is self-cleaning. This compact, graceful 1 H.P. Mill is already in great demand. We invite correspondence and will send facts, illustrations and prices of our 45 sizes and styles of Rapid Grinding and Pulverizing Mills on request.

We supply grocers also with Meat and Food Choppers, Self-Measuring Pumps and Faucets, Smoked Beef Shavers and other "Enterprise" Specialties. You should have our latest catalogue. If you haven't it, write.

The Enterprise Mfg. Co. of Pa. Philadelphia, U.S.A.

21 Murray Street, New York — 544 Van Ness Ave., San Francisco

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, Nelson, B. C., and Calgary, Alberta

Something that Interests Grocers

A "GALT" EMBOSSED STEEL CEILING is an essential in any modern store.

It adds a touch of beauty and dignity to the interior of your store that nothing else can. No trouble to get a design that will harmonize with your fixtures and equipment.

A "GALT" METAL CEILING, however, is not merely an ornament. Its *practical* advantages appeal particularly to shrewd business-men. It is fireproof; will not stain, crack or fall down; it is unaffected by heat, dampness or vibration.

A "GALT" CEILING is moderate in cost and, if necessary, may be applied over a wood or plaster ceiling without interrupting business.

Send sketch and measurements of your ceiling for quotation and catalog "A-3," showing hundreds of designs.

The Galt Art Metal Co., Ltd.

Galt, Ont.



The "All-night-soak" Eliminated

By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Summer Dessert—*then watch your sales mount up.*

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co. - Orange, Mass.

Redpath

is

Canada's Standard

for

Refined Sugar

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que

Are you handling the original magic hand cleaner?
For the effective chasing of all

SNAP

dirt, grease, tar or paint from the hands "SNAP" is unrivalled. Sells at sight. Order from your jobber

SNAP Co., Limited



MONTREAL CANADA

S. T. NISHIMURA & COMPANY

are receiving shipments of new crop

JAPAN TEAS

by every steamer. Jobbers kindly note.

Offices: Montreal and Shidzuoka, Japan

Northern Ontario Merchants

YOU ARE AFTER LARGER PROFITS

Let us show that

YOU CAN INCREASE YOUR PROFITS FROM 5% to 10%

A. J. Young, Ltd.

Wholesale Grocers and Provision Merchants.



WE ARE AFTER YOUR TRADE

OUR GOODS are at your door

Trade with us to YOUR ADVANTAGE

North Bay
Cobalt and
Sudbury

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

Very few cheese makers in Canada would risk using any but

Windsor Cheese Salt

in the curd.

They have tested and proved it---for purity---for solubility---for flavor---and found that it stands in a class by itself.

There is practically no demand for any other Cheese Salt.

The Canadian Salt Co., Limited

WINDSOR, ONTARIO

HAVE YOU

SHIRRIFF'S

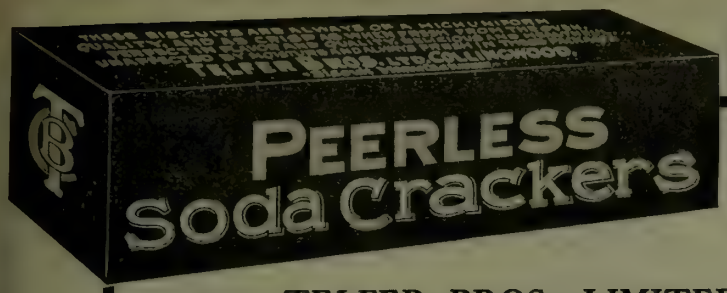
FLAVOURING ESSENCES

on your shelves? They are unequalled for strength and purity, and are good all the year round

IMPERIAL EXTRACT CO., 8-10-12 Matilda St., Toronto, Can.

If your Jobber can't supply you, write us direct.





For the Campers and Picnickers!

Recommend the PEERLESS SODA CRACKER for its quality and freshness. It will be doubly appreciated at this season of the year. They are attractively packed, and leave you a "worth-while" profit in retailing at 10c. a packet.

Manufacturers also of a large range of biscuits.

TELFER BROS., LIMITED, - COLLINGWOOD, ONT.

Branches: - Toronto, - Winnipeg, - Hamilton, - Fort William

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By
GORMAN ECKERT & CO., Limited
London & Winnipeg

ASEPTO SOAP POWDER

"The Enemy of Dirt"

Whether for washing clothes or for house-cleaning, "ASEPTO" will be found the most effective, quickest and most economical soap on the market. Recommend "ASEPTO"—its qualities only want to be known—and you will be astonished how it sells.

Leaves you a good profit. Write us.

Asepto Mfg. Co., St. John, N.B.

Agents—Rose & Laflamme, Ltd., Montreal

"JAMES DOME"

This is the brand of STOVE POLISH that will give satisfaction all the time. The old reliable BLACK LEAD that has been used for more than 60 years. It will stand the test every time. Gives a clean, bright, quick shine. Pays a good profit and sells well.

Canadian Agents:

W. G. A. LAMBE & CO.

Tartan BRAND

We have Specials in—

Salmon, Canned Goods and other lines

See our travelers or phone at our expense

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . HAMILTON

St. Lawrence

GRANULATED and GOLDEN YELLOWS

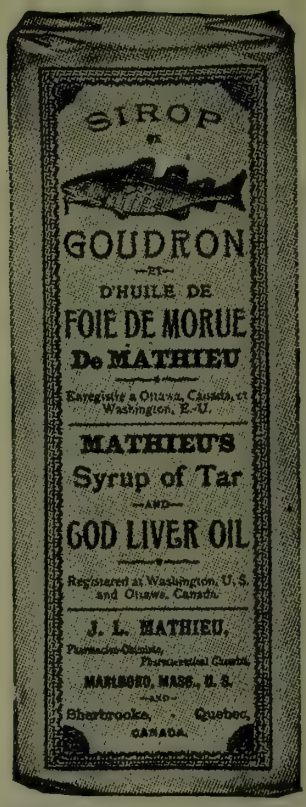
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd., Montreal



MATHIEU'S SYRUP of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere.

It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

75,000 Gallon Pickles in Brine

This is at least one of the largest stocks held in Canada.

Kegs—1, 5 and 10 Gallon.

Bottles—Malt lever tops, and 40 oz. square.

Write for prices before placing orders elsewhere.

Thos. McCready & Son, Ltd., St. John, N.B.

Bonded Vinegar, Pickle and Spice Manufacturers.

"Kolloid-Wolfram"
(REGISTERED TRADE MARK)

Brighter the Store!

Better the Business!!



Tungsten Lamps

Better the Lamp!

Brighter the Store!!

Use "Kolloid-Wolfram" Lamps, increase your business and reduce your expenses. For sale everywhere, but beware of imitations.

Manufactured in HAMILTON, ONT., by

The Canadian Tungsten Lamp Co. Ltd., Lighting Experts

A Genuine Trade-Builder

Quality goods are those that attract and hold trade and

Wonderful Soap

will prove a profitable proposition to every grocer because it is unrivalled in quality and purity.

It is moreover attractively packed and made up, and proves a rapid and profitable seller.

We have a dealer helper-selling plan that cannot fail to interest you. Send for details of it to-day.

The Guelph Soap Co.

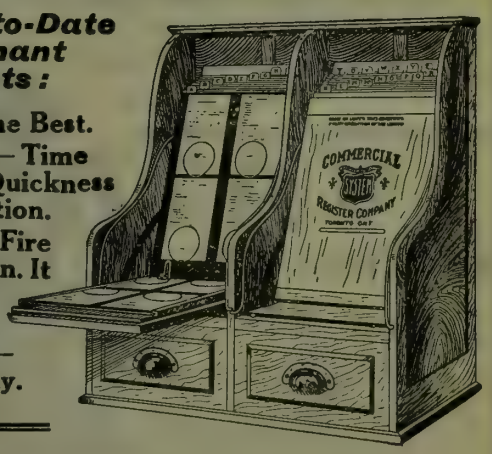
GUELPH - ONTARIO

Toronto Agents. MacGreegor Specialty Co.

The Commercial Account Register

The Up-to-Date Merchant Wants:

FIRST—The Best.
SECOND—Time Saver, Quickness in operation.
THIRD—Fire Protection. It must fit his safe.
FOURTH—Durability.



THE COMMERCIAL

has all the above features. Besides, it is equipped with the PATENT AUTOMATIC and indestructible sheet holder, PATENTED "locked" slip holder, and will LAST A BUSINESS LIFETIME.

It is the only perfect one-writing system. Does away with posting and statements. The BEST COLLECTOR known. Thousands in use in Canada and the United States. Send postal for catalogue.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,
and is
Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

Perfection Cheese Cutter Made in Canada



Every Slice is a Fresh, Even Cut.
Accurate in Weight. Pleasing to the Eye.
It pays to buy a Perfection Cutter.
It is built to last; made substantial and strong.
It prevents overcuts, scraps and waste.
It saves its cost in time, labor and money in less than twelve months.
Patented and Manufactured by
The American Computing Co. of Canada
Hamilton, - Ontario
SOLD BY THE WHOLESALE GROCERS.

The Finishing Touch
to the appearance of your store is given by the installation of an

ELGIN
National Coffee Mill



The attractive symmetry and finish of the "Elgin" compel attention, and it is, moreover, the fastest grinding and easiest running mill on the market. The "Elgin" has steel grinders and can be adjusted while running.

Made in 40 different styles, they sell at a very moderate price. Ask any of the following jobbers for our Catalogue:

WINNIPEG G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO Eby, Blain, Ltd.
LONDON Gorman, Eckert & Co.
ST. JOHN, N.B. G. E. Barbour Co.; Dearborn & Co.
REGINA, Sask.—Campbell Bros. & Wilson.
MONTREAL—The Canadian Fairbanks Co. (and branches).

Woodruff & Edwards Co.,
ELGIN, ILL., U.S.A.

Smoked Herring
In Bouillon

The new line put up by CHR. BJELLAND & CO., Stavanger, Norway (packers of King Oscar Brand Sardines).

¶ ***A large tin of small Herrings packed sardine style in Spiced Bouillon.***

Pays the retailer a handsome profit at
10 cents per tin.

John W. Bickle & Greening
(J. A. Henderson)

Canadian Agents Hamilton

Crushed Fruits

Sterling BRAND

and Soda Fountain Goods

Soda Fountains are Booming

WHY not get busy looking after the requirements of Fountain Owners? You can just fill their needs with "STERLING" Crushed Fruits and Fountain Goods, and you'll find handling this line a profitable proposition. All our goods are of guaranteed purity and full strength.

Send for Prices

The T. A. Lytle Company, Limited
Sterling Road - - - - TORONTO

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND VEGETABLES and PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.
GLASGOW, SCOTLAND

Agents:— Maclure & Langley, Ltd., 12 Front E. Toronto, 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co., Winnipeg: R. Robertson & Co., Vancouver and Victoria

GINGERBREAD
BRAND
MOLASSES

A Molasses that increases your sales.

THREE reasons for it:
No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited
HALIFAX - NOVA SCOTIA

What's the use of your tongue, Mr. Grocer?

AURORA

yourself, and then to tell your customer how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things, First to try it on

COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON, Branch: Sault Ste. Marie



The Demand Has Been Created

All you have to do is satisfy your customers by giving them

ROWAT'S
Sauces and Pickles

They have no equals

Rowat & Co.
Glasgow, Scotland

Canadian Distributors: Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



"Pansy" and "Daphne"
(FANCY) (CHOICE)

SEEDED RAISINS and EVAPORATED FRUITS



are put up in Calfornia, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.
California

Your Canned Goods Trade

We are putting up a full range of our famous

"Kitchener" Brand
Fruits and Vegetables

and can guarantee them unequalled for purity, flavour and attractive packing.

Try a few Cases!

Ask for our prices before you send in your next order.

THE

Oshawa Canning Co.,
LIMITED
Oshawa - - Canada



I find this a

GREAT SELLER

PURITY SALT

It is **pure.** The women say it is the most satisfactory salt they know of.

The Western Salt Company, Limited

MOORETOWN, ONTARIO

—BUY—

Star Brand

Cotton Clothes Lines

—AND—

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.



YOUR PROFITS

in the handling of your perishables, such as butter, eggs, etc., are secured if you are using an

ARCTIC Refrigerator

The 'Arctic' is the 'last word' in scientific refrigerator construction, and is moreover a handsome ornament to any store.

Arctic Refrigerators for All Purposes.

JOHN HILLOCK & CO.

Queen and George Sts., TORONTO

Agents for Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg

---



Steady, White Brilliant Light

At ¼ c. per hour for 500 Candle Power.

If you want absolutely safe lighting, better than electricity or city gas, cheaper than coal oil or candles, get in touch with us.

Lighted and extinguished by a pull of the chain.

The best light for stores, homes, hotels, churches, etc.

First Class Agents Wanted

MACLAREN & CO.

Gasoline Lighting Systems

MERRICKVILLE, ONT.

McLean's

"The Name"

AND THE PACKAGE TO THE RIGHT

The Canadian Cocoanut Co.

Sole Makers

MONTREAL



BLACK JACK

QUICK, CLEAN, HANDY

TRY IT.



SOLD BY ALL JOBBERS

¼-lb. tins—3 doz. in case.



Summer Rubs!

It is during this weather that much polishing is done—door knobs, letter box slits, brass on boats, etc. Is your stock of

Royal Polishes

sufficient to meet all requirements?

If NOT, increase it to-day. Shipments very prompt.

ROYAL POLISHES COMPANY

MONTREAL

You Can Sell Purnell's Sauces, Vinegar and Pickles



to your particular customer because their reputation is based on general quality and right packing.

They are a line that are genuine satisfaction-givers, and they leave the grocer a very liberal margin of profit.

They are general favourites and are more in demand than any similar imported line.



SEE TO YOUR STOCKS

All Good Jobbers handle

Purnell's Pure Products

Canadian Agents:
Charlottetown, P.E.I., Horace Hazzard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. D. Bonhomme, 131 St. Peter St.; Toronto; Lind Brokerage Co., 73 Front St. E., Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., Corner Cordova and Homer Sts.



Are you handling

"Crest" Brand Dry Mustard

IN TINS

Prepared Mustard

IN BOTTLES?

They have the strength and flavour of the finest imported lines.

Attractively put up in

4 doz. ¼ lb. tins to case	75c. doz.
2 doz. ½ lb. tins to case	$1.40 doz.
2 doz. 10c. bottles to case	50c. doz.
4 doz. 5c. bottles to case	45c. doz

Made by the

Canada Spice & Grocery Co.

LIMITED

London — Ontario

CREST BRAND TRADE MARK REGISTERED



MODERN GROCERY FIXTURES.

THE STORE OF

MESSRS. O. CARIGNAN & FILS, OF THREE RIVERS, P.Q., AS SHOWN ON PAGE TWENTY EIGHT OF CANADIAN GROCER OF AUGUST 5, 1910, IS FITTED WITH WALKER BIN FIXTURES

Write for Illustrated Catalogue "Modern Grocery Fixtures".

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

MASON'S No. 1 SAUCE

Sauce That Satisfies

That's a good description of No. 1 Sauce, because it not only satisfies the palates of your customers, but it leaves satisfaction and profit behind for you.

It is made of absolutely pure ingredients in a specially clean and efficiently fitted factory.

Stock and recommend this delightful Sauce! There's a worth-while profit for the retailer.

Send for Samples and Details.

MASONS LIMITED
25 MELINDA STREET - TORONTO

Agents Wanted where not Represented



Purity
within this can

White Dove Cocoanut

The friend of
those who cook

W. P. DOWNEY
MONTREAL

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

WARMINTON'S

Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

Mr. Dealer

When anybody mentions picnics or traveling



be sure they take a can of our

Cold Spring Lemonade Powder

along as it is
The Only Summer Drink.

S. H. EWING & SONS
MONTREAL and TORONTO



It dries them up **Common Sense** **KILLS** { Roaches and Bed-Bugs / Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

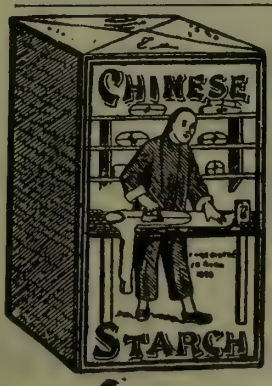
A Great Selling Team

¶ Buyers must be moved through several steps to be brought to the buying point.

¶ They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

¶ Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

José Segalerva

MALAGA, SPAIN

¶ Blue Fruit, as Malaga Table Raisins are often known, must be of particularly fine quality if the same brand is to be supplied to the trade year after year.

¶ Perhaps the truest guarantee of uniformity in quality of Malaga Table Raisins packed by the above firm is the constantly increasing number of repeat orders we take.

¶ Last year this packer was absolutely the largest shipper to Canada.

If your order has not already been sent us, a post card will bring an immediate reply.—It will pay you to stock

Segalerva Table Raisins

Agents

Rose & Laflamme
Limited

Montreal - Toronto

ALWAYS LOOK FOR THE BEAVER



Two lines to stock and recommend

"BEAVER" Brand
(FINEST)

and

"ABEL" Brand

RAISINS

They are packed by

MAHIQUES, DOMENECH and CO.

DENIA, SPAIN

Only the choicest selected fruit from the best districts being used. Sell these raisins to your best customers.

"SALADA" Is Not Better Tea Because It Has a Reputation—

It Has a Reputation Because It IS Better Tea

Whether in Halifax or Vancouver, Toronto or Winnipeg—no matter where your store is located—"SALADA" tea is asked for with confidence. The people know "SALADA" quality and "SALADA" value. Our sealed lead packages always contain tea that is plantation fresh, clean, fragrant and delicious. Tea so good that over 20 million packages were sold last year.

Look up your tea stock. See how long you have had certain teas in stock—how they are selling - learn if they are really building business—business built on satisfaction and confidence.

Right now you may have an opportunity for leadership in our line. If you have, we can help you.

"SALADA"

TORONTO MONTREAL

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The Slow but Sure Work of the Mail Order Houses

Canadian Grocer Representative Spends a Day in a Small Canadian Town to Determine the Facts—Population Reduced 300 in Last Half-dozen Years—More Orders Going to Catalogue Houses Than Ever Before—All Kinds of Goods Sent for—Experience of One of the Merchants Who Advertises Methodically—Where the Trouble Lies.

Here are some startling facts for retail merchants in the small cities, towns and villages of Canada to turn over in their minds.

A representative of The Canadian Grocer visited a small Canadian town recently to enquire into the facts of mail order competition.

The population of this place, according to the last report of the assessor, is 812. Not many years ago it was nearly 1,100. This is explained by some to be due to the fact that several large families have moved away, or that the young people have departed. These claim that there are just as many houses occupied, but that the families are not so large.

The fact remains that the population has been reduced. The town clerk stands sponsor for this statement.

The postmaster of this same town says that the number of orders sent out to the mail order houses is enormous and that this number has greatly increased during recent years.

This is substantiated by the express driver, who delivers all express parcels. He says one would be surprised to know just what things are ordered from the catalogue houses. Sugar is a big item with many, but he often delivers such things as whips, window-curtain poles, hardware, etc. These come from the big city stores, and the business done with them by the people in the town is, he says, gradually increasing.

It is a significant fact that in this town there are a large number of retired farmers.

What is the Remedy?

With such facts as these staring the merchants in the face, as well as those who are interested in the welfare of not only the town, but the community, naturally the question is asked: "From where should the remedy come?"

There is but one answer—from the merchants themselves.

It has been proven over and over again that the merchants in a small town can sell, on the whole, more cheaply than the catalogue houses, taking into consideration first price, freight, quality and service. The only thing left to do is to impress customers with these facts; and that must be done principally by newspaper advertising. While newspaper space is generally recognized as the leader, there are other auxiliaries, such as the circular, dodger and personal contract.

Why He Quit Business.

This is examplified in this same town. Not long ago a general merchant went out of business—he did not fail, but he got out because he claimed the mail order houses were getting too much of his trade. He was not a modern advertiser.

Just across the street is a dry goods merchant who is making a success. He uses nearly a half-page space in his home weekly newspaper and the same ad. never goes to press twice without an entire change. He follows the large store method in advertising, quotes prices, talks quality and talks as if he meant everything.

As a result, his business is double what it was ten years ago, and is growing rapidly. He has taught his customers that they can buy as cheaply from him as anywhere else, and when they pick up their catalogues from the big houses, articles are suggested for which they come to him to buy.

But other merchants sit quietly in their stores and actually wait for business, reminding one of the story of the lazy frog which waited for the fly to travel down its throat. It died.

These men become offended if you tell them they must get out of their shells and hustle if they are going to be outstanding business men. The town in question provides an example of this, too.

No Worse Than Others.

Other business men there say that:—"We are certain that the mail order housese are doing a good business here, but we are no worse off than other villages or towns in the country."

This is a statement that would be difficult for such men to prove, or for anybody else to refute; but even were it true in every case, it is no way to talk.

"He's just as bad as I am," shouldn't make the punishment any the less for the latter, and so business men ought to ignore conditions in other places and attend to their own.

One more sample of the way some merchants do business: At a meeting of the Board of Trade of this place some time ago one of the merchants talked on the loyalty the people of the community should have for their home towns. Instead of spending their money in other centres, they should spend it at home, etc., etc.

Not very long after, the express driver delivered some parcels for this same merchant from mail order houses, which he



"Other Merchants Sit Quietly in their Stores and Actually Wait for Business."

could have purchased in a hardware or general store at home. Consistent, isn't it?

Capital for Advertising.

The representative of The Grocer learned of an instance in which one man had to pay $1.50 express charges on a couple of sacks of sugar. He had requested that it be sent by express, and it came by express at his request. Another man told the writer of having purchased a suit of underwear from a catalogue house. He had seen what he considered an attractive price in the catalogue. When his suit arrived he saw that the quality was not at all what he had expected and has since bought better material at home for the same money.

With such capital as this to work on what could a bright, up-to-date advertiser not do?

The Canadian Grocer does not publish the above statements merely from hearsay. They are among actual facts collected during a day's visit in one Canadian town; and they are symbolic of conditions existing in many other towns and villages throughout Canada.

In conclusion let us say that merchants will get no good from whining because people are disloyal enough to buy away from home. The public have got to be "shown" in these days of live methods and brisk competition, and the merchant who will not or cannot "show" them may just as well step down and out and make room for someone who can and will. This is the only salvation in protecting the interests of the country at large from the quiet, far-reaching, but "purely legitimate" business methods of the catalogue houses.

CAMPAIGN AGAINST MOSQUITOS.

There is an anti-mosquito campaign on in the West Indies and South America and if continuous is expected to be successful. Rio de Janeiro, Brazil, S.A., was once a veritable "inferno" but yellow fever is now suppressed due principally to the efforts of one man, Oswaldo Cruz.

In this connection the Georgetown, British Guiana, Chamber of Commerce has passed a resolution recognizing that "it is in the interest of this Chamber of Commerce especially, the city of Georgetown in particular, and the colony of British Guiana generally, that everything should be done for the improvement of the health of the inhabitants, and to give the Port a clean and good name;" and resolving: "That the Council of the Chamber of Commerce of Georgetown records its unanimous wish that the Mosquito Bill, 1910, may be passed, as a means to safeguard the Public Health."

R. A. Lawson, grocer, Bracebridge, will this fall erect a store on a site near the G.T.R. depot and handle flour and feed on a wholesale scale.

A report from California states that fifty thousand carloads of oranges and lemons will be the harvest of California during the coming season if estimates prove correct. This means the biggest citrus fruit yield in the history of the Pacific coast.

A Few Ordinary Precautions in Handling Spices

Season for Heavy Demand has Already Opened and Grocers are Preparing to Meet it—Care Should be Exercised to Prevent the Spices From Losing Their Strength by the Evaporation of the Free Oil They Contain—Suggestions as to What Should be Done.

The annual pickling and preserving season has grown to such proportions that the grocer puts forth extra efforts to cater to the requirements of the housewife whose pride is to store away for winter use a supply of fruit and pickles which she hopes will endure until late into the following spring.

Realizing that every home will be calling for spices of one kind or another, the grocer orders a supply, and considers that he is prepared for any local demand. Spices are not the easiest thing in the store to handle, but a grocer who has been in the business for years, should know practically all that is necessary in order to keep his stocks fresh and to make this end of his business pay.

What to Keep Spices in.

It must be remembered in regard to the most of the spices that they contain a volatile oil, which is really the strength of the spice. To explain this fact, attention may be pointed to cloves. By a process of crushing, oil of cloves may be obtained from the raw material, and the powdered material left is practically useless for its strength has been taken out in the oil. Getting back to spices in general, this oil that is generally found easily evaporates, and to avoid this the spice should be contained in a vessel that will prevent evaporation. A tin canister is as good as any, and in almost every grocery store they will be found with the name of the particular spice stamped on the outside. Care should be taken to see that they are all placed in their proper tins or containers, when the new stocks arrive. Glass containers with a good stopper are advisable, and are especially useful because the woman in the store sees the spice through the glass. The name should, of course, appear on a label. In this case the difficulty is to secure a stopper that fits as tightly as does the top of one of those tin cans referred to. There are grocers who have spices in receptacles from which they are apparently receiving satisfaction.

A spice manufacturer suggested that it should be lined in such a manner that the oil could not escape into the wood as might easily be the case if there was nothing to prevent if from so doing.

Displaying Spice.

There are many grocers who at this time of the year make a window display of pickling necessities. They will take their spice receptacles and ladle out a sample of mixed pickling spice, another of tumeric, of mace, curry powder and so on. They are arranged regularly, and placed in the window each little heap having a price ticket and the name of the particular spice. A window of this kind is a good idea, but according to spice men it is a mistake to expose the spice in this manner. The most of the samples will lose their strength in a short time and deteriorated spice might as well be thrown away by the grocer who has the reputation of his business to protect. It is not a difficult matter to obtain little glass vessels, which will have a top, and which can be used for the different spices. It is claimed that the display will not lose any of its effectiveness, and the grocer is not losing any of his spice.

It is hardly necessary to suggest that a separate ladle should be used for spice, and it is much better, in fact, it is almost necessary that each spice tin have its own little ladle. The customer who buys allspice does not want traces of curry powder in the goods, and so on. Carefulness is one of the prime factors of the spice department of a grocery store.

While there is a certain steady business in some spices throughout the entire year, the present is the season for particular lines, and the grocer should endeavor to get his share of the trade.

Care in Weighing.

Before passing the grocer should be reminded to be careful in weighing spices. As a rule the purchases are small averaging about two ounces. This means that the stock he gets in will have to be weighed many times before it is all sold. The automatic registering scale is invaluable in the case of spices. The grocer cannot afford to give any of his goods away, and with the old time scales, it is often a tedious matter to get the correct weight, and even then there is a certain amount of guess work to it. With the self registering scale, however, if he comes above or below the amount asked for he knows the exact value of the amount in the pan, and in the great majority of cases the customer is quite satisfied to take it. There is usually a good profit in spices if they are handled properly, but to get the best results the grocer must watch his methods and protect himself against unnecessary leaks.

PROGRESS OF FOOD STANDARDS.

The Canadian spice standards will not be legalized until June 1911, according to the announcement of A. McGill, chief analysist, of the Laboratory of the Inland Revenue Department, Ottawa. It was thought that they would be ready this summer. Milk, grain, and meat and their products and beverages are now in hand and are occupying the full time and attention of the advisory board.

Criticism on Newspaper Ads. of Retail Grocers

Newspaper Space in Itself is Not Valuable, Says Writer; It is What is Placed in it That Makes it Valuable—A Variety of Ad. That Shouldn't be Used—A Saskatchewan and an Ontario Ad.

By B. H. Thomas.

Mere space is valueless in a newspaper from the advertiser's point of view; it is what he has to say in it and the manner in which that is displayed that makes it valuable or not.

When an advertiser, therefore, has attained the ability to write "selling" copy and when he understands best how to have it displayed in printers' type then his ads. are going to be productive of good results.

Advertising is now a science; it is not, as was at one time thought, a big display of a name and an article. It should always be written so as to point out as many qualities or selling points as possible, and an advertiser, therefore, should analyze his goods and discover just what these points are before he begins to write about them.

In writing newspaper ads. there are some things to be taken into consideration. Among the chief are: The policy of the house, local conditions and the seasons.

Some men have said that an advertiser cannot write about his own goods.

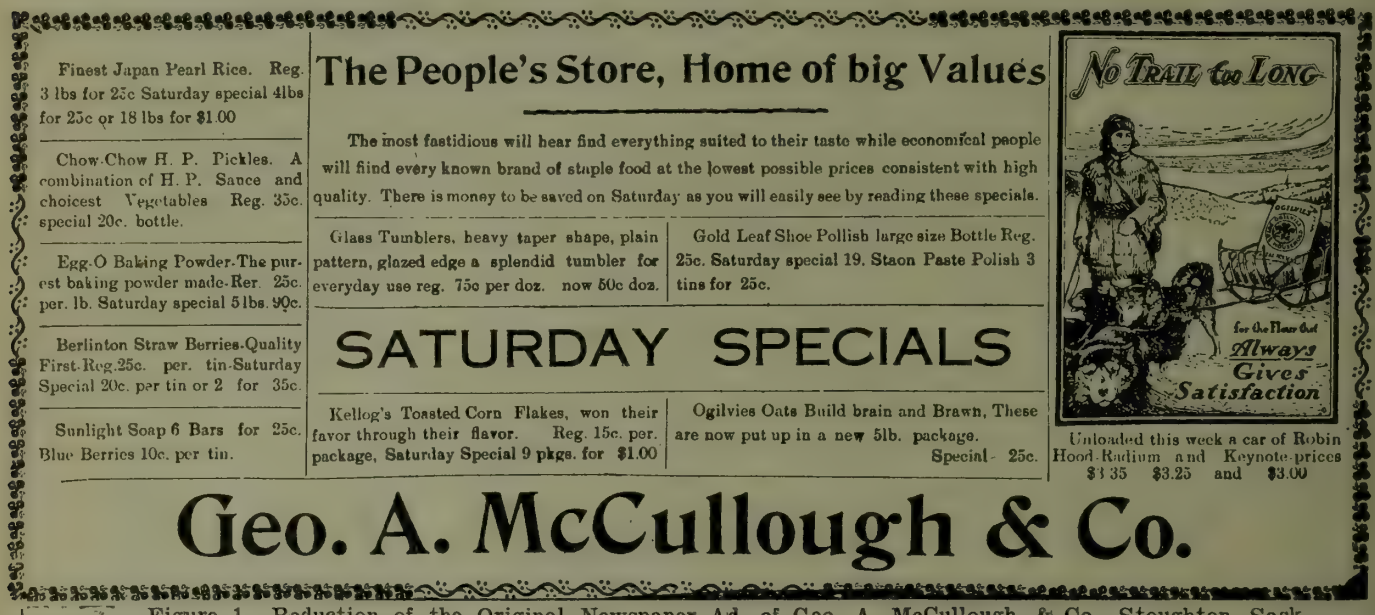


Figure 1.—Reduction of the Original Newspaper Ad. of Geo. A. McCullough & Co., Stoughton, Sask.

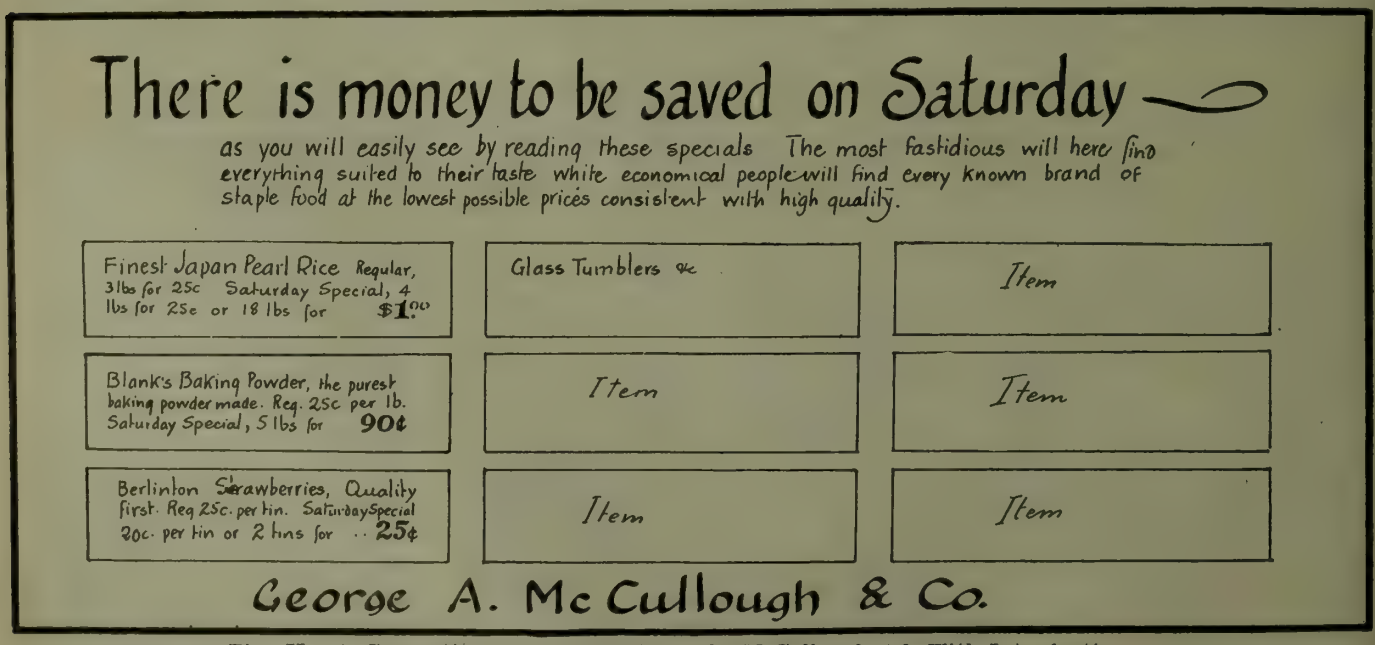


Fig. II.—A Suggestion for a Layout of the McCullough Ad. With Introduction.

This is scarcely the case, presuming he can place himself in the purchaser's position and appeal to him so as to overcome any objections which such a man might raise.

A Method Not to Use.

Some advertisers use a quarter-column or more in a newspaper to display such an ad. as this:

POTATOES.
BERRIES,
ORANGES,
ETC., ETC.,
at
MARTIN'S.

Now, just why this is going to induce any prospective purchaser to buy Martin's potatoes, berries, etc., is difficult to understand. The advertiser claims no special attractions or qualities and doesn't even name a price nor his own address. Such advertisements are practically useless unless given to the newspaper manager to hold his trade.

As one advertiser remarked recently: "It is no good having the best article in the world at the fairest price, if you whisper it down the well. Let it go forth to the world that you have it. Before saying it, however, mind it is the best."

Honest advertising is a legitimate demonstration of a good article—dishonest advertising is a misleading statement as to an inferior article. Advertising is a force for progress, for, on finding that goods will sell by advertising their merits, men at once set to work putting more merit into them.

The worst thing a grocer can do is to advertise an unreliable article, for although it may bring a good profit it will only bring it once. Advertising will make new customers, but the grocer must keep them.

Comparisons Between Ads.

Let us take a look at Fig. 1, the original newspaper ad. of Geo. A. McCullough & Co., Stoughton, Sask., and Fig. 2, a suggestion for, what the writer considers, a better lay-out.

It will be noted that in the introduction of the original ad. are to be found the words: "There is money to be saved on Saturday, etc." This, we believe, would make a better beginning, as the suggestion in Fig. 2 indicates.

The lay-out in Fig. 1 might also be criticized as being too much mixed. If panels were used in regular style, the ad. would be more attractive and more readable.

There is no necessity either for the stock cut in the upper right-hand corner. This space could have been filled to better advantage with a talk about the flour, its quality, etc. The writer of the ad. has some good ideas on giving short talks and prices about individual articles. Heavier type, however, should be used to designate the prices for, after all, prices are the most important information. The use of white space around the reading matter is always preferable.

CHRISTIE'S GROCERY

PHONE 59

A Good story is never the worse for being told over again — sometimes often. We are particular Grocers—particular what we buy — where we buy — and on what conditions we buy.

Nothing too Good for Us

Nothing too Good for You

You see how inseparable these two mottoes are. We hand out the best, because we get the best.

Isn't it to your interest to deal at a Store where every article of diet is selected with the greatest possible care

Gold Seal Baking Powder

This is a Baking Powder that needs no recommendation. It is already well known. It always gives satisfaction because it brings good results. Isn't that the real test? 15c per tin, or 2 for 25c.

Our Flavoring Extracts

We offer you something a little better than the usual in Extracts. Our Vanilla and Lemon are put up expressely for ourselves and are guaranteed PURE FLAVORING EXTRACTS. 3 Bottles 25c.

Bananas, Oranges and Lemons

There are all kinds of grades in these three lines of Fruit. We always insist on the wholesale houses sending us only the very choicest, and we get it.

ORANGES.....25c, 30, 40, 60c doz.
LEMONS.....20c per doz.
BANANAS (according to size)
..... Usually 25c doz.

Ripe Tomatoes when we can get them choice

Are you looking for Bargains in Chinaware? If so—this IS THE STORE.

Marmalade, 15c Per Jar.

The appetite is most trying at times. There's nothing like Marmalade—good Marmalade — to sharpen it. Try a Jar of W[illegible] 15c

It relieves the display and attracts more readily.

The Christie Grocery Ad.

There are some good points in favor of the ad. shown here of the Christie Grocery, Wingham, Ont. Only the top portion of it could be reproduced, as it was too long for this column, occupying, as it did a space 15 inches deep in the Wingham paper. The talks given on baking powder, flavoring extracts, bananas, etc., are good, but they could have been strengthened had the prices been given in a heavier type.

The appearance of the ad. could have been improved had "Christie's Grocery, Phone 59," been inserted at the bottom and the introduction begun with "A Good Story—" in large type, and occupying the first line. Everyone likes to listen to or read a good story, and this would tend to catch the eye more quickly.

Another criticism which might be offered is that the introduction is rather long. From "Nothing too good for us" down to "best" might have been omitted.

"Ripe tomatoes, when we can get them choice" is a statement which many advertisers would deem unwise. It is an admission that sometimes tomatoes cannot be got and it is better not to refer to such an article until the merchant has a good stock of it.

DIFFERENT KINDS OF PEPPER.

There are two chief varieties of pepper. Black pepper is grown principally in the Malay peninsula and in southern India and the red or cayenne pepper comes from Africa. The latter is the hottest of all peppers. It is really fiery although it is not without flavor. The Mexican chilli peper is really a sub-variety of cayenne. Another popular variety of red pepper is the Hungarian or paprica pepper. For seasoning anything that has tomatoes in its make-up no pepper is better than this variety. Then there is a great variety of small pepper used for bottling and making pepper sauce. Splendid varieties of this pepper are grown in Southern California, Northern Mexico, Texas and Louisania. In one small section of Louisania they grow a hot pepper which possesses a delicious flavor. This is the pepper which is used in the manufacture of tobasco sauce.

HITS THE PEDDLERS.

The city council of Hugo, Oklahoma, have hit upon a novel plan to combat the peddling evil. An ordinance has been passed which compels every agent, canvasser or solicitor to pass a daily medical examination, the fee for which is $10 for the first time and $5 for each succeeding visit. The ordinance aims at regulating the city's health and peddlers, solicitors, etc. will have to satisfy the medical health officers that they are entirely free from contagious diseases and are not a menace to the general public in that regard. Regular licensed retail and wholesale dealers are of course not included under the act.

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - PRESIDENT

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

Cable Address: Macpubco, Toronto. Atabek, London, Eng

OFFICES

CANADA—
MONTREAL - - Rooms 701-702, Eastern Township Bank Building Telephone Main 1255 J. J. Gallagher
TORONTO 143-149 University Ave. Telephone, 7324 Main
WINNIPEG - - - 511 Union Bank Building Telephone 3726 F. R. Munro
VANCOUVER, B.C. - - - - - H. Hodgson, 11 Hartney Chambers
ST. JOHN, N.B. - - - - - W. E. Hopper
UNITED STATES—
NEW YORK - - - - - R. B. Huestis Lawyers' Title, Insurance & Trust Co. Building, 160 Broadway, New York, N.Y. Telephone, 494 Cortland.
GREAT BRITAIN—
LONDON - - - - 88 Fleet Street, E.C. Telephone Central 12960 E. J. Dodd
FRANCE—
PARIS - - - - - John F. Jones & Co., 31bis Faubourg Montmartre
SWITZERLAND—
ZURICH - - - - - - - Louis Wolf Orell Fussli & Co.

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PUBLISHED EVERY FRIDAY

NEW CANNED SALMON PRICES.

The official announcement of prices of new pack salmon has been made and deserves some consideration from retailers.

For instance, the price of best salmon, 1 lb. talls in less than 5 case lots is $2.05 per dozen. Last year the opening price was $1.75. These prices apply to Ontario, Quebec, and the Maritime provinces.

The retailer will therefore see that this salmon should sell for not less than 20 cents this year in order to make a fair profit. Salmon at $2.05 means 17 cents per tin. Last year the cost was only about 14½c. and the general sale price 18 cents.

The opening prices on the best grade of salmon which are given elsewhere in our market column are not likely to last beyond Dec. 1. An advance on that date is expected of 2½c. per dozen, providing a change does not occur before.

FAIR PROSPECTS FOR FRUIT.

The vineyards are looking healthy in the Niagara district. Young vineyards are well loaded and promise a medium crop. Red grapes in many sections are a full crop, but old vineyards on Niagaras and Concords will not be as heavily loaded as last year.

The tomato crop has materially improved during the past month. A larger acreage is planted in the Niagara fruit belt. A medium to full crop is expected.

Peaches will be a good crop in the Niagara district, although not quite as heavy as last season. The trees affected with curl leaf have recovered much better than was anticipated. Many peach growers have thinned their orchards. The crop is reported medium to full, with the exception of Albertas which are frequently reported light.

Plums are lighter than usual in Ontario. There is a short crop in the Georgian Bay district and in the counties bordering on Lakes Erie and Huron. The condition of the crop in the Niagara district is somewhat better, though Lombards are lighter than usual; the Japan varieties are very light. European and American plums are, on the whole, a light to medium crop. A feature of the plum situation in this district is the unevenness of the yield. British Columbia has a large crop of plums.

There will be a fair crop of pears in the commercial sections. In the Niagara district a medium crop will be harvested. There is not much blight showing in this section as usual. The Georgian Bay district will have a fair crop, especially of the later varieties. In other parts of Ontario, pears vary from light to medium, with some failures. In Nova Scotia pears will not be as plentiful as last year. A light to medium crop will be harvested. British Columbia will have a good crop. Bartletts are particularly heavy.

KNOW WHAT YOU PAY FOR.

In another column of this issue appears a letter from a Manitoba reader referring to instances in which he had received short net weights.

This is a matter of more than the ordinary concern. Just as a consumer insists on getting the weight he pays for so should the retailer obtain the weight mentioned in his invoice. To do this he has to weigh the goods as they come to his store, and, as the western grocer points out, find the weight of the tare to obtain the net weight. This is the quantity he should pay for.

Some time ago the writer watched a merchant's methods before he fixed his selling price. He had just received a box of pears invoiced at so much a box. At first thought he concluded he would sell them at 3 for 10 cents or 40 cents a dozen. On second thought he counted out the pears and found that without freight they were costing him about 37 cents a dozen. Three cents on 40 cents would have allowed him only 7½ per cent. profit. The outcome was that he sold his pears at 5 cents each or 50 cents a dozen. Thirteen cents on 50 cents would allow him 26 per cent. profit, providing there was no waste or fruit spoiled.

The practice of weighing, measuring and counting everything that comes into the store is simply a step towards scientific merchandising.

THE CO-OPERATION OF THE DEALER.

The manufacturer who advertises in The Grocer demonstrates, first of all, a strong faith in his goods, and, second, that he has confidence in the salesmanship of the dealer. As the latter comes to a better realization of his importance in the system by which grocery lines are distributed, the greater will become the desirability of soliciting his co-operation in this way.

TAKE ADVANTAGE OF ADVANCES.

There has been money in canned goods during the past year for those retailers who watched the market carefully and who took advantage of raises.

Last year's opening prices were comparatively low considering the quotations that later followed on corn, peas, tomatoes, salmon, etc.

But the trouble with some retailers is that they do not take advantage of advances when they have bought coreectly. They congratulate themselves on a purchase when they see the price going up later on, but they never think of offering the article at a better price to the consumer. Imagine a real estate dealer doing the same, or any other speculator for that matter.

One grocer states that by watching the advances in canned goods he was able to make better profits than ever before. Some goods bought at 80 cents he was able to sell at 10 cents straight, others at 65 cents he sold at 3 for a quarter, but he eliminated the 3 for a quarter whenever he found that the advances warranted such action. It was a good year for canned goods and he profited thereby.

Why should not all retailers take advantage of similar conditions?

THE TIME FOR COLLECTIONS.

The time is near at hand when retailers should become energetic in looking after credits. This is particularly true in the case of merchants who cater to farmers' trade and who have considerable unpaid accounts.

Farmers are now beginning to realize on their crops and that is the time they should be canvassed.

Many retailers get notes from the farmers about this time payable in one or two months and in this way find it easy to collect. Others of course have different methods for different customers but, at any rate, the best time to catch the farmer with plenty of money will soon be here, and full advantage should be taken of it.

Grocery Store Should Not be Free Lunch Counter

Kingston Grocer Writes Interesting Letter Pointing Out Duties of Clerks—Value of Getting Together to Remove Trade Jealousies—Criticism of the Government's Attitude in Connection With Adulterated Goods.

Eidtor Canadian Grocer.—I was greatly interested in some late letters in The Canadian Grocer, from men who have been through the bush, and who kindly took the trouble to sit down at their desks and draw pen pictures and maps showing the proper course and way to do business. I only wish there were more such evangelists in trade, and I think clerks should take The Grocer home and study up conditions and how to run stores, please customers, dress windows, and please their employers.

Not a Free Lunch Counter.

A clerk who is faithful is valuable. That word 'faithful' means a lot—honest with the cash drawer and goods such as candies, cakes, etc. Do not abuse your trust and imagine you are at a free lunch counter; do not come five minutes late in the morning and close up five minutes before time. Be liberal, and if you are ill a day you get your pay. Do everything that is honorable to make coin for your employer and if he doesn't appreciate it, others will find out your faithfulness and you will be the gainer. Too many clerks go the other way and they get the 'pitchfork.'

Talking about clerks, a grocer told me he found it hard to get good clerks who would try to think and keep ahead of their work and push goods by introduction. "How in the name of common sense," said he, "are new lines of goods to be known to people if the clerk doesn't back up the advertisement, and keep telling the people. A well dressed store and window is an invitation to come in—a dirty store to keep out. Does it pay, said he, to get cheap help? Is it not better to invest in a good clerk more than any other fixture in a store. A silent salesman is all right, but the man behind it shouldn't be a dummy.

Removes Trade Jealousy.

The Grocers' Picnic came off on Aug. 17th. Grocers' picnics do a lot of good. They bring the men together, make boys of them once again and take the rough edge of jealousy off, for, sad to say, there is a lot of it in trade and it is foolish. If grocers would be more friendly they certainly would have larger bank accounts; there would be less cutting of prices, and they would tell each other about beats, as follows. "Well, is that you Smith." "Yes." "Well, say, look out for Jones, he left a balance here of $23, and skidooed."

The pedlar nuisance still flourishes here, and there was not one license taken out last year, and why? Pedlars go from house to house and spread disease like the common house fly.

Adulterated Goods.

Does the government analyst tell me that the government is honest and doing a good work by fining a poor grocer $39 for having a small portion of something not injurious in a quarter-lb. of pepper, the grocer being innocent of the compound nature of the pepper? The government, it seems to me, is not fair in this regard. The grocer says: "I am with you and want to keep pure goods: will you analyze a few ounces of pepper for me." "Oh, yes," said the government, "but we will fine you $10 for our trouble. With us it is heads, we win, tailes, you lose. We know it is poor logic, but we need the money."

The government allows manufacturers to put up any old mixture so long as they put "compound" on the package. Why not prohibit any compound. Then when people buy canned chicken they are not eating slink veal. Again what about cheap whiskey and prune juice sold at fabulous prices? Wake up Mr. Government, and be bigger men; punish the right party, if you don't you will be left at home some day.

KINGSTON GROCER.

Kingston, Ont., Aug. 16, 1910.

A Manitoba Grocer Finds Short Weight in Goods Purchased

Editor Canadian Grocer.—I was just wondering if all retailers weigh and check up stocks of biscuits, cheese, etc., when they are received into the store. I have recently found out that a box of Fig Bars (biscuits), is 1¼ lbs. light. In other words the tare allowed as marked on the box is 5½ lbs., but after taking out the biscuits and weighing the empty box with cardboard, paper, etc., I discovered that I am 1¼ lbs. out on the invoice.

Another matter I wish you would use your valuable paper to adjust is in regard to cheese. We in Manitoba pay from 1¼ to 2 cents more for so-called Ontario cheese than that asked for the Manitoba variety. Now, half the time I am not absolutely certain that I am getting Ontario cheese when I am invoiced with it by jobbers, and I would be pleased and satisfied if all Ontario cheese were plainly marked with the name of the factory in which it was manufactured. I am sure honest manufacturers would not mind doing that.

Shelled walnuts have also been brought to my attention recently. A case was marked 55 lbs. net. After emptying the box, of which the gross weight is 70¾ lbs. I weighed the box and found that its weight was 19 lbs., which left me 51¾ lbs. of shelled walnuts.

Jobbers claim that there is a shrinkage and will not allow for shortage in some instances. I for one, however, will not pay for what I do not receive, and I think that retailers should find out what they are getting and pay accordingly. Japan rice in 50-pound bags will rarely go over 49 pounds, a loss of one pound to the retailer.

One line of confectionary in pails and drums are rarely marked gross weight and tare, and sometimes are short of net weight, and are marked only with blue pencil on the top of the lid.

If all retailers want to know exactly what they are getting I would advise them to find the gross weight, empty the box, etc., and weigh it. It is then an easy matter to know exactly where you are at.

I would like to know what other grocers think about this matter.

B. W. GRANT.

Dauphin, Man., Aug. 15, 1910.

SOO MERCHANTS ORGANIZING.

Sault Ste. Marie, Ont., Aug. 18th.—A branch of the Retail Merchants' Association of Canada, was established here on Wednesday evening, August 10th, when at a meeting of local merchants an organization was formed representing Sault Ste. Marie. The officers elected are as follows:

President, E. J. Ewing; 1st Vice-President, J. Stevenson; 2nd Vice-President, J. F. Beattie; Secretary, H. Megginson; Treasurer, T. E. Simpson; Auditor, J. D. H. Brown.

E. M. Trowern, secretary of the Dominion Association was present and delivered an address on the objects of organization, suggesting a line of action to be followed. The president, E. J. Ewing, is a grocer. A grocers' branch was formed and W. F. Danskin was appointed to take charge of the district.

At a meeting of directors of the Canada Sugar Refining Co., held in the Board Room, Montreal, several changes were made in the officials. A. H. Thomson was promoted to the post of secretary, A. L. Drummond became general manager of the plant, Frank Redpath consulting engineer, and George Bower, mechanical superintendent. Mr. Thomson has been acting secretary for some time past.

A Rhode Island, U.S.A., department store uses yellow want slips in connection with every clerk's sales book. It is an absolute rule that every request by a customer for goods not in stock be reported. The slips come to the department buyer daily for classification and serve as a barometer of the demand as stimulated by advertising campaigns.

The total export of bananas from Costa Rica during 1909 was 9,365,690 bunches, a decrease of 6.9 per cent. as compared with the exports in 1908. Since 1907 the industry has remained more or less stationary as regards area planted.

The Wm. Ross Co., grocers, Bracebridge, Ont., have disposed of their business to Harg Bros., of Hornings Mills, Ont.

Practical Methods Used in Retail Grocery Stores

A Manitoba Clerk Invents a Receptacle for Paper Bags—Merchants in a Saskatchewan Town Have Singular Method for Attracting the Farmers—Vancouver Man Tells Why Grocers Carry so Many Accounts—Coupons Used by Quebec Merchant to Promote Cash Sales.

Original Paper Bag Receptacle.

Neepawa, Man., Aug. 18.—A simple and convenient method of keeping paper bags in a grocery store has been employed in the store of W. M. Kennedy of this place.

The contrivance is the idea of Mr. Kennedy's assistant who, as a clerk devoted to the interests of the store, ranks high. The bags are placed in a series of drawers under the top board of the counter and within the easiest reach. The drawers are arranged in regular order from the small ¼-lb. bags up the the twenty lbs. and higher. Each drawer corresponds to the size of the bag. There is an iron weight in each which allows only one bag to be taken out at a time. If the clerk wants two or more he can get them by the one attempt, but no more come with them as is the case in the ordinary drawer.

This weight is adjusted in a simple way. About half way between the front and back of the drawer there are two perpendicular grooves ¼-in. wide, one on each side and directly opposite each other. The weight is rather wide but at each end there is a little projection which just fits the grooves. The weight moves up and down in each drawer and can be easily lifted out when the supply of bags has to be renewed. The weight as stated easily moves up and down always resting on the bags. The bags are put in the drawers with the bottom ends to the front of the drawer. When the clerk begins to draw one out the weight pressing down prevents others from coming with the one required. A bag can be whisked out in a second and there is no danger of four or five coming with it and falling on the floor.

Auction Sales Bring Crowds.

Arcola, Sask., Aug. 18.—The merchants in this town have instituted a new and unique method of making their town a great attraction once a month to all the surrounding country.

They have free auction sales on the first Wednesday in each month. The merchants employ the auctioneer, and anyone who has anything to sell may bring it there from the ends of the earth and have it sold to the highest bidder without costing him a cent. It does not matter what it is—whether an old plow or a farm. Not having the slightest idea of what will be offered, the whole community is curious to know what chances might be presented and in consequence turn up on the free auction day.

This is a great advantage to the farmers for disposing of anything they have to spare and also gives them a chance to buy things they may need. To make the sales interesting and successful the merchants put up some of their goods, which is often knocked down at bargain prices. This system has a tendency to unite the merchants in the interests of their own town and it also serves to bring the farmers into the town regularly.

Why Grocers Bear the Brunt.

Vancouver, B.C., August 18.—With the quietness not unusual at this time of year, there is a bit of a tightening in collections which gave rise to some observations on the part of a dealer that show how the grocer gets the least of prosperity and the most of adversity. "It is all owing to the credit system," he explained. "The grocer more than any other merchant is expected to give credit for what is supplied. Why he should do so more than the dry goods merchant is hard to say, but the fact remains that the grocer and the butcher—the two who sell the most in small quantities—are those who have the biggest list on their books.

In good times, accounts are paid fairly well, and if they are not paid when duller times come, it is not because of good intention on the part of the customer. The trouble is, especially just now when certain large dealers are trying to win trade, that those who have a little cash are taking advantage of alluring offers in the hope of saving a dollar or two. They think that next month the regular grocer's account will be paid. Then by next month, work may not be so plentiful, and before it is realized a big bill is run up, which the ordinary man cannot pay for a long time.

"If a man is earning say $3 a day, which is more than the laborer and many other men make, the margin for home supplies is rather small. With rent not lower than $30 and clothes, extras, etc., without taking sickness into account, there is little left to pay off standing indebtedness. The grocer simply has to bear it. If the money is not paid, dry goods cannot be secured, so back to the willing shoulders comes the burden. No one views duller times with alarm more than the grocer, for even in the best of seasons his profits are small and his cash payments none too large."

Coupons to Promote Cash Trade.

Quebec, Aug. 18.—Elzear Turcotte, grocer of this city has progressive business ideas and is not afraid to put them into practice. Recently he issued a circular composed of four pages of written matter, setting forth reasons why he should receive the trade of the citizens. At the top of the first page appears the following "Business is a struggle in which victory is won by modern methods. They are contributing to my success. You are profiting by them."

The entire article is written in French. He asks the following question in another place: "If you buy $5 worth of goods a week and receive 5 p.c. rebate by our coupons, are you not saving one dollar in four weeks?"

Receipts of purchases are given to customers from the cash register installed in the store and on returning $25 of these coupons Mr. Turcotte gives $1.25 in groceries, etc. The coupons are given as an incentive to prompt payments. The circular also refers to the extended delivery system to suburban points. It is printed in two colors, black and red.

Auto Tickets Increase Trade.

Paris, Ill., Aug. 17.—The merchants of this place have adopted a unique plan whereby the sales for cash are are given an impetus as well as bringing in on time the cash due each month on thirty-day accounts.

The following is a copy of D. D. Anthony's adv. appearing in the local daily:

WE GIVE AUTOMOBILE TICKETS
ON ALL PURCHASES.
Large or small.
WE SELL ONLY
FRESH CLEAN GROCERIES.
Telephone us your order.
D. D. ANTHONY,
West Court St.

In describing this plan, Mr. Anthony states: "A lot of the dealers here in Paris got together and bought an automobile to give away. The object is to get the people to come to Paris to trade and they have become well interested in the proposition.

"We give one ticket for each dollar's worth of groceries bought for cash or on thirty day accounts." Continuing, Mr. Anthony calls attention to the fact that this "encourages the buyer to buy a dollar's worth of goods, or if we give on thirty-day accounts it encourages the settling of accounts within that time."

The club which has been formed by the merchants joining their forces in this way has been named the "Booster Club."

Using the Civic Slogan.

Chatham, Ont., Aug. 18.—Chatham's recently adopted civic slogan of "See Chatham First" has been given prominence by quite a number of merchants, who have had it printed upon the stationery and envelopes they send out.

Not only have S. E. Park & Co. done this, but they also utilize the slogan on their cash register checks, combined with their own trade slogan. On the back of each of these checks, issued to cash purchasers and redeemable in goods at 5 per cent. of the face value, appears the wording: "See Chatham First, then get it at Parks."

The Markets—Currants Open at a High Price

Growers Quote New Stocks Three Shillings Above the Opening Price Last Year —But Reduced Duties Will Make Up the Difference As Far as the Retailer is Concerned—A Scarcity of Beans is Reported in Ontario—Raisins are a short Crop in Valencia and Will Open at a Higher Price Than a Year Ago—Spices Are Now Moving Freely—Canned Goods News.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on

QUEBEC MARKETS

SUGAR ADVANCE—

Just at the time of going to press sugar advanced in New York, 10 and 20 cents. Canadian market strong.

Montreal, Aug. 18, 1910.

With the near approach of the Eucharistic Congress there has been a considerable awakening in the business world here. Everyone is preparing for a tremendous influx of visitors, both from the province and from the rest of Canada. Already the effect has been felt by the jobbing trade, many of whose out-of-town customers are taking advantage of the excdrsion rates to call upon them, and have already communicated to that effect.

The public decorations for the Congress alone will cost the city about $150,000, besides what individuals may do. Restaurant men are equipping themselves to do a largely increased business, and if expectations hold good, the Congress will prove a good thing financially for the city.

At present, jobbers and manufacturers both report a fine trade passing, and the best part of it is that the greater part is from the country. This is unusual at this season, and as a result dealers are very much pleased.

Since the recent decline in sugar, the market has rallied a little and it looks as if a firmer tone would prevail from now on.

Sugar.—There is a slightly firmer feeling in the refined market.

After the unexpected performance of the market recently, however, it is bad form to prophesy what will happen to prices. The raw market remains about the same as usual, with a firmer undertone. One of the questions now being discussed is whether the Java crop will be up to the standard expected. Reports have it that the weather there of late will have a bad effect.

Granulated, bags	5 05
" 20-lb. bags	5 15
" Imperial	4 90
" Beaver	4 90
Paris lump, boxes, 100 lbs.	5 85
" " 50 lbs.	5 95
" " 25 lbs.	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 75
" " 100 lb. boxes	5 85
" " 50 lb. "	5 95
" " 25 lb. "	6 15
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 50
" " 50-lb. boxes	5 70
" " 25-lb. boxes	5 90
Powdered, bbls.	5 30
" 50-lb. boxes	5 50
Phoenix	5 50
Bright coffee	5 00
No. 3 yellow	4 90
No. 2 "	4 80
No. 1 " bags	4 65

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—It is still too early in the season to be able to judge how this year's demand will shape but at present a good trade is passing, and the comparison with last year's figures shows up very well. Jobbers are not buying freely yet, but in small lots the country dealers are gradually filling up.

The demand for syrups is exceptionally brisk, in fact so good that dealers are at a loss to account for the rather sudden improvement. Prices of all lines are unchanged.

Fancy Barbadoes molasses, puncheons	0 36 0 38
" " " barrels	0 38 0 39
" " " half-barrels	0 40 0 41
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 27 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls.	0 03½
" ¼-bbls.	0 03¾
" 38½-lb. pails	1 80
" 25-lb. pails	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50
" 5-lb. " 1 doz. "	2 85
" 10-lb. " ½ doz. "	2 75
" 20-lb. " ¼ doz. "	2 70

Tea.—Low grade Japans are higher than last year, and are as a result not having the ready sale that had been looked for. The second crop of Japan is over now and they are well on in their third. The better grades are having a good sale for this time of year. Reports from Japan say that the recent heavy rains have put somewhat of a damper on tea of late.

Ceylon seem to be having the readiest sale during the past week, and are on the increase.

Choicest	0 40 0 50
Choice	0 35 0 37
Japans—Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 23
Common	0 19 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 02
Ceylon greens—Young Hysons	0 20 0 25
Hyson	0 20 0 22
Gunpowders	0 19 0 22
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee.—Coffee trade is quiet at present, buyers only filling their immediate requirements. Prices are unchanged, and will probably be so for some weeks to come.

Mocha	0 18½ 0 25	Santos	0 14 0 17
Rio, No. 7	0 10 0 12	Maracaibo	0 15 0 18

Spices.—Spice men are again using all their spare time to fill the numerous orders coming their way. None of them are working nights but still they are busy. The trade seems to be about evenly distributed among all lines.

There is a firm feeling throughout the spice market, in view of this fact. Gingers are particularly affected. No changes in price have taken place.

	Per lb.			Per lb.
Allspice	0 13	0 18	Ginger, whole	0 15 0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17 0 20
" ground	0 15	0 19	Mace	0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30 0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16 0 18
Cream of tartar	0 23	0 32	" white	0 20 0 25

Dried Fruits.—There is a very good demand passing for what is left of the old crop Valencias, but as stocks are low this really has little true bearing on the market. However, there is a fair demand for other lines, considering the time of year. Currants are firm, and the latest cables from Greece report a much smaller crop than was at first expected, and it looks as if higher levels would be reached.

Some orders for October delivery of dates have been booked, but there is little of moment stirring as yet.

Currants, fine filiatras, per lb., not cleaned	0 05¾
" " " cleaned	0 06¼
" Patras, per lb.	0 07½ 0 08
" Vostizzas, per lb.	0 08 0 09
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 06
90-100	0 05½
Raisins—	
Australian, per lb., (to arrive)	0 08½ 0 09
Old seeded raisins	0 90
" fancy seeded, 1-lb. pkgs.	0 09
" loose muscatels, 3-crown, per lb.	0 07½ 0 08
" " 4-crown, per lb.	0 08½ 0 09
" sultana, per lb.	0 07½ 0 10
Malaga table raisins, Rideau clusters, per box	2 25
Valencia, fine off stalk, per lb.	0 05
" select, per lb.	0 06
" 4-crown layers, per lb.	0 06

Nuts—Walnut trade is slack at present. In fact most lines of nuts show little activity just now. This is principally due to the poor grade of stocks. Almonds are firm and unchanged. It looks as if there would be a scarcity of Brazils in the near future, and local men prophesy an advance. The filbert situation looks strong. Advices from New York say that an advance in this commodity is looked for in the near future.

In shell—	
Brazils	0 13½ 0 14½
Filberts, Sicily, per lb.	0 10 0 12
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 14 0 15
Walnuts, Grenobles, per lb.	0 13 0 14½
" Marbots, per lb.	0 12½ 0 13
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 32½ 0 35
" 3-crown " "	0 31½ 0 38
" 2-crown " "	0 30
" (in bags), standards, per lb.	0 26 0 27
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb.	0 65
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 32½ 0 35
Brokens	0 25 0 30

Beans and Peas—On account of the high price of pork this year there has not been the demand that was expected for beans, and as a result there is a rather large supply now being held by local men. However, the situation is brightening somewhat, as the latest reports from the States show higher prices and rather short supplies. In fact prices across the line are almost high enough to warrant export from here. At any rate there will be a beneficial effect felt here without much doubt.

Peas are quiet at unchanged prices. There has been a light demand for export, but not sufficient to be much taken into account.

Ontario prime pea beans, bushel	2 02½
Peas, boiling, bag	2 50

Evaporated Apples—Evaporated apples are not at a premium just now. The great trouble is the same one, poor

grade stock is the only kind available, and buyers are not looking for that.

Several prospective buyers have recently turned down goods because no guarantee as to quality would be given. The price is the same as last week.

Evaporated apples, prime	0 08

Rice and Tapioca—The only rice in much demand seems to be Patna. The other lines are quiet, and prices seem to be a trifle weaker. Tapioca stocks are low and firmly held. There seems to be little danger of any further advance, but the situation looks satisfactory to holders.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	3 00
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL.

Canned Goods — The present high prices of vegetables have materially lessened the demand for all lines except tomatoes. These continue to hold their own. In addition to this local stocks are short. For all lines of fruits the demand is brisk, and seems to be slightly on the increase.

In fish, lobsters and salmon are firm, and in good demand. So far there has been a strong foreign buying, which has absorbed the larger part of the present stocks, thus strengthening the local market. The demand for meats continues as good as ever, and will probably be unchanged till after the hunting season is over.

Peas, standard, dozen	$0 97½
Peas, early June, dozen	1 12½
Peas, sweet wrinkled, dozen	1 10 1 12½
Peas, extra sifted, dozen	1 75
Peas, gallons	3 87½ 3 92½
Pumpkins—3 lb., $1.00; gallon, $3.00.	
Beans, dozen	0 92½
Corn, dozen	0 90
Tomatoes, dozen (Ontario and Quebec)	0 95
Strawberries, dozen	1 50
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb talls, per dozen	2 02½ 2 05
½-lb. flats, per dozen	1 30
1-lb. flats, per dozen	2 20 2 22½
Other salmon—	
Humpbacks, dozen	1 00
Cohoes, dozen	1 40 1 50
Red Spring, dozen	1 75 1 80
Red Sockeye, dozen	1 90 2 00
Lobster Futures—	
½-lb. flats, doz., $2.40; 1-lb. talls, doz., $4.25.	
1-lb. flats, doz., $4.50.	

Compressed corned beef, 1s	1 85	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 25	Corned beef hash, 1s	1 60
English brawn, 2s	3 00	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 00	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 40	Jellied hocks, 6s	10 00
Ready lunch veal loaf 1s	2 55	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	1 85	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 25	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—There is one prospect of the canned goods business in Canada, of which jobbers have not been forgetful, namely the increased demand which results directly from the large number of new settlers which are moving into the west. This field is bound to be an important one, and the trade have not overlooked it in their deliberations regarding the canned goods business that will be felt during the coming year. The stocks of canned goods in practically every line are extremely light. For all practical purposes it may be said that there are none to be had. The new stocks are coming in to a bare market. The general statements of jobbers are to the effect that there is no overlapping this year. Of the new packs there are no further developments in regard to peas.

Tomatoes may be liberally packed. Some canners have already commenced operations, and as this is an early date, the season is expected to be longer than usual. This will allow a heavier pack. Tomatoes in a particular season may be a heavy crop, but if they ripen quickly that does not allow the canners sufficient time to pack them. The factories have only a certain daily capacity. Beginning now, therefore, seems to augur a fairly long season, and the pack may be a good one. Much, of course, depends upon the crop, and although there have been statements that it will be below the average, the consensus of opinion accepts the belief that the crop and pack will be well up to the average. Time alone will determine. Corn is still doubtful, but a fair pack should be put away. Tomatoes and corn will be cleaned up pretty well before the new pack arrives.

In regard to salmon, the catch of sockeyes seems to have been larger than was expected, but there is a pinched feeling in the lower grades. Pinks and cohoes, it is stated, are rather scarce. The supply of cans is also short, according to one authority, and is not helping the canner in a favorable way.

The fact that opening prices on 1 lb. talls is $2.05 per dozen or $2.02½ in 5-case or more lots means that retailers will have to sell it at 20c per tin.

Clover Leaf and Horseshoe brands salmon:			
1-lb. talls, dozen	2 02½ 2 05	Red Spring, doz	1 85
½-lb. flats, dozen	1 27½ 1 30		
1-lb. flats, dozen	2 20 2 22½		
Other salmon prices are:		Lobsters, halves, per dozen	2 00 2 25
Humpbacks, doz	0 95 1 10	Lobsters, quarters, per dozen	1 40
Cohoes, per doz.	1 50 1 55		

WINNIPEG.

Winnipeg.—The opening prices for Ontario canned goods are as follows :—

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 64	2 66½
" (talls) 2's	2 64	2 68½
Beans, Golden Wax, 2's	1 04	1 06½
" " Midgets, 2's	1 39	1 41½
" " 3's	1 57	1 58
" Refugee or Valentine (Green) 2's	1 04	1 07
" Refugee Midgets 2's	1 39	1 41½
" " 3's	1 57	1 59½
Beets, sliced blood red, 2's	1 09	1 11½
" whole blood red, 2's	1 09	1 11½
" sliced, blood red, 3's	1 52	1 54½
" whole, blood red, 3's	1 57	1 59
" whole, rosebud, 2's	....	1 39
" " " 3's	....	1 72
Peas, Standard, size 4, 2's	1 09	1 11½
" Early June, size 3, 2's	1 24	1 26½
" Sweet Wrinkle, size 2, 2's	1 29	1 31½
" Extra fine sifted, size 1, 2's	1 86½	1 89
Spinach, table, 2's	1 39	1 41
" " 3's	1 97	1 99
" " gal.	5 55	5 57½

FRUITS		
Cherries, black, not pitted, 2's	1 64	1 66½
" black pitted, heavy syrup, 2's	2 04	2 06½
" red, not pitted, heavy syrup, 2's	1 64	1 66½
" red pitted, heavy syrup, 2's	2 04	2 06½
" white, not pitted, heavy syrup, 2's	1 74	1 76½
" white pitted, heavy syrup, 2's	2 14	2 16½
" red pitted, gal	9 05	9 07½
Raspberries, black, heavy syrup, 2's	1 89	1 91½
" black standard, gal	7 55	7 57½
" red, heavy syrup	1 89	1 91
" red standard, gal	7 55	7 57½
" red, solid pack, gal	9 80	9 82½
Rhubarb, preserved, 2's	1 64	1 66½
" " 3's	2 47	2 49½
" standard, gal	3 80	3 82½
Strawberries, heavy syrup	1 61½	1 64

ONTARIO MARKETS

POINTERS—

Currants—New prices high.

Beans—Supplies are short.

Sugar—Steady.

Spices—Moving rapidly.

Toronto, Aug. 18, 1910.

General grocery markets are from all accounts in a fairly flourishing condition. Orders are coming in freely and payments are said to be better than usual. Prices are generally of a strong tone and nowhere are there indications of weakness. Sugar is steady, although all opinions do not agree that the demand is quite up to the average of this time of the year.

In regard to new prices for currants the market is high and the quality of the stocks is not the best owing to weather conditions which have turned unfavorable just at the harvest time. Valencia raisins are also dearer in the home markets, though speculatively, than at this time a year ago, and the supply is estimated now at 7,000 tons below last year's crop.

Nuts are being bulled by those who have the primary markets in their hands and in every branch the same condition prevails. A scarcity of white beans of all grades is now reported. Thus general markets of future goods are strong. Canned goods are still a feature and are likely to be.

Sugar.—Trade is steady with a firmer feeling in the primary market. The demand for sugar is said by some to be good, while others assert that it is only fair as the result of what they term "between seasons." Jobbers generally state that the demand is good and quite up to what they expected. It should show better condition in a short time.

Paris lumps, in 100-lb. boxes	6 05
" in 50-lb. "	6 15
" in 25-lb. "	6 35
Red Seal	7 10
St. Lawrence "Crystal Diamonds," barrels	5 85
" " " ½ barrels	5 95
" " " 100 lb. boxes	6 05
" " " 50 lb. boxes	6 15
" " " 25 lb. boxes	6 35
" " " cases, 20-5 boxes	7 60
" " Dominos, cases, 20-5 boxes	7 60
Redpath extra granulated	5 20
Imperial granulated	5 00
St. Lawrence granulated, barrels	5 20
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 10
Wallaceburg	5 10
St. Lawrence golden, bbls	4 80
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 "	4 75
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Syrup.—There is an improvement in the demand for syrup. Molasses is

quiet. It is expected of syrup that it will not be long before considerable improvement will be noted.

Syrups—	Per case		Maple Syrup—	
2 lb. tins, 2 doz. in case		2 50	Gallons, 6 to case	4 80
5 lb. tins, 2 doz. in case		2 85	½ " 12 "	5 40
10 lb. tins, ½ doz. in case		2 75	Quarts, 24 "	5 40
20 lb. tins, ½ doz. in case		2 70	Pints, 24 "	3 00
Barrels, per lb		0 03½	Molasses—	
Half barrels, lb		0 03½	New Orleans, medium	0 28 0 30
Quarter " "		0 03½	New Orleans, bbls	0 26 0 28
Pails, 38½ lbs. ea		1 80	Barbadoes, extra fancy	0 45
" 25 " "		1 30	Porto Rico	0 45 0 62
			Muscovada	0 30

Dried Fruits.—Jobbers state that the spot supplies of dried fruits are quite light. Added to this are reports from the primary markets of conditions that are influencing prices to higher levels. From Greece the cable reports have been received stating that the price for the new crop is now three shillings higher than they were at this time last year. Buying has already been begun and the price now asked is really the opening price for the new stocks. In addition the weather is again contrary to that which was hoped for. The currants are being harvested. That is, they are on the drying beds, but recent rain has been hurtful. Instead of getting the sun, the crops are being treated to more rain. The higher prices will not have any material effect on the average Canadian grocer. The duty on currants this year has been reduced from one cent a pound to sixty-six cents a hundred weight. This reduction in the usual cost of bringing in currants, therefore, no change as far as the retailer is concerned.

All dried fruits are strong. The raisin crop in Valencia, Spain, according to a direct letter received by a local dealer, will total 17,000 tons as compared with 24,000 tons last year. In this primary market raisins have advanced two shillings during the past two weeks and they are now quoted five shillings higher than at the same time last year. Moreover, it is stated that the quality is not up to the average. Locally there is not much doing in the dried fruit market. Futures, however, are interesting and are being followed closely.

	Per	
Prunes—		
30 to 40, in 25-lb. boxes	0 11	0 11½
40 to 50 " "	0 08½	0 09
50 to 60 " "	0 06½	0 07½
60 to 70 " "	0 06	0 07
70 to 80 " "	0 05½	0 06½
80 to 90 " "	0 05	0 06
90 to 100 " "		0 05½
Same fruit in 50-lb. boxes ¼ cent less.		
Apricots—		
Standard	0 14	0 15
Choice, 25 lb boxes		0 15
Fancy, " "	0 17	0 20
Candied and Drained Peels—		
Lemon 0 09 0 11 Citron	0 14	0 17
Orange 0 11½ 0 12½		
Figs—		
Elmes, per lb	0 08	0 10
Tapnets, "	0 03½	0 04
Bag figs	0 03½	0 04
Dried peaches	0 08	0 08½
Dried apples		0 08
Currants—		
Fine Filiatras 0 06 0 07 Vostizzas	0 08½	0 09
Patras 0 07½ 0 08		
Uncleaned ¼c less		
Raisins—		
Sultana	0 05	0 07
" fancy	0 06	0 07½
" extra fancy	0 08½	0 09
Valencias, selected	0 06	0 06½
Seeded, 1 lb packets, fancy	0 08	0 08½
" 16 oz. packets, choice		0 07½
" 12 oz. " "		0 06
Dates—		
Hallowees 0 05 0 05½ Fards choicest		0 10
Sairs 0 06		

Teas.—Teas are showing firmness in sympathy with primary markets where practically everything is quoted from one to two cents a pound higher than a year ago with little to indicate a reaction.

Coffee.—The coffee market is steady with prospects in the primary market for a good yield.

Rio, roasted	0 12	0 15	Mocha, roasted	0 25 0 28
Santos, roasted	0 13	0 17	Java, roasted	0 27 0 33
Maricaibo, "	0 14	0 20	Rio green	0 10 0 11

Spices.—Manufacturers assert that the fall business is already being felt. In fact one house stated that their sales up to the present this season are three quarters of the entire business of last season. They consider that the present year is going to be a good one for this particular market. The amount of the business they have done up to the present has been an agreeable surprise, as the total last year was well up to the average. Jobbers state, too, that their orders for spice are more numerous and from now on the demand should be fairly heavy. Prices are quite steady.

Peppers, black	0 15	0 18	Cream of tartar	0 25 0 28
" white	0 22	0 25	Allspice	0 14 0 16
" whole, black		0 16	" whole	0 14 0 16
Peppers, whole, white		0 23	Mace, ground	0 75 0 80
Ginger	0 20	0 25	Mixed pickling spices, whole	0 15 0 16
Cinnamon	0 21	0 25	Cassia, whole	0 20 0 25
Nutmeg	0 20	0 30	Celery seed	0 24
Cloves, whole	0 25	0 35	Turmeric	0 20
			Curry powder	0 30

Nuts.—There is nothing of special interest in nuts at present. Demand for shelled walnuts has been strong this summer but at present attention is turned towards futures.

Almonds, Formigetta	0 11
" Tarragona	0 11½ 0 12
" shelled	0 32 0 35
Walnuts, Grenoble	0 13½
" Bordeaux	0 11
" Marbots	0 12
" shelled	0 28 0 30
Filberts	0 11 0 12½
Pecans	0 16 0 18
Brazils	0 13 0 15
Peanuts, roasted	0 08 0 12½

Rice and Tapioca.—This market is practically the same as a week ago. There has been no improvement in demand and only an ordinary trade is doing.

	Per lb.	
Rice, stand. B	0 02½	0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal		2 80
Rangoon	0 03	0 03½
Patna	0 05½	0 06½
Japan	0 04½	0 05
Java	0 06	0 07
Carolina	0 10	0 11
Sago	0 05½	0 06
Seed tapioca		0 06
Tapioca, medium pearl	0 05½	0 06

Evaporated Apples.—The supply of evaporated apples is so close to nil that it is hardly worth mentioning. The price that is being quoted is from 8 to 9 cents.

Beans.—In all grades of white beans there is a scarcity noticed. The quantity of the old stock left is very small and the stocks in Michigan have been well cleaned up with the result that the U.S. dealers are forced to come to Canada for supplies. There has been no change in prices, but the market is interesting just now to those who are following it.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—
Shelled Nuts—Higher.
Tapioca—Firmer.
Syrups—General advance.
Dried Fruits.—Firm.

Winnipeg, Aug. 18, 1910.

The general business condition of the country is much better than it has been for several weeks. Merchants grew slack on their ordering when it was feared that the wheat crop would be unfavorable. They were wise in doing this and wholesalers were not anxious to overload them during such a period. The result is that at present the ordering is heavy.

It is decidedly between seasons on some lines at present and as a consequence many scarcities are reported. The large immigration and the increased number of stores that are opening is the chief cause of the heavy demand. All goods are firm and advancing with the exception of sugar.

Sugar.—The unaccountable decline in the sugar market last week, it is believed, was not strongly warranted, as this week the market is firmer. Sugar has moved, slowly this season in the west owing to the high price and scarcity of fruits. Just now, however, larger lots are being ordered and a good trade is anticipated.

Montreal and B.C. granulated, in bbls	5 65
" " in sacks	5 60
" yellow, in bbls	5 25
" in sacks	5 20
Icing sugar, in bbls	6 25
" " in boxes	6 45
" " in small quantities	6 45
Powdered sugar, in bbls	6 05
" " in boxes	6 25
" " in small quantities	6 40
Lump, hard, in bbls	6 55
" " in ½ bbls	6 65
" " in 100-lb. cases	6 55

Foreign Dried Fruits.—The trade will be much relieved next month when the new goods come on the market. Old stock has not been moving satisfactorily and prices on raisins and currants particularly have not been very firm. New prices will be in advance of these, as the demand is brisk already, and the stock is good. Prunes are scarce. By next week the local market will be bare and the trade will be compelled to wait for new crop goods. Present prune prices are stiff, and the new stuff will be firm, owing to the limited crop. Apricots are strong.

Smyrna Sultana raisins, uncleaned, per lb			0 07	0 12
" " " cleaned, per lb			0 09	0 13
Valencia raisins, f.o.s., per case, 28's				1 45
" " selects " 28's				1 55
" " layers " 28's				1 75
California raisins, choice seeded in ¼-lb. packages per package				0 05½
" " fancy seeded, in ¼-lb. packages per package				0 06
" choice seeded in 1-lb. packages per package				0 07
" " fancy seeded in 1-lb. packages per package				0 07½
Raisins, 3 crown muscatels, per lb				0 05
" ¼ " " "				0 06½
Prunes—				
25 lb. bx, 90-100, lb	0 06		Prunes, 50-60 "	0 08½
" 80-90 "	0 06½		Prunes, 40-50, lb	0 09½
" 70-80 "	0 07		Silver prunes, ac. to quality	0 09½ 0 12½
" 60-70 "	0 07½			
Currants uncleaned, loose pack, per lb				0 06½
" dry, cleaned, Filiatras, per lb				0 06½
" wet, cleaned, per lb				0 06½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb				0 08
Pears, per lb	0 09	0 15	Nectarines, lb	0 12
Peaches, standard, per lb		0 08	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice		0 09	Dates, packages 30 in case	0 06½
Apricots, standard, per lb		0 14½	Figs, per lb	0 04½ 0 05
Apricots, choice per lb		0 15½	Peel, lb., lemon	0 10
			" " orange	0 11
Plums, pitted, lb	0 11	0 12½	" " citron	0 14 0 16

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Syrup and Molasses.—Although stocks are going out slowly the market is growing stronger due to the market condition of the raw product. A good fall trade is anticipated and local wholesalers will be prepared for the usual winter ordering.

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 50
6 10-lb. tins, per case	2 55
3 20-lb. tins, per case	2 60
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
Gingerbread molasses, ½ bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—Heavy stocks of nuts are going out and the prices have advanced several cents. Wholesalers may be forced to make further advances if the export market continues stronger. A further advance of 5 cents is expected on new stuff.

Shelled Walnuts, in boxes, per lb	0 35
" " small lots, per lb	0 35
" Almonds, in boxes, per lb	0 35
" " small lots, per lb	0 36
Peanuts, Virginia, per lb	0 11 0 13
Filberts, per lb	0 12½

Rolled Oats—The present rolled oat market is strong. The oat crop condition would warrant a strong market this fall. Supplies are going out heavily.

Rolled oats, 80 lb. sacks, per 80 lbs	2 00
" 40 " " 40	1 05
" 20 " " 20	0 53
" 80 " (8, 10s)	2 45

Tapioca and Sago.—The tapioca market continues to go up in primary circles and supplies are not abundant. Higher prices are sure to rule in both products.

Pearl tapioca, per lb	0 05½ 0 06
Sago, per lb	0 04½ 0 05

Beans.—The shipments to the west will be heavy this year and wholesalers are getting a good distribution throughout the west. The demand is heavy for the Ontario product everywhere and before many months scarcities will no doubt be reported. The following prices are held firm.

3-lb. picker, per bushel	2 15
Hand picked, per bushel	2 25

Evaporated Apples.—Supplies are hard to get just now and the following prices are held strongly. Although the Ontario crop is fair, a lower market is not looked for.

25-lb. box, per lb	0 09
50-lb. box, per lb	0 09½

BRITISH COLUMBIA MARKETS.

Vancouver, August 18, 1910.

A drop of ten cents was made in sugar last week, the quotation being $5.80. No particular cause is given for this, but it is a significant fact that it followed a reduction in the east.

Eastern eggs range from 25c to 30c according to quality, with locals in strong demand. In fact, good boiling eggs generally sell at a premium and those who distribute their own eggs, that is men who have small ranches close to the city, always charge five cents a dozen more than the ordinary retail price, and get it without question.

Potatoes are $28 a ton, the supply at this season being all local.

Preserving peaches are being quoted at 90 cents, though the supply is not yet to hand. They generally come from Washington State.

Sugar, standard granulated	5 80	
Sugar, Imported	5 25	
Val. raisins, lb.	0 05½	
Cal. "	0 07½	
Prunes	0 05½	0 07½
Currants	0 06½	0 08½
Dried apricots	0 11	0 13
Flour, Standard, bbl	7 40	
Cornmeal, p. 100 lbs	2 60	
Beans, per lb.	0 03½	0 04½
Rice, per ton	68 00	76 00
Tapioca, per lb.		0 03½
Apples, box	2 75	3 00
Apples, Cal Grav.	2 25	2 50
Evaporated apples		0 08½
Butter, Eastern dairy in tubs	0 25	
Butter, Eastern dairy, choice	0 26	0 27
Butter, local creamery		0 30
Eggs, Eastern	0 25	0 30
Eggs, local		0 40
Cheese, Ontario	0 14½	0 15½
" Manitoba		0 14
Bacon		0 31½
Ham, cooked		0 30
Lard, pure		0 18½
Lard, compound		0 17½
Potatoes—		
Ashcrofts, ton		28 00
Canned Goods—		
Peas, Early June		1 35
Tomatoes		1 27½
Corn		1 02½
Apples		3 42½
Strawberries		1 75
Raspberries		2 02½
Canned salmon		6 50

NOVA SCOTIA MARKETS.

Halifax, N.S., Aug. 18, 1910.

The chief feature of the grocery markets this week is an advance of ten cents per cwt. in the price of sugar. The advance has been on all grades. Extra standard granulated is now quoted $5.40, the highest price that sugar has been in these parts for some years.

Beef and pork are a little easier. American pork has dropped two dollars per barrel, clear backs being quoted now at $29. Beef is fifty cents lower.

Wholesalers have been notified by the canners of corn that deliveries to the trade will not be much more than half of the amount required to fill the orders already in. The new stock which will soon be on the market, is quoted to the trade at $1.00 to $1.10 per dozen.

Butter continues in good supply with a fair demand. Dealers have fairly large stocks on hand at present. Eggs are in light demand, and the receipts are falling off. There has been no change in the price however.

The fruit business is brisk and will continue so from now on. Some early varieties of Nova Scotia apples are now coming on the market, but they are of poor quality.

Weather conditions have been favorable along the coast for our fishermen during the past fortnight. Cod are fairly plentiful but a scarcity of bait, somewhat unusual at this time of year has been quite a drawback. The mackerel catch has been the smallest for several seasons but with fine weather in September and October a more encouraging return for this important branch of our fisheries may even matters up. During the next month or six weeks herring are generally taken in large quantities, although there have been no good hauls reported yet.

Quotations for dry cod and scale continue to rule at an unexpectedly high level in the face of conflicting advices of large holdings and slack consumption, and the demand in several leading foreign markets.

Butter—		
Creamery prints per lb		0 26
Creamery solids per lb	0 23	0 24
Dairy, tubs, lb.	0 22	0 23
Bananas	1 75	2 50
Beans, box, wax		2 50
Fresh eggs, doz.		0 21
Sugars—		
Extra Standard, granulated		5 40
Austrian, bags, granulated		5 30
Bright yellow		5 20
No. 1 yellow		4 85
Flour h. wheat per bbl		6 75
Flour, Ontario blends, bbl		6 00
Cornmeal, bag.	1 60	1 65
Rolled oats, bbl.		5 25
Fruits—		
Lemons, Verdilli		6 00
Oranges—		
Valencias	6 25	7 50
Mediterranean	4 50	4 75
Pineapples	2 75	3 50
Pork, American per bbl		27 00
Pork, clear bbl		29 00
Hams smoked		0 18½
Beef, American		22 50
Codfish, quintal		5 50
Herring, pickled per bbl		5 00
Potatoes, new, per bbl	2 75	3 00
Onions, Spanish per lb		0 02½
Onions, American, per lb		0 02½
Onions, Bermuda, per box		1 50
Molasses, fancy Barbados, bbl		0 36
Molasses, fancy Barbados, gal		0 32
Canned goods—		
Peas, std	1 00	1 10
Corn beef, 1's		1 85
Corn beef, 2's		3 25

NEW BRUNSWICK MARKETS.

St. John, Aug. 18, 1910.

With the exception of some slight reductions in the prices of vegetables in the country market, there was but little change noticable in the condition of the markets this week. There seems to be an abundance of vegetables and dairy products on hand, the former, especially being of a fine quality and selling at reasonable prices. New peas are about the only commodities in the vegetable kingdom which are said to be scarce.

Local wholesalers are experiencing difficulty in securing full orders in canned peas, owing to a scarcity prevailing in Upper Canada. Some of them will receive only about 35 per cent. of their order. Flour and sugar remain firm, and there is not expected to be any change in the near future in these articles.

Blueberries and raspberries are not overly plentiful, and consequently are selling at fairly high prices. The season for raspberries is about over. In regard to other fruits, the expectation is that the apple crop will not be large in this province.

It is doubtful if a better season for salmon along the Tobique was ever experienced than this year has been. They are reported to be plentiful along that stream and its branches.

Sugar—		
Standard gran.	5 30	5 40
Austrian "	5 20	5 30
Yellows	4 70	5 10
Flour, Manitoba	7 05	7 15
" Ontario	6 05	6 45
Cornmeal, bags.	1 50	1 60
" bbls.	3 15	3 25
Oatmeal, bbls.	5 50	5 60
Std. oatmeal	6 10	6 20
Buckwheat, west. grey, bag	2 90	3 00
Val. raisins, lb.	0 05½	0 06½
Cal. raisins, seeded	0 07½	0 08½
Currants, lb	0 07	0 07½
Prunes, lb	0 05½	0 09
Molasses, fcy. Barbados, gl	0 30	0 31
Butter, dairy, lb	0 18	0 20
Butter, creamery, lb	0 23	0 24
Eggs, new laid	0 25	0 26
Eggs, case		0 19
Potatoes, old.	1 25	1 50
" new, bus	0 15	0 80
Canned goods—		
Peas, doz	1 15	1 55
Corn, doz	0 90	0 95
Tomatoes, dz	1 00	1 05
Raspberries, dozen	1 95	2 05
Rice, lb	0 03½	0 03½
Beans, hand picked, bus	2 20	2 5
Beans, yellow eye, bus	3 50	3 65
Cheese, new, lb	0 14	0 14
Lard, compound lb	0 14	0 14½
Lard, pure, lb.	0 17	0 17½
Bacon	0 18	0 20
Pork, domestic mess	27 50	28 00
Pork, American clear	26 75	30 00
Strawberries, dozen	1 70	1 80
Salmon, case—		
Red spring	6 50	6 75
Cohoes	6 00	6 25
Peaches, 2's, dozen	1 75	1 85
Peaches, 3's, dozen	2 85	2 95
Baked beans, dozen	1 20	1 30
Fish—		
Cod, dry	3 00	4 25
Herring, salt, bbls	4 75	5 00
Bloaters, box	0 85	0 90
Harbour salmon, lb		0 16
Fresh Gaspereaux, cwt.		1 00

The Canadian Grocer received an interesting parcel from Greece the other day. It was received through C. L. Marshall & Co., Toronto, and was a bunch of currants just as it came off the vine at Patras and before the fruit was dried.

B. W. Ziemann, Preston, Ont., past president of the Ontario Provincial Retail Merchants' Association, attended a meeting of the board of directors in Toronto on Monday.

An Ottawa paper announces that eggs in the shady side of the market there are 30 cents a dozen while eggs in the sun sell at 18 and 20 cents. It ought to pay the vendors to build a roof all over the market.

J. T. Macdonald, Calgary, Alta., announces in his newspaper ad. that he pays the freight on all mail orders for $10 or over. This is going the big catalogue houses one or two better.

A Dominion charter has been granted Lockerbys, Limited, for the purpose of purchasing and selling teas, spices, coffees, groceries supplies and sundries. The capital stock is $50,000 and the chief place of business is Montreal.

A Circular Letter which Brought Good Business

General Merchant Sent it Out to Introduce His Bills Referring to Summer Sales—A Successful Sale, he Says, the Result—Has One Price to all.

A merchant often sits down to write a circular letter and finds that he cannot just at the time collect his thoughts. This variety of advertising is quite frequent in places where there is no newspaper through which the consuming public can be acquainted with prices, sales' methods, etc. The following is a letter sent out by A. B. Carscallen & Co., Tamworth, and to the merchant who cannot just hit the mark may be of some value. That it proved beneficial is evident from Mr. Carscallen's statement. He says: "I enclose you a circular letter which we sent out about a week before our annual summer sale. This prepared our customers for the bills which we sent them the day before the sale quoting regular and sale prices. We had a very successful sale. We are now practically sold out of summer goods. Our customers are pleased with the bargains they received and have again had it impressed on their minds that there is no use of sending away for their goods."

Have Saved Money Before.

Here is the letter:

The time is drawing near for our annual sale. You have attended our sales in former years and have saved money by so doing. Perhaps you were a little late in coming and missed some of the best bargains; that was your loss, and yet no fault of ours. Remember, we cannot replace sold out goods at sale prices.

The object of this sale is to reduce our summer stock, which is well assorted and rather large for this season of the year. The object of this letter is to give you time to prepare for our

BIG CASH SALE

which will commence July 21st and end July 30th. We will not attempt to quote prices in this letter.

On July the 19th or 20th we will send you a bill attached to your milk can, if you have one, if not, some other way, quoting prices and describing our stock. When you secure the bill read it carefully, it will be interesting; money saved in money made. You know that we have always given genuine bargains at these sales. The only disappointed patrons that have attended these sales were those that came too late; do not be in this class this year, as we intend making this the event in the history of our business career.

We cannot run a fake sale, our goods are all marked in plain figures, we have no favorites, and we use every person alike, give 16 ozs. to the lb. and 36 in. to the yd., and stand behind any goods we recommend. Our whole ain in business is to deal square. If you feel that you have been unjustly dealt with in any way, we assure you that it is a misunderstanding and not intentional on our part. Should you feel at any time that you have a grievance, we would ask you as a favor to be fair; do not get ruffled until you have given us a chance to justify our actions, or if wrong to make them right.

I, as manager of this business, have no time to stand on the corner and invite you in, neither am I always at liberty to wait on you when you come in, but I personally mark all the goods and we have honest, competent clerks who will sell you the goods at just what they are marked. Were I to wait on you personally I could not do any better. I am sometimes criticized and even called stingy by good, well-meaning customers because I will not fall 5 or 10 cts. on some article. I admit it does look small from a monetary standpoint, but what about the principle? How could I call our store

THE ONE PRICE STORE!

And when you consider that our regular price is as low and in many instances lower than the cut prices of our competitors in surrounding towns, you will agree with me that the money involved is only a secondary consideration.

I appreciate and thank you for your patronage in the past. If I have not told you so it is because I, like yourself, have always had to hustle for a living and have not had much time to cultivate the art of talking. If there is any reason why you cannot keep on dealing with us, let me know, and if I cannot satisfy you the fault will be mine.

Yours respectfully,
A. B. CARSCALLEN & CO.,
Tamworth.
A. B. Carscallen, Manager.

P.S.—Don't forget the Wednesday halfholiday during July and August.

RETAILERS NOT SATISFIED.

Toronto Grocers Have Complaints Against Canned Goods Manufacturers and Jobbers Methods.

Toronto, Aug. 18.—Canned goods manufacturers and wholesalers came in for a good deal of criticism on Monday night at the regular meeting of the Retail Grocers' Association.

The trouble is due to what the grocers claim to be a "hold-up" on the part of the manufacturer and jobber. Now is the time when they usually contract for their canned goods for fall delivery. In the case of peas, however, they are not going to be able to secure their entire orders. Some talked of only being able to get 25 per cent., or whatever the wholesaler cared to give them. But when it comes to corn and tomatoes, on which there is likely to be a good pack they will be given the entire amount that their contracts call for.

What the retailers actually claim is that the other parties to the transaction are holding back peas in anticipation of higher prices later on. Retailers, too, say they cannot contract for peas without contracting for equal quantities of corn and tomatoes, but they can order corn or tomatoes separately.

There is still another grievance. When an order is given for fall delivery, the entire order arrives, and the retailer has to pay for the whole amount. He thus ties up a considerable sum of money in canned goods, which he has to stock about his premises, and take all risks. "What is the wholesaler for?" asked one of the grocers, when this point was raised. Canned goods are often delivered straight from the car.

The association will wait until prices on corn and tomatoes are out and if they deem it advisable, then they will call a mass meeting of Toronto retailers to go into the entire question.

It was also decided to drop negotiations with the Grocers' Section of the Toronto branch of the R.M.A., as the members claimed the other party had made no move towards amalgamation considerations while they had appointed a committee and were all prepared long ago.

Retailers Suggest that Soap Concerns Advance the Prices

By Errett & Co., Englehart.

We pay $3.85 for 100 bars of soap and sell the same for 6 bars for 25 cents as practically all grocers throughout Ontario do. We thus make a profit of about 10½ per cent. not figuring in the cost of doing business which we contend averages 11 per cent. This means practically a loss of ½ per cent.

Soap companies have made no money for the past 2 years and neither has the retailer for a great deal longer period.

To eliminate the 6 for a quarter deals—which were undoubtedly begun either by cutting prices by some incompetent grocer—we would suggest that the companies charge the retailers $4.20 per 100 bars regardless of the quantity bought by any one dealer, thus forcing all to sell at 5c per bar. This would give a profit of 16 per cent. or a clear profit of 5 per cent.

This would also give the soap companies a good margin on their goods ensuring them against failure which has always a bad effect on trade, and gives the retailer a profit whether he is an experienced grocer or not. Such a change would save the experienced grocer from the low prices often set by incompetent men through ignorance.

TO CLEAN A SHOW CASE.

"The best way to clean a show case," says one merchant, "is with a damp cloth, soft paper and elbow energy. The cloth must be just wet enough to loosen the dirt and the paper to remove and give the glass a polished and finished appearance.

"The rag ought not to be too wet or the paper will not dry the glass. If the case is particularly dirty a little liquid ammonia applied to the rag will help. Use the paper wrappings from oranges or lemons. It is soft and will not scratch the glass and leaves no lint. The method is easy, is not sloppy and can be done quickly."

Remedy Suggested for Bettering Egg Quality

Troubles Due to Ignorance on Part of Producer and to the Fact That Buyers do Not Discriminate—Education and Legislation Suggested to Prevent This—Explanation of the Co-operative Egg Circles.

By Prof. F. C. Elford.

(Continued from last week.)

A system that is responsible for such a loss should not be tolerated. The producer and the consumer should come closer together. There is no reason why eggs should be several weeks on the way or why bad eggs should be sold by the farmer for the same price as good eggs. Every link in the chain is to blame, right from the producer to the consumer. Why can't the producer market nothing but a new laid egg, why can't the consumer be willing to pay a little better price for a superior quality. There should be co-operative effort to get the egg on the market while new laid, and to get it there with as little expense as possible. More persons each year are shipping direct to the wholesaler, retailer and consumer, still the bulk of the stuff comes by way of the "system." Most of those interested see the necessity of a change; honest producers feel the unfairness of being paid the same price for all eggs; dealers and consumers are more willing than ever to discriminate in prices, and the time seems ripe for something better.

Pays to Discriminate.

Whatever form this "something" will take, it will have in it an element of co-operation. Co-operation among the producers, co-operation among the consumers, and co-operation between the two ends. There will be the absence of jealousy between those producing the same stuff for the same market, farmers will realize that the higher the general average and the more uniform their produce the better it will be for each one. Buyers will find that it pays to discriminate in prices, both will know it does not pay even from a business standpoint to misrepresent, and gradually that feeling of suspicion will vanish.

The producer will find that the buyer is his best friend—the other partner in the co-operation—and the buyer will appreciate the advantage of handling produce upon which he can absolutely rely. This will mean that more of the selling price will find its way to the producer who sells good produce and that the buyer will get the quality for which he is willing to pay.

Much Due to Ignorance.

In order to bring this about something has first to be done. Education and organization will be necessary. Much of the present condition is due to ignorance rather than dishonesty on the part of the producer. Though there are not a few deliberate rogues selling eggs there are many honest people selling bad eggs because they do not know it. They have never learned the difference between a strictly new laid egg and a stale egg. They don't realize that an egg is never as good again as it is the first day it is laid, and that every day it is kept, even in the best of conditions, it loses in value. They are not aware that a fertile egg in a nest one day in July is probably not fit for food.

It never dawns upon them that as soon as the breeding season is over, all male birds should be killed or removed from the flocks. They can't understand why an egg with a good strong shell cannot keep the contents pure in almost any condition. When they are told that they should not keep the eggs in an open basket by the kitchen stove or in the pantry with cooked vegetables, they wonder.

Intervention by Law.

Such persons should be shown what is required in a strictly new laid egg. For those who wilfully market bad eggs there should be legislation. A law that says that you must not sell as fresh an egg that is not. This law must also say the same to the dealer. It will not allow him to send as a new laid egg an egg that has been in cold storage, nor will it permit him to refill branded boxes with eggs from another source. There are those who require only education. They should have it. For those who must have something more to make them honest let them have it also.

The System in Denmark.

This will require organized effort all along the line and especially on the part of the producer. Co-operation somewhat similar to that adopted in Denmark, could be worked to advantage. Several co-operative circles embracing some of the Denmark features have been tried with such success in Canada, that others are encouraged to follow. A circle may cover in extent any territory convenient to a shipping point. The more shipping members it includes the better. The management of a circle is in the hands of the members and may be managed much as a creamery or cheese factory. In some cases these agencies are used as a starting point. The wagon that gathers the milk or cream makes provision for lifting the eggs as well.

The aim is to get the eggs gathered from the farms at least once a week in the winter months, and twice a week throughout the summer. These eggs are taken to the cheese factory or central depot as the case may be, from where they are shipped. Each contributor is given a stamp which he puts upon his eggs. This stamp includes two marks or figures, one indicating the number of the circle the other the number of the contributor. At the central station where the eggs are received, they are candled and any not qualified as new laid are noted and the mark on the eggs indicates the farm from which it comes. It is therefore impossible for any member to market eggs that are not up to the mark and each member is responsible for his own. The output of a circle is sold through the secretary or manager, who may be the man who does the candling and grading or not. It will probably be better if he is, as he can keep in closer touch with the members of the circle. Each member must subscribe to certain rules. These rules will cover such questions as cleanliness, frequent gathering of eggs from nest and the keeping of them, marketing none but those laid by the member's own hens, etc.

Should be a Standard Egg.

The grading of eggs means that there will be a recognized standard of quality and this will lead to the standardization of the product. Other commodities have their produce standardized, why should not eggs? There is no national understanding as to what a No. 1 quality of egg means. The absence of this handicaps the trade and leaves loopholes through which dishonest dealers may escape. If there is a general classification and grading adopted the managers of the circles will be expected to make themselves acquainted with them and as a result the output will become uniform. Dealers know how this will benefit the trade. It will raise the standard of quality and put the industry upon a much more satisfactory basis.

Will See that No Short Weights or Measures are Given

New York, Aug. 18.—Trade customs, which allow buyer and seller to take liberties in actual weights and measures, received another setback recently when Commissioner of Weights and Measures told the delegates to the convention of New York state retail grocers that he intended to keep up his fight for net weights to a finish, and that he would go after the jobbers and manufacturers just as vigorously as those who deal with the consumer. The convention practically put itself on record as willing to back him in his efforts to enforce the law.

"Just because some dealers find that they have been able to shave off a penny in this trade and another in that, they think that it does not amount to much to the individual, but when it is considered that maybe 15 dealers in a like number of trades are taking this penny tribute each, it is easily seen that the total is much more than the average purchaser can stand," said Commissioner Driscoll.

"Giving short weights and measures because of these trade customs is only hiding petty pilfering behind a mask, and I propose to tear off the mask wherever I find it."

Compton & Montgomery, of Wetaskiwin, Alta., dissolved partnership some time ago. C. E. Compton has opened a new grocery store, and Mr. Montgomery is joined by Mr. West as Montgomery & West. They have a general store. Both places are new brick quildings and fitted up in the most modern way.

The chance of your lifetime !

The Wonderful West, whose prosperity and greatness is only in its infancy, is in need of just the goods you manufacture.

Will you avail yourself of our services for the handling and disposal of these goods? We have grown and are still growing with the WEST, and have a thorough grasp of Western Trade, its developments and requirements. Large track warehouses at the leading strategic business points are ready to handle your wares! Get in touch with us to-day. We can offer you conscientious, thorough and reasonably-priced service.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY EDMONTON FORT WILLIAM

Storage for all classes of merchandise. **Cars distributed at Calgary, Winnipeg, Regina, Edmonton, Fort William**

HONESTY !

No reputation is so valuable to manufacturer or retailer as that of making or handling HONEST GOODS—goods of guaranteed purity, unimpeachable quality and highly skilled manufacture.

"E.D.S." BRAND

E D S

Jams, Jellies, Grape Juice and Catsup

bear the hall-mark stamp of honesty. The Department of Inland Revenue has certified them to be 100% PURE. Send for Government Bulletin 194 and be convinced that no line you can handle will so add to your reputation as "E.D.S." Brand. See that your shelves are liberally stocked with these satisfaction-givers.

You can recommend them to your best customers with every confidence.





Made by **E. D. SMITH** at his own Fruit Farms

WINONA, ONT.

AGENTS—N. A. Hill, 25 Front St. E., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.

Higher Prices

Shortly on Lard Compound

There is an actual scarcity of Cotton-seed Oil till new crop oil is available —and famine prices are talked of.

We have a good supply of oil purchased, and for a limited time will fill orders at what will soon look to be very low prices.

Order To-day

GUNNS Easifirst



Best by Test

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

Pure Lard and Lard Compound

We are quoting very reasonable prices on both Pure Lard and Lard Compound.

We put up the following packages:

350-lb. tierces	3-lb. tins
60-lb. tubs	5-lb. tins
20-lb. pails	10-lb. tins

and one-pound cartons.

F.W. Fearman Co.

LIMITED

Hamilton

REINDEER Coffee

With Milk and Sugar

Ready



to Use

No trouble to prepare
Just add Boiling Water

The Truro Condensed Milk Co., Limited, Truro, N.S.

POULTRY

of all kinds wanted, alive or dressed. We can also handle your regular shipments of

BUTTER and EGGS

to the best advantage.

Send us your orders for mild cured

HAMS and BACON

THE WM. RYAN, LIMITED

Packing House FERGUS

70-72 Front St. East TORONTO

Another Decline of Half Cent in Pure Lard

Live Hogs are Down to $8.25, and an Easier Tone Prevails in Pork Product Market—Choice Eggs Show a Slight Increase in Price—Butter and Cheese Production Still Keep up—Honey Prices in Ontario Will go up if Beekeepers Maintain the Quotations They Have Mentioned—Poultry is Being Received More Plentifully.

The past week has witnessed a slightly easier market in some lines of provisions, live hogs and lard. In some quarters there have been lower prices in sympathy with the general feeling. The hog supply is general as far as quantity is concerned and as long as present conditions prevail the market will hardly be expected to soar.

The production of butter, eggs and cheese continues steady and so far there has been no falling off. Prices are about stationary, although for select eggs a slightly higher price is offered. A report from Montreal states that choice goods are comparatively scarce. Grocers are beginning to lay in stocks at present prices and it would appear that the trade is not expecting lower prices.

The production of cheese is quite satisfactory and the August make should reach a good figure. The pastures are in good condition and the supply of milk is well up to the average for this season. The August cheese is considered about the best. Old cheese is practically off the market, although there are a few houses with some holdings.

Poultry is coming in more freely now, and the trade is looking forward to liberal receipts from the country.

Honey is also beginning to show itself and although it was reported that stocks would be light the feeling among the trade is that the supply will be about the average on account of extra lines. In the Toronto district it is stated that if the bee keepers hold out for the prices they have named the price to the retailers will have to be increased, as the quotations to the wholesale trade are practically the same as the latter extend to the retailers. The honey situation is interesting just now in view of the facts mentioned.

MONTREAL.

Provisions.—Receipts of hogs seem to be better lately, and there are rumors of weaker prices in the near future. So far, however, no changes have taken place. Sales are better than they have been for some weeks past, and supplies are coming in freely.

A touch of cool weather now would give a decided impetus to all branches of the provision trade.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15¾
" " " 3 " "	0 15¾
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 15¾
Tubs, 50 lbs. net, per lb	0 15
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13¾
" 5 " " " "	0 13¾
" 3 " " " "	0 13¾
Pails, wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 12¾
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 13
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	24 00
Canada short cut back pork, bbl. 45-55 pieces	29 50
Clear fat backs	32 00
Heavy flank pork, bbl	31 00
Plate beef, 100 lb bbls	9 25
" $200 "	18 00
" $400 "	35 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 16½
Long clear bacon, heavy, lb	0 15½
Long clear bacon, light, lb	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 17
Large sizes, 18 to 25 lbs., per lb	0 18
Medium sizes, 13 to 18 lbs., per lb	0 21
Extra small sizes, 10 to 13 lbs., per lb	0 21
Bone out, rolled, large, 16 to 25 lbs., per lb	0 19
" " " small, 9 to 12 lbs., per lb	0 20½
Breakfast bacon, English, boneless, per lb	0 21
Windsor bacon, skinned, backs, per lb	0 22
Spiced roll bacon, boneless, short, per lb	0 18
Hogs, live, per cwt	09 75
" dressed, per cwt	13 50

Butter.—Prices of butter in the country are firmer, and should be higher here, say the local produce men. As yet no change has taken place, but it would be no surprise if an advance were to take place shortly.

Receipts for the week show a slight increase on last year's figures, 14,436 packages as against 13,631 same week last year. For the season they are 249,878 packages as against 225,282 same season last year.

New milk creamery	0 23½ 0 24
Dairy, tubs, lb	0 21 0 22
Fresh dairy rolls	0 21 0 22

Cheese.—The export demand for cheese is fair, say local men, but at prices which do not allow of a fair profit. In fact several orders have been turned down recently on this account. Locally trade is none too good, but seems to be gradually improving.

Receipts are keeping up remarkably, being 94,354 boxes for the week as against 88,786 boxes same week last year. For the season they show a decrease still, though it is a slight one, 1,024,021 boxes as against 1,047,471 same season last year.

Quebec, large	0 11¾
Western, large	0 11¾
" twins	0 12
" small, 20 lbs	0 12
Old cheese, large	0 13

Eggs.—The egg circle movement referred to in The Grocer from week to week, seems to be gaining in popularity all the time. This year seems to have been a particularly opportune time for it, in view of the poor quality of so much of the stock.

New laids are a little higher this week, selling at 27c. Otherwise the market shows no change. Sales continue good.

Receipts for the week are 5,010 cases as against 4,482 cases same week last year. For the season they are 127,661 cases as against 130,218 cases same season last year.

New laids	0 27
Selects	0 23
No. 1	0 20

Honey.—From first reports it was deemed certain that the honey crop would be a light one this year, but there seems to be no difficulty whatever in filling requirements at last year's prices, and arrivals are both frequent and large. The quality of this year's crop seems to be better than last year, and the color is good.

White clover comb honey	0 15 0 17
Buckwheat, extracted	0 08½ 0 09
Clover, strained, bulk, 30 lb. tins	0 11 0 11½
Buckwheat comb	0 12½ 0 13

TORONTO.

Provisions.—In this market there has been another decline in some of the prices. Live hogs are down to $8.25 at country points and for local delivery bring $8.60. There is a fairly good supply of hogs throughout the country and recent deliveries have been large. There has been a slight reduction in backs, long clear bacon and medium hams. Pure lard has dropped another half cent. Those in the business, however, express the opinion that it will not be long until lard reaches a better basis. Trade on the whole is reported good. Compound lard is stronger.

Long clear bacon, per lb	0 15
Smoked breakfast bacon, per lb	0 20 0 21
Pickled shoulder	0 13½
Roll bacon, per lb	0 15½
Light hams, per lb	0 19½
Medium hams, per lb	0 19
Large hams, per lb	0 18½
Cooked hams	0 28
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 20
" pea meal	0 20½ 0 21
Heavy mess pork, per bbl	28 00 29 00
Short cut, per bbl	30 00 31 00
Lard, tierces, per lb	0 14½
" tubs "	0 14½
" pails "	0 14½
" compounds, per lb	0 13 0 13
Live hogs, at country points	8 25
Live hogs, local	8 60
Dressed hogs	12 00 12 25

Butter.—There is a little firmer tone to the market this week and a slight increase in prices. The production still hovers around a fairly large figure and the quality has considerably improved. It is expected that it will not be long until higher prices are asked by the farmers. As the quality of the make improves and the production falls off, as it is bound to do, the market should be affected by higher prices.

	Per lb.
Fresh creamery prints	0 24 0 25
Farmers' separator butter	0 21
Dairy prints, choice	0 18½ 0 19
No. 1 tubs or boxes	0 19 0 20
No. 2 tubs or boxes	0 17 0 18

Eggs—There has been no change in the price of eggs this week, but there are some that believe that it will not be long before an increase will be felt. There has been a noticeable improvement in the quality of the stocks now being delivered.

Selects	0 22 0 23
Fresh eggs, doz	0 20 0 21
Second grade, doz	0 17 0 18
Chips, doz	0 16

Cheese—Old cheese is practically done. There may be a little held by one or more houses, but it is not an appreciable amount. The new make is finding its way to the market and is meeting a fairly good demand.

New cheese—	Twins 0 11½ 0 12
Large 0 11½ 0 11¾	

Poultry—Receipts of poultry have been heavier of late and prices are easier. Spring broilers and hens are coming in freely and the market is much brisker than it has been for weeks past. There has been a slight improvement in the demand for poultry and the trade are looking forward to a better market in every respect.

Spring broilers, live	0 12 0 13
Hens, per lb. live	0 10 0 11
Turkeys, per lb., large, dressed	0 18 0 19
Spring duck, lb., live	0 09 0 10

Honey—The new stocks of honey are now finding their way to the market in fairly large consignments. The question of prices is occupying the attention of the trade. The beekeepers have placed their new quotations at practically the same figures as those which the wholesalers are receiving and the latter will be forced to move the prices up if the keepers hold out for the prices they have named. One local house has just received a large supply of new stocks and the prices it is quoting for honey in the comb are as follows: No. 1, per doz., $2.50; No. 2, $2.25, and No. 3, $2. The stock that they are selling in glasses ranges from $1 to $1.50 and $1.80 per dozen. It is good-looking honey and is but the first shipment. Honey is just now coming to its own and will attract some attention for a time.

Clover honey, extracted, 60 lb. cans	0 10	0 10½
" " " 10 lb pails	0 10½	0 11
" " " 5 lb. pails	0 10½	0 11
" " comb, per dozen		1 75
Buckwheat honey, lb.		0 06½

WINNIPEG.

Lard—The output has been greatly increased and merchants are stocking freely. The summer trade was light, but from now on the trade will be good. Prices are much firmer than usual and higher prices may rule shortly.

Pure, 20-lb. pails	3 30
" 3-lb. tins, 60-lb. cases	10 10
" 10-lb. tins, 60-lb. cases	10 00
Compound, 20-lb. pails, per pail	2 50
" 5-lb. tins, 60-lb. cases	8 50

Butter—The butter market is firm this week, because supplies have dropped off considerably. The jobbing price for creamery is 25c; No. 1 dairy being 22c. The limited supply is only temporary, as the pastures are improving.

Eggs—Eggs are jobbing at 21c just now, while the old stuff is being cleared out. A higher price on fresh-laid is soon to be quoted.

Cheese—The Manitoba cheese is having a good sale, but the quality is not so good as the Ontario product. The distribution throughout the west is heavy just now, and shipments from the east are heavy. Ontario cheese is 13½c; Manitoba jobs at 12c.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Although for many years E. W. Gillett Co. have had a resident representative in Winnipeg, and carried a large stock of goods in that city, it was not until quite recently that they decided to adopt a different plan in doing business, and have made a long term lease of the fine premises No. 173 McDermott Ave. East. This warehouse, which was formerly used by a concern in the wholesale drug business, is now in the hands of workmen who are making extensive repairs and alterations in order to make it suitable for the Gillett Company's business. Everything these days points to the fact that the larger concerns realize the importance of the vast business which is possible to secure in the west.

The Household Convenience Co., Ltd., Toronto, have introduced a "Selling Plan," which if adopted by the retail grocers generally, will certainly mean a big jump in their daily sales. The plan is not exactly a new one, but they have worked in three or four scientific points which puts it on an entirely new basis, and if given a fair trial, the clerks will unconsciously develop into real salesmen. In fact, for transient trade, their plan will make many new customers, by gaining their confidence, as the specialty this company is putting on the market, namely, "Wondershine," which cleans silver and gold, without rubbing, is a real honest labor-saving device. And, this new "Selling Plan" will take well with all the regular customers, and show that their interests are being well looked after. The fact that "Wondershine" is being well advertised, along the right line, and is sold on "the-money-back-if-not-satisfied" idea, should cause every up-to-date grocer to get in touch with this company. Of course grocers as a general rule do not handle silver polishes, but there has never been anything placed on the market like "Wondershine," and it will sell well through the grocery store. As stated in their advertisement, dealers will be sent the "Selling Plan" free by the company with all other information upon receipt of name and address.

A few years ago it would have seemed like presumption for any Canadian manufacturer to go into the English market to endeavor to sell his wares, but at the present time it is no uncommon event for the Atlantic steamers to carry large freights of Canadian manufactured goods to sell in the British market. But for any manufacturer to endeavor to do business with England, in the first place his goods must be of exceptional quality and the reputation of the firm must be first-class, the English merchant being particularly conservative in dealing only with responsible houses. Business done in England, however, is generally the result of a more or less vigorous campaign in that market: An exception to this rule is the phenomenal success the "Banner" Cold Blast Lantern has made wherever shown in England. A British merchant accidently came across a sample of the "Banner" Cold Blast Lantern, and so impressed was he by the superior workmanship and the many ingenious devices for facilitating the operation of same, that he sent forward an order. Since introducing this style of lantern to his customers, it has met with immense success, and the Allan liner "Virginian" included in its manifest a greatly increased order for these celebrated "Banner" Cold Blast Lantern."

ACCOUNTS WANTED.

TWO GOOD ACCOUNTS WANTED—Two manufacturers requiring representation in Montreal are requested to write. Box 359, CANADIAN GROCER, Toronto. Wants independent canner particularly. (35p)

HONEY.

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

SUCHARD'S OOOOA

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO., Montreal Agents.



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St, E., Toronto



USE PLENTY OF

WILSON'S FLY PADS

on Wednesday afternoons and over Sundays and keep your store as free from flies as possible.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER, Co. 138 Front Street, NEW YORK



The Dealer Benefits.

NO ALUM

The retailer is realizing more and more the assistance that is given to him by the manufacturer that advertises his goods extensively. Such goods are demanded by the trade, which means quick sales and good profits. Eight-sheet posters are now being used in Ontario advertising Magic Baking Powder and should be of great benefit to the trade. Profit is good when purchased in proper quantities.

MAGIC BAKING POWDER

CONTAINS NO ALUM.

MAGIC is a medium-priced baking powder and the only well-known one made in Canada that does ***NOT*** contain Alum.

E. W. Gillett Co. Ltd.

Winnipeg. TORONTO, ONT. Montreal.

Bookkeeping Without Books!

Sixty Thousand merchants in all parts of Canada, the United States and foreign lands are saving time, labor and money in handling their credit accounts by the use of

The McCaskey Account Register System

The McCaskey System, with One Writing and in one-fourth or one-third of the time, accomplishes everything that is done by the use of day-books, journals, ledgers, bills, statements, etc., and in this way saves time, labor and money. Let us refer you to some of our customers in your locality.

Information about the System is Free.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

99-104 Spadina Avenue - TORONTO, Can

FIRST AND STILL THE BEST



MADE IN CANADA

Clark's Potted Meats

In the warm weather housekeepers are looking for food that requires no preparation.

Suggest Clark's Potted Meats, they are the ideal meat for luncheons and picnics.

Packed in assorted cases if so ordered. Ham, Beef, Tongue, Veal.

Your Jobber handles them.

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver

Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:

RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

HOLDS ITS OWN

against all comers, with constantly increasing sales—larger this year than any year in the history of the business—

Shredded Wheat

the only breakfast cereal made in biscuit form, and the only cereal that forms a wholesome combination with fruits.

The Shredded Wheat business is built solidly and sanely upon educational advertising—the only kind that lasts—no premiums, no prizes, no bribes—no deals that force sales beyond the natural demand—nothing but a "square deal" for grocer and consumer. In August tell your customers to make their "meat" Shredded Wheat.

The Canadian Shredded Wheat Co., Ltd.

Niagara Falls, Ontario

Will Present Conditions Drop Price of Flour?

Conditions are Not as Depressing as They Were Reported to be—Total World's Yield Will Make up Any Decrease Experienced in Canada and the United States—If Deliveries Continue as at Present Large Dealer Expects to See a Much Weaker Market—Prices Unchanged.

Those who closely follow the wheat market from week to week are gradually losing that pessimistic feeling and are entertaining more hopeful opinions regarding the world's supply. Canada's estimated yield is gradually coming back to its first strength and there are those who place it at from ninety to one hundred million bushels.

A deficiency is looked for in the United States and Canada, but it is practically certain that it will be entirely made up by increased yields in other countries. Roumania, Italy, Hungary, Russia and other grain growing countries should make up the decrease which is likely to be felt in the northern part of this continent. Export demand has been increasing of late, although it is not by any means equal to the export trade that was transacted at this time last year.

A prominent flour dealer stated that in the natural course of events lower prices should be quoted for flour if the deliveries of wheat continued as at present. Chicago and Winnipeg grain markets recently lost ground, influenced by lower prices from European markets. In regard to the world's visible supplies of wheat, figures quoted this week show for the week a visible supply of eighteen million bushels as compared with eight million during the same week last year. There is a similar showing in regard to oats. There seems to be considerable grounds for believing that present prices of flour will not hold.

The market seems to be rather firm at present, but it is a question whether it will continue to hold its present condition. It is reported from Brandon that the grain men expect a drop in price, which will make the opening about one dollar a bushel at Fort William, or ninety cents at Brandon.

MONTREAL.

Flour.—Foreign demand has been steady during the past few days, and seems to be steadily on the increase. Most of it has been for low grades of spring wheat. Although prices are unchanged, there is a firmer feeling prevailing, and the volume of business is considered satisfactory. Storage stocks show a slight decrease over this time last year.

Winter wheat patents, bbl	5 75
Straight rollers, bb	5 80
Extra, bbl	5 50
Manitoba spring wheat patents, bbl	6 30
" strong bakers, bbl	5 80

Rolled Oats.—Since the recent advance the rolled oats market shows little change. Prices are steady, but the tone of the market does not seem to indicate any further change for some time. Sales have only been fair, as it is felt that the top price has been reached.

Fine oatmeal, bags	2 70
Standard oatmeal, bags	2 70
Granulated "	2 70
Golddust cornmeal, 98-lb. bags	2 10
Bolted cornmeal, 100-bags	1 90
Rolled oats, bags, 90 lb	2 45
" barrels	5 10

TORONTO.

Flour.—Local flour markets are quite firm. There is not much Ontario wheat on the market these days. There is no change in prices over a week ago.

Manitoba Wheat.

1st Patent, in car lots	6 20	
2nd Patent, in car lots	5 70	
Strong bakers, in car lots	5 50	
Feed flour, in car lots	3 10	3 30

25 cents dearer in bbls.

Winter Wheat.

Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 15

Cereals.—Rolled oats continue to move fairly freely at the advanced price. There is every indication for a good fall business. It is generally thought that present prices will hold firm under existing tendencies.

Rolled oats, small lots, 90 lb. sacks	2 45
" " 25 bags to car lots	2 35
Rolled wheat, small lots, 100 lb. brls	3 10
" " 25 brls. to car lots	3 00
Standard and granulated oatmeal, 98 lb. sacks	2 70

Crops in Eastern Canada Showing a Very Fair Average

Ottawa, Aug. 18.—The Census Bulletin shows that the conditions of field crops in Canada this year have been greatly modified by temperature and rainfall, and that between the east and the west it is hardly possible to make a statement of averages that will not be misleading. In the eastern provinces growth has been uniformly good throughout July, and the percentages of condition have been high for every crop; but in extensive tracts of the northwest provinces drouth has prevailed and crops are reported in every stage of condition. The northerly parts of these provinces have been largely exempt from the drouth, and there the per cent. conditions are high. It is difficult to indicate fairly an average of conditions for the East and West which does not take account of the areas sown, and these have been considerably reduced since the June report. The August report will give revised figures from which yields may be estimated.

In comparing the per cent. condition of crops for 1909 and 1910 it should be remembered that fall wheat, rye, peas, buckwheat, mixed grains, beans, potatoes, hay and clover and corn are principally produced in the eastern provinces; and spring wheat and flax mostly in the northwestern provinces; with oats and barley in nearly equal proportions in the two regions.

A Good Average Shown.

Fall wheat is grown chiefly in Ontario, and its condition for all Canada has been reduced by a relatively poor crop in Alberta. Compared with the condition at the same time last year, it is 84.63 to 76.53. Rye is 85.20 in 1910, to 81.84 in 1909; peas is 81.70 to 87; buckwheat, 87.64 to 86.15; mixed grains 99.91 to 87.23; beans, 84.43 to 84.33; potatoes, 81 to 92; hay and clover 90.87 to 73.79; corn for husking, 84.30 to 82.86 and corn for fodder 89.76 to 83. These crops, which are mainly grown in the east, show a high average of condition, affected only in a slight degree by reports for the west.

The average condition of spring wheat is 77 for 1910 to 84.57 for 1909, and of oats 79.57 to 87.78 for all Canada, which is substantially lower than the averages for the east. In the three Northwest provinces the condition of spring wheat is 62, of oats 58.62 and of barley 63.60.

The estimated yield of fall wheat in the country is 18,724,000 bushels, being 26.47 bushels per acre. The hay and clover crop is estimated at 15,190,000 tons, or 1.80 tons per acre, and of alfalfa 1.92 tons per acre.



There's always a big demand among campers and picnickers for a good soda Biscuit!

Are you stocking

Mooney's "Perfection"
Cream Sodas

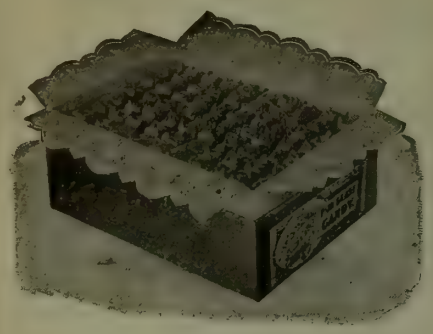
the kind that always reaches your customer in a crisp and fresh condition?

It's a line that never fails to satisfy, and leaves a good margin of profit.

They are pleasantly palatable and perfectly pure.

See to your stocks.

The MOONEY BISCUIT & CANDY CO., LTD.
Stratford and Winnipeg



Chocolate "BORDO"

Registered

They keep perfectly —but are too good to keep long : :

"Bordo" Chocolates are just as firm, fresh and delicious in August as in January. Everywhere and at all seasons they are the best, and most profitable sellers in the Candy Specialty line.

Attractively packed, and most delightful in flavor and consistency. Your customers will take to them at first sight, and become partial to them at first bite.

The Chocolate that will give your customers perfect satisfaction.

The Chocolate that allows you good margin of profit.

The Chocolate that ensures you repeat orders.

Write us to-day for Samples and full particulars

The Montreal Biscuit Co.
(The Originators)
Brewster Ave.
MONTREAL
Manufacturers of Confectionery

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited
MAIL BUILDING, TORONTO

NO CHEMICALS are used in the manufaoture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal
Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

MAPLE SYRUP!

Small's Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

Cheese for 5000 Grocers

Roquefort, Gruyere, Camembert, Oka, Parmasan, Edam, Stilton.
WE ARE SPECIALISTS FOR THE TRADE.
Write, Wire or Phone.
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

When writing advertisers kindly mention having seen the advertisement in this paper.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

ROLLED OATS

FLAKED WHOAT and OATMEALS
Bags or Barrels. Car or Broken Lots.
WRITE FOR QUOTATIONS.
Prompt attention to all orders.
J. W. EWEN - Uxbridge, Ont.

W. H. ESCOTT

WHOLESALE
Grocery Broker
141 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance
WRITE TO
P. POULIN & CO.
39 Bonsecours Market, - Montreal
WE SELL FEATHERS TOO

THE HODGSON GUM CO.
898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.



It Must Be Regular

THE very best flour in this little world of ours, Brother Grocer, will surely lose you trade some fatal day—*if it lack UNIFORMITY.*

For Mrs. Better Half gets used to a flour as she does to other things, handles it in a peculiar way suited to its individuality. She becomes successful with it, you see.

But on a fateful day IRREGULARITY creeps insidiously in—failure follows—she changes from a flour which has changed her results, lowered her breadmaker's pride of product, which no cook forgives.

And you are left with a stock on hand, a lingering sale, and in each sack the *certain* germ of disappointment.

We would never ask YOU to sell FIVE ROSES, Brother Grocer, unless we made absolutely sure of this coveted UNIFORMITY in quality, regularity, dependability.

We employ at Keewatin no Jack-of-all-Trades. Every man must "stick to his last." The rollerman watches the rolls, the silkman his silks, and the packer ditto—each *specializes,* considers *his* work the most important part of it all.

Only a big mill, you see, can *guarantee* unvarying steadiness, only a big mill like the FIVE ROSES plant with its 10,500-barrel capacity.

That FIVE ROSES flour dominates all others in this most important selling feature, is our pride, our boast, our *greatest asset.*

Let it be YOURS, Brother Grocer.

LAKE OF THE WOODS MILLING CO., LTD.
Makers of FIVE ROSES Flour
Montreal

FIVE ROSES FLOUR

By Royal Letters Patent

NELSON'S
POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

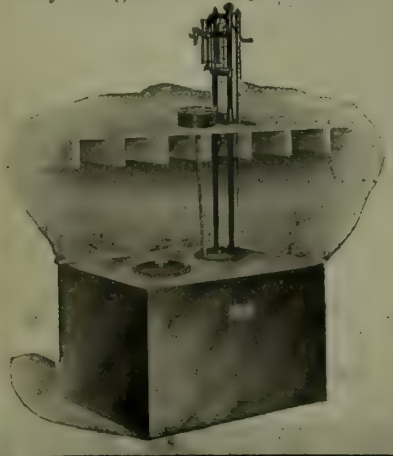
Mathewson's Sons
Wholesale Grocers
202 McGill Street - - Montreal

Get a firmer grasp on your profits

Are you making money on your oil? Probably far less than you think. If you could ascertain exactly how little, you would be astonished. Remember that EVAPORATION alone may reduce gasoline and kerosene from 5 to 25 per cent. per month. Then reckon overflow, drip, spilling and overmeasure on every quart you sell, and even an occasional leak. These little losses combined easily wipe out your few cents of profit. You cannot raise the price to your customers and you cannot reduce the price you are paying for the oil, so the only way left is to reduce the waste and the cost of handling it; it can be done with a

Bowser Self-Measuring Oil Tank

With a stroke of the pump-handle you can discharge with absolute accuracy one gallon or any fraction thereof, directly into your customer's can, doing away with sloppy funnels and measures. The tank is absolutely leak and evaporation-proof. Your increased profits will pay for our best outfit in a year.



Wouldn't you like to sell every gallon of oil with as little tr uble, as clean hands and as sure profit as when you hand out a package of tea? The "Bowser" will do it. Let us tell you more about it.

Write for Bulletin 5

S. F. Bowser & Co., Ltd.
66-68 Fraser Avenue :: Toronto

QUIT LOSING!

What's the use of sticking to anything that is continually causing you loss? If your credit customers are the source of the greatest loss to you, why not try the ONE way to make them a safe, profitable ASSET? You can do this by adopting the Allison Coupon Book System, which has proved its worth to hundreds of progressive merchants all over the country.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customers and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

CHRISTIE

To The Grocers of Canada

Dear Sirs,

While you are visiting the Canadian National Exhibition this season you are cordially invited to visit our factory.

You will also favor us greatly by visiting our Exhibit---The Model Store ---in the Manufacturers' Building at the Fair grounds. As a practical merchant, an expression of opinion regarding our Exhibit would be highly appreciated.

Yours very cordially,
Christie, Brown & Co., Limited

BISCUITS

Canadian Peaches

The outlook is for a large crop. One grower estimates 35,000 baskets as his shipment for 1910. Another grower reports 20,000 baskets. We are the largest receivers in Toronto.

Plums and Pears
Canadian Vegetables
Oranges, Lemons and Bananas

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. - TORONTO
Carload Importers

Notwithstanding

lemons are good for your health—your customers' health, etc., yet as you are not in biz. for your health entirely, you unquestionably have not this admirable point in view each time you purchase a box of lemons. Nevertheless, that is most likely the only object you are accomplishing if you are buying some of the various brands you may find on this market—they look good from the top, yet may show 30 to 40% culls before you finish—that's the point to think about.

"St. Nicholas"
and
"Home Guard"
are packed true right thru

J. J. McCABE
AGENT
32 Church Street, Toronto.

Canadian Pears and Peaches Bring Good Prices

With Berries Almost off the Market Trade is Centering About Peaches, With Pears Coming Along in the Rear—Lemons Have Dropped to $5.50 on Account of Recent Weather Conditions—Good Steady Trade in Vegetables—The Production of Tomatoes Promises to be Well up to Average—Fish Market Steady.

The season's fruits and vegetables are meeting with the demand that was expected. As far as can be learned there is but a small production of the goods handled going to waste and the amount of goods that are passing through the markets of the Dominion is reaching a vast figure. In the newly settled parts there is the beginning of trade that will grow steadily and in the well settled parts there is even increased business.

With the passing of raspberries, and with cherries and currants practically done, the demand for preserving is not as great as a few weeks ago. There are still Lawton berries and blueberries but the past two weeks were really marked by a quieter feeling. Now, peaches and pears are coming in and the prospects are for a good season.

Pineapples are scarce and are quoted at a high price. The demand is only fair. Lemons have fallen off in demand. The quality of those offered is good. The weather will determine the condition of this market. Oranges are running along before a fair trade. Regarding the peach market—and pears too—it is now coming into its height and grocers who are handling fruit will do well to watch it closely.

The vegetable trade is also brisk with tomatoes probably a feature. It is expected that a pretty good crop will find its way through the hands of the big wholesalers. The business in the ordinary vegetables is good but with no special feature.

The fish market is firm generally. The report from Montreal states that the first news from the codfishing fleets is not encouraging. Canned lobsters are high and an advance is looked for.

MONTREAL.

Green Fruits.—Blueberries and melons are occupying the centre of the fruit stage this week. Arrivals of the former have been numerous during the past few days, and they still continue to come. The quality does not seem to be any too good as yet, the berries being small.

Montreal melons are still high, $12 to $15 per doz., but the demand is good for those on the market. Cantaloupes are about the same as last week, but the demand is rapidly increasing.

Green apples are somewhat more plentiful and a little easier in price.

Delaware grapes are more plentiful and easier in price. Malagas are now commencing to appear. The quality of first arrivals is better than last year.

Apples—			Lemons		5 50
Green, bbl	2 25	3 50	Musk melons, per basket		3 50
Bananas crated, bunch	2 00	2 25	Melons, Montreal doz	12 00	15 00
Blueberries, box		0 75	Oranges—		
Blueberries, large		1 80	California, late Valencias		5 50
Cranberries, bbl		11 00	Pineapples—		
Cocoanuts, bags		4 25	Floridas, case		5 50
Grape fruit—			Plums	1 75	2 20
Florida, box		9 00	Peaches	1 25	1 50
Grapes, Delaware crate	2 50	3 00	Pears	3 00	3 50
Limes, per box		1 00	Pears, bbl		6 50

Vegetables.—Old potatoes are practically gone, but the deficiency has not been felt, owing to the good supply of first-class new ones.

Tomatoes are cheaper, selling for $1 to $1.25, even at that the sale seems to be dwindling. The poor quality of arrivals undoubtedly has had a great deal to do with this state of affairs.

As a whole the vegetable market is much improved over last week, and dealers feel much better over the whole situation.

Beans, green, basket	0 50	0 75	Onions—		
Beans, wax	0 50	0 75	Spanish, cases	2 50	2 75
Beets, doz	0 25	0 35	Potatoes—		
Carrots, doz		0 10	Potatoes, new, per bbl		2 25
Cabbage, new, dz	0 50	0 60	Parsley, dozen		0 15
Celery, doz	0 30	0 75	Parsnips, new, dz		0 40
Cauliflowers, Montreal	1 00	3 00	Radishes, dozen bunches		0 30
Corn, doz	0 10	0 15	Rhubarb, doz		0 25
Cucumbers, doz	0 35	0 45	Spinach, bbl	1 75	2 00
Garlic, 2 bunches		0 25	Tomatoes—		
Green Peppers, basket		0 70	Jersey	1 00	1 25
Lettuce—			Turnips, new, bunch		0 25
Montreal, doz	0 35	0 50			

Fish.—Lake fish continues scarce and the reports are that haddock will be scarce this week. There is plenty of halibut and steak cod.

Labrador salmon in pickle are now offered, prices being a little higher than last year, due to a short crop. Reports from codfishing points are not encouraging, but as the season is not far advanced as yet, it is hard to estimate the outcome.

Canned lobsters are high, and an advance is looked for; so far only the foreign market has been supplied, and supplies remaining are low.

FRESH

Pike		0 08	Whitefish		0 12
Perch		0 07	Mullets		0 07
Steak cod	0 05	0 06	Haddock	0 04½	0 05
B.C. salmon		0 15	Halibut		0 09
Market cod		0 04	Bullheads		0 10
Sturgeon		0 10	Carp		0 07
Lake trout		0 12	Dore		0 12
Blue fish	0 15	0 18	Mackerel, each		0 25
Sea trout		0 12	Swordfish		0 12
Sea bass		0 12			

FROZEN

Codfish	0 04	0 04	Pike		0 07
Dore, winter caught, per lb		0 10	Salmon, B.C., red,		0 09
Haddock		0 04	Gaspe salmon, per lb		0 18
Halibut, per lb		0 09	Smelts, 10 lb. boxes		0 07½
Herring, per 100		1 25	Whitefish, large, lb		0 09
Market cod		0 04	Whitefish, small		0 07
Steak cod		0 05			
Mackerel		0 10			

SALTED AND PICKLED

Green cod, No. 1, bbl	6 00	6 50	Salmon, B.C., red, bbl		14 00
Labrador herring, bbl	5 00		" " pink, bbl		12 00
" ½ bbl	3 00		" Labrador, bbl		17 00
Labrador sea trout, bbls		11 00	" " ½ bbls		8 50
Labrador sea trout, half bbls		6 00	" " tres., 300 lb		22 00
No. 1 mackerel, pail		2 00	Salt eels, per lb		0 07
" ½ bbls		8 00	Salt sardines, 20 lb. pls		1 00
No. 1 pollock, 1		4 00	Scotch herring	6 50	7 00
			" " keg		1 00
			Holland herring, bbl		5 50
			" " keg		0 75

SMOKED

Bloaters, large, per box	1 00
Haddies	0 08
Herring, new smoked, per box	0 13
Kippered herring, per box	1 15

SHELL FISH

Shell oysters, bbl.	10 00
Lobsters, live, per lb.	0 30
Oysters, choice, bulk, Imp. gal.	1 40
" Selects, Imp. gal.	1 60
" "Sealshipt," standards, per Imp. gal.	1 75
" " select, per Imp. gal.	2 00

PREPARED FISH

Boneless cod, in blocks, all grades, at 5½, 6, 8, 9 & 10c. per lb.	
Shredded cod, per box	1 80
Skinless cod, 100 lb. case	5 50

TORONTO.

Green Fruits.—Toronto wholesale fruit men are receiving large shipments of Canadian peaches now, and although there are still some California peaches coming in, the home grown article is getting by far the brunt of the trade. They appear to be of good quality and from all reports the production is heavy. Lawton berries have enjoyed a good demand and this fruit has been of splendid quality and brought a good price. Red currants are off the market and black currants are practically done. Blackberries are also a fruit of the past as far as this year is concerned. Blueberries are not yet done and are quoted a little higher this week. Canadian cantaloupes are also on the market now. They are larger than the imported variety. They are offered for sale in baskets and crates. Canadian pears are also finding their way to the market together with the new peaches.

Canadian Peaches

As in season's past, we will be very heavy receivers, handling the products of the best **Queenston, Niagara** and **St. Catharines Shippers.**

Direct cars are loaded every evening at the big peach orchards, and landed fresh to us in the fruit market every morning, and in time for early distribution.

This fruit is shipped in ventilated cars, fitted with shelves to prevent bruising of fruit. The Canadian peach business, while large, is only in its infancy, as some of our large shippers already have railway sidings in their orchards and expect to ship cars daily themselves.

WHITE & CO., Limited

Toronto and Hamilton

Phone Main 6565. **Wholesale Distributors Canadian Fruits.**

Lawton Berries
or
Thimbleberries
are now at their best.

Plums
Peaches } are in good supply.

Also early
Harvest Apples
Tomatoes
Cucumbers, etc.

Wire, phone or mail your orders to

Stevens & Soloman
Growers and Shippers of
CANADIAN FRUITS
HAMILTON, - - - ONT.
Phones 1000 and 2700

CALIFORNIA

Late Valencia Oranges

GOLDEN ORANGE

BRAND

The Finest Orange Grown.
Fresh Cars Arriving Weekly.

Always Order

GOLDEN ORANGE BRAND

And get the very BEST from

HUGH WALKER & SON

(Established 1861) **GUELPH, ONTARIO**



360 LEMONS

The wholesale were obliged to buy this size in a somewhat limited quantity, as the lemons are not as large this season. We know that you prefer 300's, but our 360's are packed in good size boxes and are very desirable at the price you are asked for them. They are splendid value. Order them.

Our Brands:

"Hiawatha" "Beresford" "Buster Brown" "Dominion" "Waterseller"

W. B. STRINGER
Sales Agent

FOLLINA BROS.,
Packers

There is a good trade in oranges and some of the stock lately received is of the premier kind. Lemons are easier in price, owing to a falling off in the demand, but as pointed out recently the season has not yet spent itself, and return of real warm weather will make a big change in the lemon trade. It is believed however that the real sultry days are pretty nearly done. September in other years has brought good business to lemon dealeres and the present trade has not yet spent its entire strength. A glance at the fruit displays proves that business is centred around peaches and for some time to come they are expected to be the feature of the market. The demand for new Canadian apples is good. They are sold in baskets and include the general early varieties.

Apples, Canadian, basket	0 30	0 40	Grape Fruit— California	3 75	4 75
Bananas	1 50	2 00	Lawton Berries	0 10	0 12
Blueberries, bas	1 25	1 35	Lemons— Verdelli		5 50
Cantaloupes, Cal.— Large crates	3 50	4 00	Limes, box		1 25
Cantaloupes, Canadian— Crate		2 50	Oranges— Valencia	4 50	5 00
Basket	0 65	0 85	Peaches— Early Canadian flat baskets	0 40	1 00
Cherries, sour— Large basket		1 35	Leno covers	0 60	0 75
Cocoanuts, sack	4 00	4 50	California	1 25	1 75
Black currants, basket		1 50	Pears, box	3 25	3 50
Greengages, box	1 00	1 75	Peas, Canadian, basket	0 50	0 75
Gooseberries— Large, per bas	1 00	1 25	Pineapples, case		4 00
Grapes, case	2 50	2 75	Plums, box, Cal	1 50	2 50
			Plums, bas., Can	0 50	0 75
			Watermelon, ea.	0 40	0 50

Vegetables.—The vegetable trade is running along smoothly with a demand that is general. Tomatoes are being shipped heavily and are meeting a brisk demand. Their quality is good. The members of the trade do not speak of any particular difficulties these days. Large consignments of Spanish onions have been received of late. The quality of the potatoes that are coming in are of the best and the supply is plentiful.

Beets, doz	0 25	0 30	Potatoes, Ontario, new, bag		0 80
Beans, wax, per 11-qt. basket	0 15	0 25	Potatoes, Virg	2 50	2 75
Cabbage, case— Canadian	1 25	1 50	Parsley, per doz bunches	0 25	0 30
Carrots, Canadian, doz		0 30	Radishes, doz		0 25
Cauliflower, dz		2 25	Peas, green, per 11-qt. basket		0 35
Celery, basket		0 50	Green peppers, 11-qt. basket	0 35	0 40
Cucumbers, bas	0 25	0 30	Spinach, hamper		
Lettuce, Canadian, head	0 25	0 30	Tomatoes, Can., basket 11 qt	0 30	0 35
Onions— Spanish, large	2 50	2 75	New turnips, per 11-qt. basket		0 50

Fish.—A steady trade in the leading lines is still the only thing to report in this market. The demand is encouraging, but the supply is not uniformly plentiful. There have been no changes in prices.

FRESH CAUGHT FISH

Halibut	0 10	Steak cod	0 08
Salmon trout	0 11	Perch	0 07
White fish	0 11	Haddock	0 07
Herring	0 06	Mackerel	0 22 0 23

FROZEN LAKE FISH

Pickerel yellow	08	Pike	0 07
		Whitefish, frozen	0 07

OCEAN FISH (FROZEN)

Herring, per 100	1 50	Salmon, pink, per lb	0 08
		" red	0 09

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Cod, Imperial, per lb	0 05
Codfish, Bluenose, "	1 40	Fillets, per lb	0 11
Cod steak, per lb	0 07	Haddie, Finnan	0 07
		Quail on toast, per lb	0 05

WINNIPEG.

Green Fruits.—A quiet market on all fruits is reported this week. It is unlikely that anything lower will be quoted this season. The output is heavy locally for immediate use, but the quantity for preserving is light. The distribution throughout the west has been light so far this season. Currants and watermelons are off the market. Lemons are still at a high figure.

Apples, Wash., box	2 25	Peaches, Crawford's, case	1 50
Bananas	2 50	Pears, case	3 25
Blueberries, lb	0 12	Oranges, Valencias	5 50
Blackberries, case	5 00	Plums, blue, Cal case	2 00
Cantaloupe, Cal	7 00		
Crab apples, box	2 25		
Cocoanuts, doz	0 90		
Lemons, Cal	9 00		

Vegetables.—The prices are coming down somewhat due to the splendid local production. Few lines are being imported. The output is heavy and little is wasted.

Butter beans, lb	0 05	Onions, imported	0 04
Carrots, doz	0 25	Potatoes, new, bs	1 25
Cabbage, new, lb	0 02	Parsley, per doz	0 25
Celery, doz	0 60	Radish, dozen	0 30
Cucumbers, doz	0 30	Rhubarb, lb	0 04
Lettuce, doz	0 30	Tomatoes, crate	1 25
Mint, doz	0 30		
Onions, green, per dozen	0 20		

Fish.—The fish business continues brisk, and prices are gradually getting stronger as the supply grows less. None of the fresh fish on the market comes from this province. Stocks are coming from all the inland fisheries in the Dominion. The price of haddock and frozen pickerel has advanced this week.

Halibut	0 09	Whitefish	0 09
Salmon Trout	0 11	Smoked—	
Whitefish	0 08½	Bloaters, basket	1 50
Haddock	0 06	Fillets, lb	0 20
Lake Frozen—		Haddie, Finnan	0 08
Goldeyes	0 03½	Herring, Digby, bdls	0 95
Yellow Pickerel	0 07		
Pike	0 03½		

TRADE NOTES.

The grocers of Manchester, Eng., are considering the question of organizing a savings bank for the members of the association.

Anderson & Hardy, of Bawlf, Alta., have dissolved partnership. Mr. Olsted is now associated with Mr. Hardy and the business is being conducted under the name of Olsted & Hardy.

Stewart & Co., Nelson, B.C., which is composed of Messrs. Stewart & Clark, pay great attention to cleanliness and light in the store. This firm also attaches much importance to the display of goods.

Thousands of fraudulent weights and scales that have been collected in New York during the past month, under the direction of the Bureau of Weights and Measures, will be dropped into the lower bay to prevent unscrupulous dealers from regaining them.

The Thibeaudeau Supply Store, in Wetaskiwin, Alta., occupied their new store two months ago. It is a fine building and is so arranged that the goods are shown to the best advantage. Mr. Thibeaudeau was in business in Chatham, Ont., for over 30 years and has been in Alberta 4 years.

CARTER'S
EXTRA CONCENTRATED
LEMON SYRUP
"BIG WHEEL"
LEMONADE.
CRYSTALS OR POWDER.
H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.

SEASON 1906-8
Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

A Taste of Old Home for You Westerners!

Many Westerners formerly lived in the Maritime Provinces.

Butter is not so plentiful out West as it is in Eastern Canada.

Many of your customers would appreciate your supplying them with some butter "from home." Perhaps *you* would like some yourself.

Remember that

Bluenose Butter

is highest quality. Put up in tins.



Smith & Proctor
Halifax, N.S.

CCC
Norwegian Canned Goods

"Concord" Norwegian Sardines

are distinguished by many exclusive features. We reject all but the very finest small fish, autumn caught. We handle the fish with the greatest care, pay every attention to sanitary details and use only the highest grade oil. They are the only sardines which have an extra cover for use after the tin has been opened. Each tin is guaranteed by the CONCORD CANNING CO. of Stavanger.

Send your order to any Wholesale Grocer

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.





Especial Emphasis

should be laid on the fact that

BRUNSWICK BRAND SEA FOODS

are "quality" goods, and you had better be out of business rather than handle canned goods of doubtful quality.

In "Brunswick" Brand our scientific system of canning preserves the delicious natural flavor of the fish—**a great selling point.**

See that you have a full range on your shelves.

CONNORS BROS., LIMITED

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross Macauley & Co, Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

HAIL DAMAGES TOBACCO.

Injury Not so Bad as First Reported—Some Sections Untouched.

Chatham, Ont., Aug. 18.—It is difficult to give an exact estimate of the damage done to the tobacco crop in the Southwestern Peninsula by the severe hailstorm which visited the Leamington district on Wednesday of last week. The hail lasted only about 20 minutes, the worst damage being done immediately south of Leamington, the district affected being about four miles from east to west, and extending south as far as the Lake Shore. Among large growers J. Askew & Son and Peterson & Lendon, the latter with 35 acres, are the heaviest losers. Their tobacco, as well as that of many small growers, was badly riddled and practically ruined. Crops immediately north of the town escaped damage.

Later reports from the devastated districts are much more optimistic than those at first received. One grower whose tobacco was considerably injured by the hail, next morning was able to contract for his entire crop at the highest figure.

Leamington is one of the leading centres of the tobacco growing industry in this section, but the district actually affected by the storm is only a small portion of the entire tobacco-growing section, though it produces much of the best tobacco. Tobacco is grown all the way from Amherstburg to Dutton, the tobacco belt, following the Lake Shore, being from 5 to 15 miles in width. This year's total crop is estimated at upwards of 8,000 acres, while the average yield in past years has been about 1,100 pounds to the acre. Though in places held back by the drought earlier in the season, the crop looks excellent, save for the damage by hail in the Leamington district.

Reports from the Blenheim section state that the crop is in splendid condition. Following reports of damage to the Essex crop, growers in the Blenheim section are said to be contemplating a combine for the purpose of boosting the price, though the likelihood is that the project will fall through.

TRADE NEWS OF THE WEEK.

Some of the Changes Reported Among the Grocery Trade During the Past Week.

Ontario.

Graham & Co., grocers, Peterboro, Ont., have assigned.

E. R. Jones, grocer, Port Arthur, passed away recently.

James Goudy, grocer, Toronto, Ont., has sold to H. C. Hawker.

The sheriff is in possession of the grocery store of F. H. Timmis, Hamilton.

Wm. Burnett, general merchant, Bryanston, was recently completely burned out.

Geo. B. McConnell & Son, grocers, etc., Port Burwell, Ont., have sold to F. W. Fay.

Quebec.

Viau & Co., grocers, Montreal, have registered.

Clarke & Seale, grocers, Montreal, have assigned.

Samuel Smith, of Smith & Co., grocers, Montreal, is deceased.

The assets of S. A. Collette, grocer, Montreal, are to be sold.

Eugene Desjardins, departmental store, Montreal, has assigned.

Albert Bussiere, general merchant, Stanfield, Que., has assigned.

Demand of assignment has been made on Alfred Verville, grocer, Montreal.

Western Canada.

I. Hart has opened a general store at Sandy Lake, Sask.

Fraser & Hart, have opened a general store at Ogema, Sask.

J. A. McCall has opened a general store at Chinook, Alta.

Geo. Hobson, grocer, Vancouver, B.C., has sold to White Grocery Co.

M. Camimetsky is opening a general store at Rosthern, Sask.

W. J. Morris, general merchant, Kenton, Man., has sold to J. Mitchell.

H. R. Bandry, grocer, Winnipeg, Man., is succeeded by Geo. Nicholson.

Max Weintraub, has opened a grocery business at Portage La Prairie, Man.

Frank Docksey, grocer, Moose Jaw, has sold his business to W. B. Hooker.

R. L. Babb, general merchant, Homewood, Man., has sold to E. J. Moore.

Burrows & Armstrong, general merchants, Cloverdale, B.C., have registered.

B. Forrest, grocer and confectioner, Manitou, Man., has sold to H. H. Black.

G. Schaeffer, general merchant Humbolt, Sask., has sold to Coates & Bruser.

A bill has been introduced in the U. S. Congress attacking the protected price selling plan by restraining manufacturers from refusing to sell goods to dealers who cut the price on them. The bill is being supported by prominent price-cutters.

A Kansas City, Mo., judge has ruled that all grocers and butchers of that city must keep fruit, garden truck, meats, etc., inside their stores and not in front. He even said that no food shall remain on stands outside the stores even when protected with screens and netting.

Tell Your Customers That:

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

None equal. Insist upon McDougall's There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

TANGLEFOOT



The Original Fly Paper

For 25 years the Standard in quality

All others are imitations

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

The New Line That Pays You 50% Profit and is Widely Advertised!

It is that truly wonderful silver cleaner called "Wondershine" which removes tarnish without rubbing.

The Household Convenience Co.. Ltd., Toronto, the manufacturers, are spending $10,000 in Canada to tell your customers to ask for "Wondershine" when ordering their groceries. Are you prepared to take advantage of the demand thus created?

While silver polishes are not usually sold through the grocery trade, we want to emphasize here the fact that a large number of leading grocers have, mainly by their own recommendation, made "Wondershine' a big and profitable seller. Get in line and you'll be surprised at the readiness with which your customers will buy it.

Pretty soon your customers will all be buying "Wondershine." You might as well supply them—and make the 50% profit which it allows to retail grocers.

We are not sending a Traveler, so you must WRITE for particulars

Write us to-day for sample package, with full directions and prices, and for our new "Selling Plan" that really does sell.

Busy Season Just Starting

The Household Convenience Co., Limited, 14 KING STREET EAST TORONTO

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENTS WANTED.

WANTED—Grocers to sell Nation's Custard Powder. Retail 5 cents per packet. ½ and 1-lb. patent measure tins. Gives big profit. Satisfies customers. Increases sales. Wholesale Agents:—Green & Co., Toronto; W. H. Escott, Winnipeg; W. H. Malkin Co., Vancouver. (34)

MALE HELP WANTED.

WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

WANTED—Experienced salesman in some staple line to form brokerage company with young man with some capital. Address Box 358, CANADIAN GROCER, Toronto. (33)

BUSINESS CHANCES.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

RENT OR SALE—A first-class store for hardware and tinsmith at Crysler, Ont. One opposition. Public would need one more. Includes living apartments. Reasonable price. Apply to H. A. DUPUIS, Embrun, Ont. (36)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

SITUATIONS WANTED.

TEA TRADE—Advertiser wishes for position; 20 years' experience in the trade; would represent good house on road. Satisfactory credentials. Reply Box 356, CANADIAN GROCER, Toronto. (33)

MISCELLANEOUS.

A BOOK-KEEPING STAFF IN ITSELF—DOING the work with machine-precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

AUTOMATIC COMPUTING SCALES — THE ANDERSON. Worth knowing about, especially the improvements and price. Not in a combine. W. F. HARRIS, General Agent, Windsor, Ont. (37)

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

MISCELLANEOUS.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

FOR FILING PAPERS, LETTERS and Vouchers, fastening bulky envelopes or backing statements, the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

FOR THE MONTH OF AUGUST ONLY we offer some exceptionally good values in rebuilt Smith Premier Typewriters. Do not fail to write us for prices. They will astonish you; so will the high quality of the machines. THE MONARCH TYPEWRITER COMPANY, LIMITED, 98 King Street West, Toronto

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 134-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 134-139 University Ave., Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb	4 90
" 2 lb.	13 60
" 6 lb	32 [illegible]

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 90	Jellies	
Raspberry	1 90	Red currant	2 40
Black currant	1 80	Black currant	2 40
Red currant	1 80	Crabapple	1 70
Raspberry & red currant	1 80	Plum	1 70
		Grape	1 70
Raspberry and gooseberry	1 80	Marmalade	
		Scotch	1 40
Damson plum, stoneless	1 70	Orange Jelly	1 75
		Green Fig	2 25
Greengage plum, stoneless	1 70	Lemon	1 80
		Pineapple	2 25
Gooseberry	1 80	Ginger	2 25

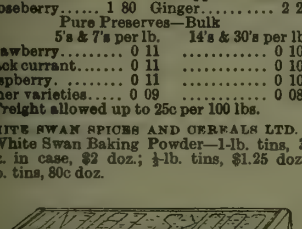
Pure Preserves—Bulk

	5's & 7's per lb.	14's & 30's per lb.
Strawberry	0 11	0 10½
Black currant	0 11	0 10½
Raspberry	0 11	0 10½
Other varieties	0 09	0 08½

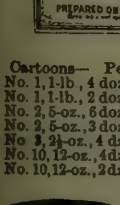
Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

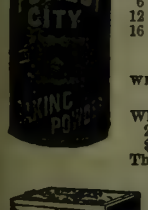
White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00



Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations or Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" 8's " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

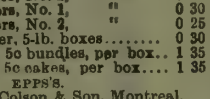
In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb. 0 35

Smaller quantities 0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz 0 90



Mott's breakfast cocoa, 10c. size	90 per dr.
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb

¼-lb. packages	0 26
½-lb. packages	0 27
1-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes.	0 28
¼ lb. packages, assorted, in 5 lb. boxes.	0 29
¼ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb pails and 10, 25 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0
White Moss in 5 and 10 lb. square tins			21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 16
Shredded	0 15
In packages 2-oz., 3 oz., 8-oz., lb	0 [illegible]

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED.

"Jersey" brand evaporated cream per case (4 doz.)	$4 00
Reindeer" brand per case (4 doz.)	5 00





Cheese.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb	
Mo-Ja, ½-lb. tins 30c. lb.	
Mo-Ja, 1-lb. tins 28c. lb.	
Mo-Ja, 2-lb. tins 26c. lb.	

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.50.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 8 tumblers), $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 35
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy litho-graphed canisters	0 30

Cheese.—Imperial

Large size jars, doz.. $ 25

Medium size jars, per doz 4 50

Small size jars, per doz 2 40

Individual size jars per doz 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00



Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40



	Ground or bean, lb	W.S.P.	Ret. P.
	" ½	0 32	0 50
	" ¼	0 33	0 50
	" ½	0 29	0 40
	" ¼	0 30	0 40
	" ½	0 22	0 30
	" ¼	0 23	0 30

Packed in 30s and 50-lb. cases Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	2 [illegible]
" " 10c cakes, 36 in box "	3 [illegible]
Chocolate Wafers No. 1, 5-lb. boxes, lb	0 [illegible]
" " No. 2, " "	0 [illegible]
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal

$2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts.

SHIRRIFF'S

1 oz. (all flavors), doz.	1	00	
2 " " "	1	75	
2½ " " "	2	00	
4 " " "	3	00	
8 " " "	5	75	
8 " " "	6	50	
16 " " "	10	00	
32 " " "	18	00	

Discounts on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails, per lb	0 06½

Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails	0 06½

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. 1.30. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 80 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 ds.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just rihgt every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

Molassine Meal
Molassine Dog and Puppy Cakes
Molassine Terrier, Hound and Puppy Meal
Molassine Chicken and Poultry Food
Are reliable foods for horses, cattle, dogs and poultry.

Sole Canadian Importer:

ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

R. B. Wiseman & Co.
123 Bannatyne Avenue East **WINNIPEG, MAN.**
Reference—Bank of Ottawa, Winnipeg

BRANDS
"BANNER" & "PRINCESS"
CONDENSED MILK
are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream
(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE, ONT.

2 IN 1
THE WORLD'S BEST SHOE POLISH

Men swear by it—Not at it

Lasts Surprisingly
Polishes Rapidly
Wears Off Slowly
Is Waterproof

No grocer can afford to be without this rapid seller. It absolutely leads the field in shoe polishes.

The F. F. Dalley Co., Ltd.
HAMILTON, CANADA, - - AND - - BUFFALO, N.Y.

BROOMS OF QUALITY

WE make them! **YOU** should sell them!
YOUR customers will appreciate them! **OURS** do
and keep our factory going on FULL TIME

A postal will bring you information.

Walter Woods & Co. - Hamilton and Winnipeg

There's Genuine Pleasure

and liberal profit in selling

"WHITE LILY" BRAND MARSHMALLOW BISCUITS!

They are genuine satisfaction-givers because of their excellent flavor and the crisp and fresh condition in which they always reach the retailer. Put up in glass-front tin boxes and retail at 18c and 20c. Obtainable also in 20-lb. tins and in wood boxes. Other leading "White Lily" lines you can handle profitably are—CREAM SODAS, HAVELOCK LUNCH, JAMJAMS and PEOPLE'S FANCY MIXED.

Write for prices.

J. A. MARVEN, Limited - - Moncton, N.B.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, $6 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

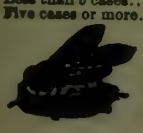
Soap
The GENUINE. Packed 100 bars to case.



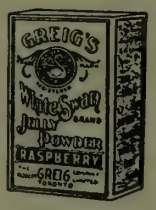
Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Fly Pads.
WILSON'S FLY PADS



In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.85; 6 boxes $5.75.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.

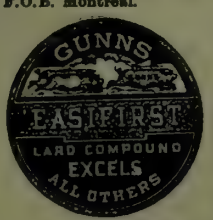


Lard
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 13
½-bbls.	0 13½
Tubs, 60 lbs.	0 13½
20-lb. Pails.	2 70
20-lb. tins	2 60
Cases 3-lb.	0 14
" 5-lb.	0 13½
" 10-lb.	0 13½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 12½
Tubs	0 12½
20-lb. pails	0 13
50-lb. tins	0 13½
10-lb. "	0 13½
5-lb. "	0 13½
3-lb. "	0 13¼
1-lb. cartons	13½

Licorice
NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks) per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 45
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy box, 60), per box	1 00
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50

'Purity" licorice, 10 sticks 1
" " 100 sticks ....
Dulc, large cent sticks, 100 in box .....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7½c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

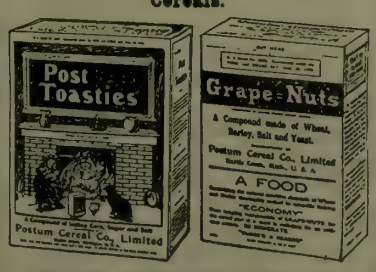
"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25

Cereals.



Grape Nuts—No. 22, $3.00; No. 33, $4.50.
Post Toasties—No. 77, $2.85.



ST. CHARLES CONDENSED CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.65
Purity Milk	4.25
Good Luck	4.00

Mustard
COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb. tins	"	2 80
" 1-lb. tins	"	5 60
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ¼-lb. tins	per doz.	0 85
" ½-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Olive Oil
LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 5 75
" pts. 24's	3 00
" ½-pts. 24's	4 25

Sauces
PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda
COW BRAND



Case of 1-lb. containing 60 packages, per box, $3 00
Case of ½-lb. containing 120 pkgs. per box, $6.00
Case of 1-lb and ½-lb. containing 30 1-lb. and 60 ½-lb. pkgs, per box $3.00
Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, " 120 ½-lb.	"	2 60
No. 3, " {30 1-lb. / 30 ½-lb.	"	2 60

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	$ 1 25
5 cases	5 00

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. Montreal

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box $3 60

6 doz. to box $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 07
Barrels, 200 lb	0 06½
Kegs, 100 lb	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb	0 7½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks in case	0 08
Kegs, ex. crystals, 100 lb	0 07
Brantford Gloss—	
1-lb. fancy boxes, cases 36 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	1 00

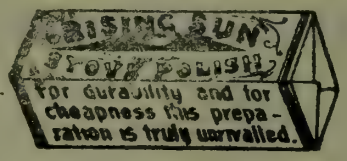
Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ⅛ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Boot Polish



PACKARD'S BOOT AND SHOE POLISHES

Mon-Ami, $9 gross; Black "O," $9 gross; Large Combination, $20 per gross; Pony Combination, $10; French Glycerine, $9; Ladies' Special, $20; Pat. Lea. Cream $20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03½ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼-barrels, 175 lbs	0 03¾ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 75
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 38	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.



EMPIRE PACKAGE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c	1s, 2c.; ½s, 21c.
30c	1s and ½s, 23c.
40c	1s and ½s, 28c.
50c	1s and ½s, 35c.
75c	1s and ½s, Vulcan, 50c.

100 lb. lots freight paid.



Blue Label, ½'s	11
Orange Label, 1's and ½'s	0 23 / 0 40
Red Label, 1's	0 20 / 0 25
Brown Label, 1's and ½'s	0 28 / 0 40
Brown Label, ½'s	0 40
Green Label, 1's and ½'s	0 35 / 0 50
Red Label, ½'s	0 40 / 0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	007	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	36c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1.00 lb.
Red Tins, ¼'s	18c ea 72 lb.	25c ea. 1.00 lb



MELAGAMA TEA

MINTO BROS., 45 Front St. East

Black, green, mixed—½s, wholesale 70c., retail $1; ½s, 55c. and 80c.; ¼s, 44c. and 60c.; 1 lb and ½s, 40c. and 60c.; ⅛s, 38c. and 50c.; 1 lbs. and ½s, 35c. and 50c.; 1 lb., ¼s, 30c. and 40c.; ⅛s, 32c. and 40c.; ¼s, 25c. and 30c.; 1 lbs., 24c. and 30c. We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents per doz.
Pure Gold Salad Dressing Powder }
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Purity rose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c.; Fleur-de-Lis, 30c. and 40c. Packed in ¼-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25¼
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

The North Queensland Meat Export Co., Ltd.

WORKS, GOLBUN TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

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CAN YOU AFFORD IT?

To do your work with second grade paper when you can have at hand the best that money can buy.

SUPERFINE LINEN RECORD

SAMPLES ON REQUEST.

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HIGH-GRADE PAPER MAKERS

GENERAL OFFICES: 53 St. Sulpice Street MONTREAL, P.Q.

MILLS AT ST. Jerome, P.Q.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and therefore GOES FURTHEST of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England.

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

KEEP IN MIND

that unavoidable delays may come and order your

SALT

now!

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

WETHEY'S Condensed Mince Meat

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO



Business is very Good.

Use the Phone when Needing Goods in a Hurry.

Specials for Pickling Season

Imperial Vinegar Mustard Seed

Whole Pickling Spices, mixed, bulk and packages.

Allspice Cloves Cinnamon
Chilies Ginger Mace
Coriander Turmeric

Ginger---Preserved in Jars, Candied, Dry in Bulk, Green in Bulk.

Parker Catsup Flavor and Pickle Mixture,

10c. tins Wax, Paraffine Wax

GEO. E. BRISTOL & CO.

Wholesale Grocers, *Hamilton, Ont.*

MARITIME BOARD OF TRADE NUMBER

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Groceries of all varieties must have Quality

It is along these lines that we have built up a sterling, successful business all through the Provinces. All actual or possible customers are assured of Right Treatment. Call at our Handsome Sample Rooms when in Moncton.

Pleasure to show our goods.

Reed Company, Limited

Moncton, N.B.

Branch at Campbellton, N. B.

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VOL. XXIV. PUBLICATION OFFICE: TORONTO, AUGUST 26, 1910 NO 34.

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In every civilized country **KEEN'S OXFORD BLUE** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For Sale by all the Canadian Jobbing Trade.

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Agents for the Dominion of Canada

A PROFITABLE PAIR

BENSON'S "Prepared" Corn STARCH and EDWARDSBURG "Silver Gloss" STARCH

They are the leading laundry and cooking starches in Canada, and are noted for their purity and ease in handling. See to your stocks.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

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QUALITY PRODUCTS



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Jams
Marmalade
Pan Yan Pickle
Pan Yan Sauce
Bloater Paste
Worcester Sauce
Silvocea Fresh Herring
Silvocea Kippered Herring
Silvocea Herring in Tomato Sauce
Silvocea Fresh Mackerel
Etc., Etc.



FOR SALE BY ALL UP-TO-DATE JOBBERS

CANADIAN AND UNITED STATES REPRESENTATIVES

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO, CANADA

COCO FRUITINE:

An absolutely pure extract of Cocoanut. Can be used with great advantage in every species of cooking and pastry.

Pure, - Nourishing, - Economical, - Palatable

Superior to Lard—Equal to Butter.

ADDED TO THIS, IT IS MOST AGREEABLE TO THE TASTE.

A PURE VEGETABLE BUTTER

TRADE  MARK

COCO FRUITINE

The QUALITY of COCO FRUITINE is quite remarkable.

First—It is superior to Butter, Oil or Lard, owing to its extremely delicate taste and flavor.

Second—It is peculiarly nourishing, being superior to any other similar product.

Third—It is extremely easily digested and assimilated by the most sensitive stomachs.

Fourth—Owing to its great richness and purity, it is more economical.

Packed in ½ kilo. tins, 1 kilo. tins, 5 kilo. tins, 25 kilo. tins. SEND FOR FREE SAMPLE.

ARTHUR P. TIPPET & CO., - - Sole Agents for Canada



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



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R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

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can give close attention to few more first-class agencies. Highest references.

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TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

CLARE, LITTLE & CO.,

WESTERN DISTRIBUTORS

Wholesale Commission Merchants and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, Western Canada

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

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CONDENSED AD.

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CANADIAN GROCER.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Get our Prices for

IMPORT

Raisins and Currants

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

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Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

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Grocery Brokers and Agents

Established 1885

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10 Garfield Chambers, Belfast, Ireland

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Irish Grocer, Drug, Provision, and General Trades' Journal

If you are interested in Irish Trade.

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Limited

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Barbadoes, Muscovado, Jamaica

Light and Dark Crystals

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THE HARRY HORNE CO.

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Leading manufacturers of Grocery Specialties desirous of extending their business, should write us at once. Correspondence solicited from Foreign Firms.

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Wholesale Commission Brokers and Manufacturers' Agents.

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Domestic and Foreign Agencies Solicited.

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Manufacturers' Agent

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WINNIPEG

BAWLF, DAVEY & CO.

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P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to the Retailer

Track connections with all Railroads.

COFFEES

OUR POSITION IS UNIQUE.—We are the only wholesale Grocers in Eastern Canada who import all their Coffees direct from the country of growth and who CLEAN, GRADE, ROAST and BLEND all Coffees on the premises. We have the most modern and complete COFFEE ROASTING PLANT in Canada.

OUR COFFEE DEPARTMENT is in charge of an expert, devoting his entire time to it, thus we can recommend our Brands of Coffees as being, ***"par excellence,"*** — the best the trade affords.

"GOLD MEDAL"

WHOLE or GROUND.—in 1 and 2 lb. tins.
To retain its delicious aroma.—

ARE OUR LEADERS.

"EMPRESS"

The peer of bulk Coffees, to retail at **40 CTS.**

GREEN COFFEES— We also carry a large stock of all kinds and can at all times quote you on RIOS, SANTOS, BOURBONS, MOCHAS, JAVAS, CEYLONS, MEXICANS, EAST INDIANS, MARICAIBOS, BAGOTAS, ETC.

———WE SHOULD BE PLEASED TO HAVE YOUR ENQUIRY FOR SAMPLES.———

EBY-BLAIN, LIMITED, Wholesale Grocers, **TORONTO.**

Every Package of your Tea must be absolutely dependable

TO WIN AND HOLD TRADE

Fifty years' experience, with increasing annual sales, proves that we have filled this requirement.

The Blue Ribbon Tea Co., Ltd.

MONTREAL, :: :: :: **CANADA**

QUALITY

Is the Watchword of the Wholesale Grocery of

J. H. Harris & Co. of Moncton, N.B.

Remember, QUALITY is remembered long after the PRICE is FORGOTTEN.

WE BACK ALL OUR GOODS TO BE JUST AS REPRESENTED.

Why Take CHANCES ON YOUR GROCERIES ?

No order too large, NONE TOO SMALL.

J. H. HARRIS & CO., Moncton, N.B.

To-day is the day to get out of the rut and get in touch with us.

Frozen Sea Food For Sale

Frozen Fresh SMELTS, packed in boxes of 25 lbs.
Frozen Fresh Atlantic SALMON
Frozen Fresh Atlantic MACKEREL
Frozen Fresh Atlantic ROE SHAD

Above can be shipped Daily by Express during the balance of the summer season.

Shipments leaving Chatham at night are due in Montreal the following night and in Toronto and Ottawa and other interior points the following morning.

Daily shipments of the above can be made during the winter season per freight.

We are open to book immediate orders for 1910 Golden Crown 1 lb. tall lobsters.

We are sold up on lobsters 1910 pack in flat cans. At present we are not booking further orders on 1910 Golden Diamond canned blueberries, owing to prospect of short pack.

Any orders entrusted to us will be appreciated and will have our careful attention.

W. S. Loggie Co., Limited, Chatham, N.B.

When at the Canadian National Exhibition

DON'T FAIL TO SEE THE EXHIBIT

OF

H. P. SAUCE

AND

Midland English Malt Vinegar

IN THE MANUFACTURERS' BUILDING

Remember, when in the city, we will appreciate a visit from you; our office and staff are at your disposal.

W. G. PATRICK & CO., 77 York Street

"50 Years of Satisfaction"

IS THE PEDIGREE OF

COOK'S FRIEND BAKING POWDER

Buy the Powder with a Pedigree



When you handle Cook's Friend you take no chances with the Pure Food Laws, and are sure of perfect satisfaction to your customer.

Stock up NOW

W. D. McLAREN, Limited

MONTREAL

Richards Soaps
Always satisfy. They will Increase Your Business, and Hold the Best Class Trade for You!

See to Your Stocks!

HERE'S the COMPLETE **Richards Line!**



The Richards Line

Richards Pure Soap
Quick Naptha Soap
Snowflake Soap Chips
Ammonia Powder
100% Pure Lye
Toilet Soaps

The RICHARDS PURE SOAP CO. Limited
Woodstock, Ont.

Agent for Toronto and Hamilton—A. Hutchison, Omand Manufacturing Co., 76 Colborne Street, Toronto.

CANNED GOODS

We are now booking orders for 1910 pack of our celebrated

"Rex Brand Canned Goods"

WE ARE NOT IN THE COMBINE

and guarantee our goods to be equal to any on the market.

SEE OUR TRAVELLERS BEFORE PLACING YOUR ORDER

GORMAN, ECKERT & CO., Limited

HIGH-GRADE FOOD PRODUCTS

LONDON WINNIPEG

Your Profit and Reputation

alike demand that you should handle "quality" preserves, and

"KOOTENAY" BRAND

JAMS AND JELLIES, in Bottles

answer every requirement in respect to "quality." They are made solely from the ripest, freshest and choicest luscious British Columbia fruits and pure cane sugar, and are handled in a factory that is a model of cleanliness.

There is, moreover, a worth-while profit in selling "Kootenay" Brand.

Feature our special STRAWBERRY JAM, made from whole fruit only.

Write for Prices.

Kootenay Jam Co., Limited

Nelson, B. C.

Agents—Donnelly, Watson & Brown, Ltd., Calgary and Vancouver



IF a woman of discrimination goes into your store for the first time, and sees that these two lines are brought prominently to the front, you have gone a long way toward winning her confidence. The successful merchant always features standard goods like . . .



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary

PERRIN'S BISCUITS

THREE



SELLERS



AND ALL TRADE KEEPERS





SATISFIED CUSTOMERS

OUR BIGGEST ASSET

Give your customers

Balaklava Brand Baked Beans

And you can rest assured that the merits of these goods will bring repeats and satisfied customers.

Write us for Information and Prices. Your Interests are Ours.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

Early Jun e Peas



IT IS A FACT that you can make a greater profit by selling our finer grade peas than you can out of the lower grades. A little extra selling talk with your good customers as to the superior flavor and tenderness of the better grades will land a trial order in nine cases out of ten. Generally, customers of fair means who have been persuaded once to try the better grades will never again be content with lower priced lines. As the profit is greater, and the satisfaction of the customer is unfailing, why not push our better grades of peas? Ask your wholesaler for our Early June (sifted) and Sweet Wrinkle (extra sifted).

Dominion Canners, Limited

Head Offices: Hamilton, Canada

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

"Edinburgh's Pride"

EVERY BOTTLE OF



Symington's "Edinburgh" Coffee Essence

does credit to the makers and the city of production. Every bottle gives satisfaction and helps to create further demand.

Our **ESSENCE OF COFFEE AND CHICORY** gives wonderful value. One bottle makes 40 cups of delicious coffee, fit for any connoisseur.

Recommend it for camping parties and Summer outings. It always pleases.

Thos. Symington & Co.

EDINBURGH

AGENTS FOR ONTARIO—

Messrs. W. B. Bayley & Co., - - Toronto

AGENTS FOR QUEBEC—

Messrs. F. L. Benedict & Co., . - Montreal

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA

Tea Good Enough For Monarchs

is none **too** good for your customers! Sell

TWINING'S TEA

---the most reliable of package teas. We have bona-fide Warrants from the Crowned Heads of Europe, which only emphasize the fact that for Palace, Mansion, Home or Cottage, **Twining's Tea** is unsurpassed. Sells at a moderate price, and leaves a good profit.

Sold in packets only.

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Harold Ritchie

Matilda Street, - Toronto



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Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatces.

Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Ame Patente

IS THE LAST PACKAGE IS WHERE THE NET PROFIT IS

¶ Did you ever stop to figure out just where and when you get the clear and clean profit on a case of Goods?

¶ Deducting the usual business operating expenses, isn't it always mainly in the last can or bottle?

¶ Hence, if the last package or two "goes bad" or "fails to move," your profit is gone—possibly a loss is made.

HEINZ "57 VARIETIES"

are profitable stock, because guaranteed pure, guaranteed to please and advertised.

¶ You don't have to talk an hour to sell a can of Heinz Baked Beans, or a bottle of Heinz Pickles.

¶ Why not insure your profits by selling the kind of goods "backed to the finish" by their makers?

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products

O·K

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

£1000 GUINEAS

Sells at 15 cents and 25 cents

BE WARY OF IMITATIONS

SAUCE

George Mason & Co., Limited

Sole Manufacturers - - - LONDON, ENG.

Sole Canadian Agents

S. T. NISHIMURA & CO.

MONTREAL

SUB-AGENTS:—

Toronto, Ont.—Geo. Stanway & Co
Hamilton, Ont.—James Somerville
Ottawa, Ont.—H. D. Marshall
London, Ont.—Wm. G. Coles & Co.
Quebec, Que.—A. Francois Turcotte
Kingston, Ont.—James Craig

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, Nelson, B. C., and Calgary, Alberta

TRADE MARK KEYSTONE BRAND REGISTERED

Any Broom bearing the Keystone trade-mark can be relied upon to give satisfaction, and you can place it in the hands of a customer with an assurance that there will be no complaint about its wearing qualities. If, however, you desire to handle the very best that can be produced, select the

"Klondike" and "Jubilee"

Manufactured by

Stevens-Hepner Co., Limited

Port Elgin, Ontario, Canada



The "All-night-soak" Eliminated

By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Summer Dessert—*then watch your sales mount up.*

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co. - Orange, Mass.

Redpath

is

Canada's Standard

for

Refined Sugar

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que

COUNTER CHECK BOOKS

Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 **Phone Uptown 5962**

JAPAN TEAS

We can accept a few more import orders for low grade at reasonable price. Jobbers, who have not yet given us their order, please write for samples at once.

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN

Northern Ontario Merchants

YOU ARE AFTER LARGER PROFITS

Let us show that

YOU CAN INCREASE YOUR PROFITS FROM 5% to 10%

A. J. Young, Ltd.

Wholesale Grocers and Provision Merchants.



WE ARE AFTER YOUR TRADE

OUR GOODS are at your door

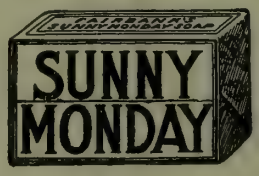
Trade with us to YOUR ADVANTAGE

North Bay
Cobalt and
Sudbury

SUNNY MONDAY

LAUNDRY SOAP

"Contains No Resin"



You are taking no risk when you recommend Sunny Monday Soap.

Sunny Monday Soap is as absolutely pure as soap can be made, only the highest class of materials enters into the manufacture of it, and best of all it contains **no resin.**

Sunny Monday Soap gives the grocer a good profit, and a satisfied customer.

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA



It is to your own profit and credit

to handle a superior brand of Jelly Powders, and no line will prove so satisfactory as

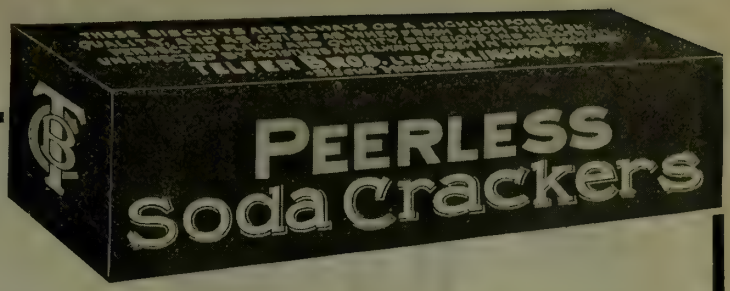
SHIRRIFF'S JELLY POWDERS

This well-known brand is always reliable, easy and quick to handle, and retains in a large degree the natural flavor of the fruit.

Order from Your Jobber or Direct

Imperial Extract Co., 8, 10, 12 Matilda St., **Toronto**

The kind that is different!



There's a "something" distinctive about the flavor of our RED LABEL SODA CRACKERS that commends them to your particular customer. No soda biscuit is at once so crisp, fresh and appetizing.

We are also makers of all kinds of dainty and high-grade biscuits.

TELFER BROS., LIMITED, - COLLINGWOOD, ONT.

Branches: - Toronto, - Winnipeg, - Hamilton, - Fort William

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

ASEPTO

SOAP POWDER

"The enemy of dirt."

Housecleaning of every kind is done in half the time and with half the labor if "Asepto" has been called in to the housewife's aid.

It is very economical to use, and its effective cleansing properties are a guarantee of 'repeats.'

See to your own profits by featuring "Asepto."

ASEPTO MFG. CO.

ST. JOHN, N. B.

Agents— ROSE & LAFLAMME, Ltd. Montreal



British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

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CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

Tartan BRAND

We have Specials in—

Salmon, Canned Goods and other lines

See our travelers or phone at our expense

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED and GOLDEN YELLOWS

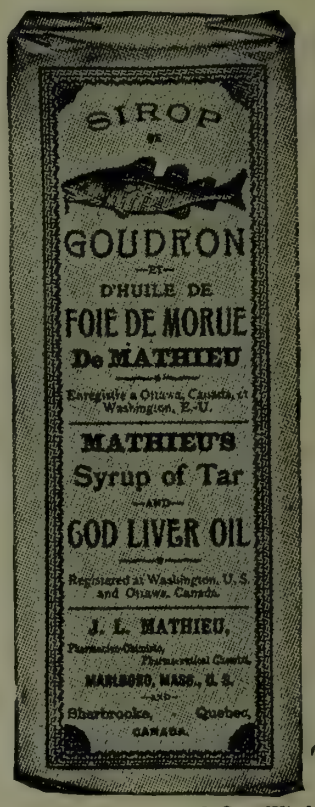
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere.

It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:
Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.
L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

Have You Seen Government Report?

Inland Revenue Department Bulletin No. 208



Shows

Canada First Evaporated Cream

to be the Richest



Manufactured and Guaranteed by Canadians

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

Exhibition visitors and customers

are cordially invited to visit our

"MELAGAMA"

TEA and COFFEE warerooms and general offices. They are the finest in Canada. Make our places your headquarters and have your mail matter addressed either to our DEMONSTRATION BOOTH, Manufacturers' Building, Exhibition Grounds, or to city address.

MINTO BROS. - 45 Front St. East - TORONTO

Seize The Opportunity

of fostering the family trade by Sauce! It is pre- delicacy and flavour, and will the most exact- composed of the dients only, and bottled in a clean, sanitary fac- Sauce has proved the line. Don't portunity, but order TO-DAY.

better-class featuring "S.B." eminent for piquancy of invariably delight ing palate. It is purest ingre- is prepared and up-to-date and tory. "S. B." a winner all along neglect this op- send along your

Sterling Road TORONTO

The T. A. Lytle Co., Limited



"S.B." Sterling BRAND SAUCE

The Commercial Account Register

The Up-to-Date Merchant Wants:

FIRST—The Best.
SECOND—Time Saver, Quickness in operation.
THIRD—Fire Protection. It must fit his safe.
FOURTH—Durability.



THE COMMERCIAL

has all the above features. Besides, it is equipped with the PATENT AUTOMATIC and indestructible sheet holder, PATENTED "locked" slip holder, and will LAST A BUSINESS LIFETIME.

It is the only perfect one-writing system. Does away with posting and statements. The BEST COLLECTOR known. Thousands in use in Canada and the United States. Send postal for catalogue.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

The West India Co., Ltd.

The Canadian house of
Sandbach, Parker & Co., Demerara, B.G. **Sandbach, Tinne & Co., Liverpool, Eng.**
and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building, - - - MONTREAL

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

Century SALT

"The Salt of Salts"

MR. GROCER—This is the salt that is winning public attention and favor. Best for table. Best for dairy. Stock it and see it sell! First, get our price list. We ship promptly.

DOMINION SALT COMPANY, Limited

Manufacturers and Shippers

SARNIA, ONT.

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel cutting grinders. Ask any of the following jobbers for our illustrated catalogue :



WINNIPEG—G.F.&J.Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W.H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
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Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

The "QUALITY" SARDINE



You can enhance your reputation and add to your profit by handling

KING OSCAR BRAND SARDINES

the line which is uniformly pure, sweet and well packed.

They are a trade-winning line and never fail to satisfy.

CANADIAN AGENTS

J.W. Bickle & Greening

(J. A. Henderson)

Hamilton, - - Ont.

McLean's
"The Name"

AND THE PACKAGE
TO THE RIGHT

The Canadian Cocoanut Co.
Sole Makers
MONTREAL



Absolute Safety

is a leading feature of our Gasoline Lighting System, the light being instantly put out or lit by a pull of the chain. Gives a splendid, steady, white, brilliant light.

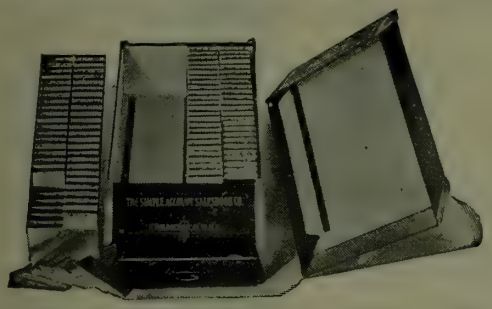


Is cheaper than coal oil and better than electricity or city gas. Investigate this proposition. More light means more business!

Write now for circular and special price to merchants direct.

MacLaren & Co.
MERRICKVILLE, ON T
Good Agents Wanted.

THE KEITH SYSTEM, MR. MERCHANT, HAS BEEN DEVISED FOR YOUR ESPECIAL NEEDS



THAT IS WHY SO MANY OF OUR CUSTOMERS WRITE US AS THEY DO

PLEASE NOTE:

Rue Rapids, Kan., 7-25-10

The Simple Account Salesbook Co.,
Fremont, Ohio

Gentlemen:

Enclosed find check to pay for Keith System. It would take $1000.00 to get my system if I could not get another. It is certainly a pleasure to handle my business with your system

Very truly yours,
S. C. HILL

It will please you just as well
Ask for Catalogue "G" for full information.

The Simple Account Salesbook Co.,
Sole Manufacturers
Also manufacturers of Counter Pads for Store Use
1926 Depot St., Fremont, Ohio, and Hartford, Conn.

GINGERBREAD
BRAND
MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited
HALIFAX - NOVA SCOTIA

You'll Hit the Bull's Eye

on the "Popular Taste" Target if you are selling

AURORA COFFEE!

The distinctive quality, aroma and flavor of "AURORA" Coffee have made it a prime public favorite, and its retailing price of **40c.** leaves you a "well-worth-while" profit. See to your stocks.

W. H. GILLARD & CO., Hamilton, Ont.
BRANCH—SAULT STE. MARIE





The Demand Has Been Created

All you have to do is satisfy your customers by giving them

ROWAT'S
Sauces and Pickles

They have no equals

Rowat & Co.
Glasgow, Scotland

Canadian Distributors: Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



Becoming the Housekeeper's Choice

LYNCH'S Quality Biscuits

prove the Grocer's easy seller and profit-maker and sell at favorable prices. We make a specialty of staple lines.

Here are some of our leaders, which always reach you crisp and fresh:

Creamalt Sodas — **Seed Sugar**
Family Pilot — **Fig Bars**
Graham Wafers — **Crimp Sugar**
Ginger Snaps — **Lemon Creams**

LYNCH'S LTD.
Sydney, N. S.

Manufacturers of Biscuits, Confectionery & Bread

and at

Stellarton — Fred A. Milligan, Manager
Halifax — Frank A. Gillis, Manager

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Be sure that the investment you wish to make is sound. Our series of articles upon the various forms of securities as investments and how to judge them is especially valuable to you. Read the article on "Real Estate as an Investment" in the August 27th issue.

You are often in doubt as to choice of investments and would benefit by independent and reliable advice. If you deal in stocks, bonds, Western farm lands, mortgages or real estate, etc., you will find The Financial Post of Canada of value.

Sample copy free on request.

Address:

THE FINANCIAL POST

Montreal — **Toronto** — **Winnipeg**

An Oyster Proposition—No Strings Attached



THIS Vacuum Insulated Oyster Display Cabinet has the double merit of being the handsomest and most practical Display Cabinet made.

It stands 27 inches high, with a diameter of 15½ inches, and holds 5 gallons of oysters. The ice-tank sits in the centre, with three gallons of oysters in the tank below and two gallons in the one above. The vacuum between the inner and outer walls causes it to need only **one-eighth of the ice** consumed in any other cabinet and to maintain an **even temperature** all the time.

Independent Grocers---Note This

We sell you these Cabinets **outright at $17.00 each,** f.o.b. Toronto. While we are anxious for you to handle our "Coast Sealed" Oysters, we do not try to **coerce** you by **leasing** or **loaning** our Display Cabinets. We sell our

"Coast Sealed" Oysters

purely upon their own merits.

"Coast Sealed" Oysters

are all Northern grown in our own grounds in Rhode Island, Connecticut and New York. We open no oysters until they are 4 years old and every carrier is packed and **sealed at the Coast.** The seal remains unbroken until you break it yourself and every oyster is **clean, fat** and **fresh** with the delectable **sea tang unimpaired.**

You will handle "Coast Sealed" Oysters this season because they are the highest in quality and our cabinet proposition will please your independent spirit. Write us now for prices and particulars.

Connecticut Oyster Company

88 Colborne Street, - - Toronto

Head Office, MILFORD, Conn., U.S.A.



Showing Container Sealed and Ready to be Placed in "Coast Sealed" Carrier.

Don't hesitate

to stock and recommend

PURNELL'S

Sauces, Pickles and Pure

Malt Vinegar





They are the most steady and profitable sellers of any imported lines, and are noted for their general quality and absolute purity.

See to your stocks! This is a line of satisfaction-givers that leaves the grocer a "well-worth-while" proft.

Sold by all Canadian Jobbers

Canadian Agents:
Charlottetown, P.E.I., Horace Hazzard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. D. Bonhomme, 131 St. Peter St.; Toronto; Lind Brokerage Co., 73 Front St. E., Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., Corner Cordova and Homer Sts

H. Wood & Sons

LIMITED

Wholesale Grocers

AND

Direct Importers

Exporters of Hay

SACKVILLE, N. B.



MODERN GROCERY FIXTURES.

THE STORE OF

MESSRS. O. CARIGNAN & FILS, OF THREE RIVERS, P.Q., AS SHOWN ON PAGE TWENTY EIGHT OF CANADIAN GROCER OF AUGUST 5, 1910, IS FITTED WITH WALKER BIN FIXTURES

Write for Illustrated Catalogue
"Modern Grocery Fixtures".

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J.C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

J. A. FARQUHARSON & Company

WHOLESALE GROCERS

Exporters of Eggs and Produce

Charlottetown, P.E.I.

Splendid facilities for exporting



Purity
within this can

White Dove Cocoanut

The friend of
those who cook

W. P. DOWNEY
MONTREAL

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

Mr. Dealer

When anybody mentions picnics or traveling



be sure they take a can of our

Cold Spring Lemonade Powder

along as it is

The Only Summer Drink.

S. H. EWING & SONS
MONTREAL and TORONTO



It dries them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

QUIT LOSING!

What's the use of sticking to anything that is continually causing you loss? If your credit customers are the source of the greatest loss to you, why not try the ONE way to make them a safe, profitable ASSET? You can do this by adopting the Allison Coupon Book System, which has proved its worth to hundreds of progressive merchants all over the country.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customers and eliminate arguments. They cost but little and pay for themselves many times over.

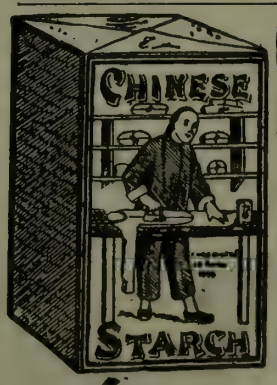
HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.



"BEAVER" BRAND
Valencia Raisins

are of unrivalled flavor and quality, and are packed from selected fruit by

Mahiques, Domenech & Co.

Always watch for the BEAVER.

Malaga Table Raisins

Your own interests demand that when you are purchasing Table Raisins you only purchase those finest quality Malaga Table Raisins packed by

Jose Segalerva
MALAGA, SPAIN

Last year we were positively the largest shippers of Malaga fruit to Canada. Its quality and packing are unique, and will be much appreciated by your customers.

The brand everyone wants is a safe one for you to stock.

Rose & Laflamme
Limited
Montreal - Toronto



VINEGARS

Pure Spirit Cider and Malt.

PICKLES

1's, 2's, 5's and 10 gall. kegs.

20-oz. lever top bottles. - 40-oz. Capsule bottles

SPICES

CREAM TARTAR ALL KINDS ICING SUGAR

BOTTLE GOODS

Syrups, Lime Juice, Worcester Sauce, Mustards, etc.

Thomas McCready & Son, Limited

Vinegar, Pickle and Spice Manufacturers

St. John, N.B.



FACTS ABOUT ADVERTISING



By The Advertising Manager

Fundamentally, advertising might be described as anything that comes under the head of "Telling the people you want to sell, who you are and what you want to sell them."

* * *

Advertising is a good many other things besides, but this may be regarded as the foundation upon which these other things must be built up.

* * *

Every business man who puts a sign over his door, by doing so establishes his belief in advertising.

* * *

John Smith has a sign on his warehouse which reads: "John Smith, Wholesale Grocer."

* * *

He must figure that it pays him or he wouldn't have it.

* * *

Then, by following out John Smith's own reasoning, we must conclude that he believes it would pay him if he could place that sign where all of his customers and probable customers would see it.

* * *

He can do this—and at very reasonable cost—by reproducing his sign in The Canadian Grocer.

* * *

He can establish a *"traveling sign" that will go into every city, town and village from ocean to ocean,* fifty-two times a year, and appear prominently before almost every dealer whose buying power amounts to anything.

* * *

While admitting the value of such a service, do not forget that it represents a *mere introduction to the possibilities of advertising in The Grocer.*

* * *

We'll tell you more about these possibilities later.

SHORTAGE OF THE PEA CROP



One way to solve the Pea Shortage Question is to handle "1761" brand of Imported Marrowfat Peas.

The "Canadian Grocer" of August 15, had the following editorial on the Pea Situation:—

CANNED PEAS SHORT

There has been a big grab for canned peas, and still jobbers are short. The trouble is that there was no sufficient quantity packed to supply all demands and there is not the remotest chance of prices coming down. One jobber states that he could only secure 250 cases out of every 1,000 ordered. Another says that there will be no more than a 60 per cent. delivery.

In Toronto this week some wholesalers didn't have a case of peas to sell for present delivery, so low have the old stocks been run.

Retailers, therefore, who have not contracted for their canned peas, should delay no longer. Prices are sure not to be lower and there is every possibility of them going up. Of course there is the limited price when stock will be imported.

Demand for peas has rapidly been soaring in recent years and retailers should pay particular attention to this article.

A few years ago the Canadian Trade ridiculed the idea of importing Marrowfat Peas from England into Canada, and it certainly at first sight appears as far fetched an idea as "Shipping Coals to Newcastle," but to-day we are sending our Marrowfat Peas from Coast to Coast, and the public are beginning to realise that a 10c package of "1761" Brand of Marrowfat Peas make, when prepared—full directions for which are on each package—more Peas than the contents of two cans, and what is more important—EQUAL TO FRESH GARDEN PEAS.

Our "1761" Brand of English Crown Marrowfat Peas contain in addition to the choicest hand picked Peas, a steeping tablet impregnated with mint, as well as a boiling bag, for use when preparing.

Ask your Wholesaler to enclose with your next order, trial case of these goods, or write us direct for Prices.

MacGREEGOR SPECIALTY COMPANY

TORONTO Importers of Good Things to Eat. **ONTARIO**

FISH, Fresh.

FISH, Salted, Dried and Pickled.

LEVI HART & SON, Limited, HALIFAX Nova Scotia

Branches: Queensport and Half Island Cove, N.S.

We can supply you with all kinds of Fresh Sea Fish; Dry and Pickled Fish in season, according to your requirements.

CORRESPONDENCE SOLICITED.

P.O. Box 213 Telephones 171 and 220

Eucharistic Congress Celebration

WE cordially invite our customers and friends to pay us a visit during the Eucharistic Congress celebration in Montreal. We offer them the use of our offices where they will find facilities for their correspondence and the reception of their friends and acquaintances. LAPORTE, MARTIN & Co., Ltd.

Vichy Waters, Natural and Sparkling

Large quantities of Natural and Sparkling ***Vichy Waters*** are consumed at this time of the year. We represent the largest European firms who are proprietors of springs approved by the Academie de Médecine of Paris:
"La Sanitas" *"La Capitale"* *"La Neptune"* *"La St. Nicholas"*

Reserve us the favor of your orders

Laporte, Martin & Co., Limited

568 ST. PAUL ST.
MONTREAL

The Only 5 Cent Package of Powdered Ammonia



We are telling your customers, in a vigorous advertising campaign, about the saving they can effect by using Snowflake Ammonia.

Are You Selling it?

The people **will have** Snowflake Powdered Ammonia. **None** of the various substitutes for Snowflake are equal to it in cleansing properties — but they **all cost more**. Your customers **will buy it** where they know they can get it. Protect your trade by ordering Snowflake **now**. The profit is good.

S. F. Lawrason & Co.
London, Ontario

"Pansy" and "Daphne"
(FANCY) (CHOICE)

SEEDED RAISINS and EVAPORATED FRUITS



are put up in California, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.
California

Agents:
Rose & Laflamme, Ltd., Montreal and Toronto



Remember

That every pound you sell advertises you favorably as a dealer in

"QUALITY"

It is the best possible value that capital, experience and enterprise can produce, resulting in a steady growing, resistless demand that ensures you a fair, actual and protected profit, giving satisfaction unbounded.

"Salada" is never sold to peddlers or price-cutters. This is the way we protect our valued customers.

"SALADA" - Toronto and Montreal

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Maritime Questions Before East's Business Men

Chatham, N.B., the Scene of the 16th Annual Convention of the Maritime Board of Trade—The Big Problems Affecting the Provinces Down by the Sea are Discussed—Resolutions Passed and Rejected—Members Very Optimistic Regarding the Future—Moncton, N.B., to be Meeting Place in 1911.

Staff Correspondence.

Chatham, N.B., Aug. 25.—For the sixteenth time in its history, the Maritime Board of Trade met in annual session on August 17 and 18. Chatham, the place of meeting, was in gala dress, and the well-equipped town hall served as a splendid meeting place. Not only was the gathering notable for its representative delegates from all parts, but the platform was graced by Lieutenant-Governor Tweedie; Dr. J. M. Robertson, chairman of the Royal Commission on Technical Education (who attended at the special request of President Snowball); R. A. Snowball, mayor of Chatham; W. S. Loggie, M.P. for the County of Northumberland; H. Logan, ex-M. P., Amherst; E. N. Rhodes, M.P. for Cumberland, of Rhodes, Curry, Ltd., Amherst, and others, including aldermen and ex-presidents of the Maritime Board.

President Snowball called the meeting to order at 10 o'clock, but the Lieut.-Governor was not present, owing to some important official engagement. He came after 11 o'clock, when he delivered an address of welcome. An ovation was given Mr. Tweedie. He extended the freedom of the City of Chatham. The people of the district were famed for hospitality, and he hoped they would be pleased with their visit. He noted the programme showed a formidable list of subjects of great interest to the country. He complained of the express service, which was on the list of subjects. No attention was paid to delivery in Chatham, and poor service was the rule.

Opposed the Tunnel.

Re the tunnel to the Island, he was quite opposed to it. He thought its possibility was in the far distant future. Large warehouses at points of transit would be his remedy. He was hopeful of having direct communication with the Island from Chatham.

As for immigration, he thought they were all of one opinion. The call for immigrants to the west could not be well checked just now. It would be changed in time, just as the tide of the river changed. He believed young men would return from the west. Many of our industries in the east were almost at a standstill. The Maritime Provinces were not taking advantage of their own resources. In the matter of grazing and butter producing, New Brunswick had not taken advantage of her best interests. He hoped they would deal with the questions energetically and intelligently, and also that Chatham would do herself proud in entertainment. (Applause).

Mayor R. A. Snowball then delivered an address of welcome. He emphasized the honor done the town, and pointed out why it offered them every possible help to enjoy their stay. He was greatly applauded.

Changes Wrought by Time.

W. S. Loggie, M.P., extended further welcome. As a former president of the Maritime Board, he accentuated the changes in the personnel of the delegates. Only one of the old delegates was noticed who was at the meeting when last they met in Chatham. He referred to the iron ores so near them; to the excellent improvement in dock accommodation, and the general improvement in shipping. He believed the time was fast coming when there would be a reaction on the rush to the west. The potent protector of the Maritime Provinces was Jack Frost. They were fortunate in having open ports the year round. That was the strongest attraction of trade for the east. The time would come, he believed, when all British goods imported into Canada would come through the Maritime Provinces.

He praised the Chatham harbor. He said he did not believe there was a better harbor in the world. They were having the Miramichi dredged and would soon have a shipping waterway second only to the St. Lawrence. He again welcomed the delegates, and wished for a profitable meeting.

L. D. MacLachlan, vice-president of the Chatham Board of Trade, added his welcome to that extentded by others. Mr. MacLachlan made a brief speech, which was much appreciated.

Address of the President.

The president then delivered his address, which was received with great applause.

"Gentlemen of the Maritime Board of Trade,—I take this opportunity of thanking you for the honor conferred upon me in making me the president of this important organization. I ask your assistance in making this a most successful gathering. We are the parliament of the Maritime Provinces, true, without the power of making enactments, but yet we can discuss together matters of general interest to our provinces by the sea, and use our influence to have our views so impressed on the Parliaments that they will be embodied in their legislation. The time is fast coming, with the rapid growth of the west, when we must act together for our mutual good if we want to maintain our influence in the affairs of our Dominion.

"Since we last met we have lost by death our genial and much-beloved secretary, Chas. M. Creed. While he had reached a ripe old age, yet he was young in spirit, and we all enjoyed his happy ways. He was interested in our work, and nothing appeared too much trouble for him to make our gatherings successful.

Appeal for Harder Work.

"The Maritime Provinces are awakening. We can see evidences of this all around us. The people have become dissatisfied with the past and with the easy-going methods and lethargy that has prevailed. Gentlemen of the Maritime Board, help the spirit that is animating our provinces, and strangle and kill the one that is pessimistis and ready to decry our eastern heritage.

"We have a grand portion of the Dominion; one that has rendered in many cases too easy returns from her forest, fisheries, mines and farms. The surface has been used for prompt, ready return, and the waste that has been permitted because of inexperience, thoughtlessness and indifference to the future has been phenomenal. But still these provinces hold good things for us that may be used for our benefit and handed on to generations yet unborn, if handled with prudence, forethought and consideration.

"Look at the waste of our forest by careless clearing as the anxious settler removed his great enemy, the trees. The ravages of fire, not realized at the time, and not capable of estimation to-day—the indifferent methods of logging, and the waste of the log after it reached the sawmill. All these are being slowly stopped. We must stop waste to make any enterprise pay to-day, and the lumberman of to-day is learning the lesson.

A Plea for Economy.

"We must have the closest possible manufacture of our natural product of wood done within our country, whether it touches the sawmills, rossing mills, or pulp mills. The people of these provinces should have, and should insist on having, the greatest benefit from this resource, whether from Government-owned or from granted lands. The greatest good to the greatest number and ever increase that number, should be our cry.

"Waste of by-products at mills should be stopped and turned into a source of revenue and employment, whether is be slab edgings and saw dust, or uncooked pulp, chips or acid. And the rossing of wood for export to keep industries in foreign countries going should be prohibited.

"On the farm waste has been going on to such an extent that everywhere we

see deserted farms and dilapidated farm buildings. The stability and prosperity of our country is dependent on the farming industry. We are glad to see what is being done to educate this important portion of our population to the dignity of their calling, as well as in improved methods to coax from Mother Earth her most bountiful yield. We, in the town centres, will prosper as we are surrounded by healthy, contented, prosperour tillers of the soil. We were told by Professor Robertson, at the conservation commission meeting that Quebec's shipment of 1,000 tons of hay, returning to that province about $14,000, took more of the elements of fertility out of this country than did the $50,000,000 of butter shipped from Denmark. The difference in return is enormous and is certainly worth considering as how it may be remedied.

Eulogy for the Farmer.

"Encourage anything that will promote farming, as we need the farmer. We have in every county of these provinces abandoned farms—not always deserted because they have run out, but by the spirit of some years ago when the young people went to the States and the older ones dying off left the places to grow up; their children not being accustomed now to farm life prefer to leave them as they are. It would be well if the Dominion Government could be urged to send some responsible parties through the provinces to take note of these and get information about the owners, and then devote some of the energy and money they have been expending on the west in getting a good class of farm settlers for the east. We have our advantages in nearness to Britain, in easily-reached home markets, in schools, churches and neighbors that would appeal to some who might not care for the solitude of the western provinces. Too much attention has been given the west, and our turn should now have arrived.

Heritage of the Water.

"Then we have our fisheries—so important to these provinces. Are we getting all we should from this heritage of river, and lake, and sea? Can we improve our methods and enforce our laws and enact new laws that will preserve to us our salmon, lobster, codfish, mackerel, smelt and other fish in steady supply, rather than a diminishing quality and quantity?

"Our coal, iron and other mines should be conserved to our people, and the export of ore from our provinces should be stopped, so that industries asking iron and steel and using these products may grow up in our midst. This should be possible where coal, iron and lime are all available. Large preparations, which we hope to show you before you leave, are now being made on this river to ship ore from the Drummond mines, in Gloucester County, to the United States, Germany and England. This will not give much employment to our people, and only a small revenue to our province. They may require to do this for a year or two to test the ore fully and to get some return for the heavy investment made, but this should not be permitted to continue many years.

"The Transcontinental coming down through our provinces and reaching out through new country to Winnipeg and the farther west, will open up new territory for manufactured articles that should be as readily manufactured and supplied by our people as by those of Ontario and Quebec, and we should prepare to capture a fair portion of that trade.

Encourage Small Industries.

"We are pleased to see the activity of the St. John Board of Trade to bring their city to the front and to increase industrial activity in their midst. May their efforts be an inspiration to the rest of the boards. I would suggest to towns in these provinces the encouragement of small industries natural to the place, started, if possible, by local men that know the business, and that will grow naturally, rather than big industries induced by bonuses, grants and exemptions, that often fail and leave the place worse than before. Encourage your own people and you will have more permanent results. Make a point not to over-tax industries and deal leniently with them through your civic control, remembering that they are the nerve tonic of your community, and while a little bitter at times, are a necessary evil for the hearty, vigorous growth of the place.

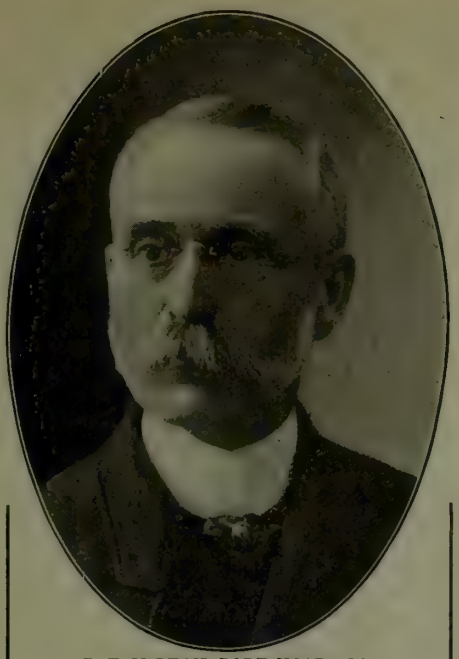
"We have in our provinces people with money who could go into the manufacturing trade that would build up our provinces in population and increase the value of properties, but they selfishly prefer investing in bonds, stocks, lands in the west and get-rich-quick schemes. They should be more loyal to our provinces and start industries here when land value would improve and we would have a boom in the east. Talk to them and show them their duty to their province.

Money to Mail Order Houses.

"Too much money is being sent out of our provinces to the large departmental stores of the western cities. Our people should have it impressed on them that where money is earned it should be spent, as far as possible, if they wish to advance the prosperity of the towns in which they live. We need the merchants, and they need the customers, and only as they help each other can both prosper. The merchant must cater to the wants of the community by keeping what goods are required at reasonable prices, and the community should patronize home merchants if they want good shops. Money kept in circulation in a town does good in that place, but send it away and it helps the other place. We also have too many idle dollars in banks and stockings. Idle dollars and idle men are both useless to the state.

An Insurance Lesson.

"I am sure we all sympathize with the Town of Campbellton in the great disaster that has overtaken that thriv-



D. F. McLEAN, PORT HOOD, N.S.

Mr. McLean was first vice-president of the Maritime Board in 1910. He gave way to the pressure of Nova Scotia to give the presidency to New Brunswick for another year.

D. F. McLean is a strong character. He is a Highland Scotchman, born, however, at West Bay, Cape Breton, N.S., Dec. 30, 1847. He is over six feet in height, and the heather is written on his face. That he was big enough mentally to give up his chance for the presidency owing to a peculiar exigency was a mark of his strength. The condition of the Board of Trade was such that a certain plan of action had to be adopted which precluded a Nova Scotian from taking the chief office. To this Mr. McLean acceded with good grace. At Port Hood, his place of residence, he is one of the first citizens in every way. He owns and edits a neat weekly paper, called "Greetings"; he sits in the mayor's chair, and he holds the presidency of the Board of Trade. Business versatility and business acumen are his outstanding points. During thirty years of life in the arena of commerce he has dipped successfully into many branches. He calls himself a "general merchant," but the shingle over his office door reminds his fellow citizens of Port Hood that in addition, he can be called upon to discharge the functions of fishery officer, Lloyd's agent, notary public and insurance agent. He is an acknowledged authority on trade down east. No doubt he will be president at some future date.

ing town. Such a catastrophe has never overtaken any other town in our province. We feel for them in their present difficulties and hope that provincial and Dominion aid toward their bonded indebtedness may be forthcoming until they are again in a position to shoulder the responsibility.

"From this calamity we should learn a lesson on insurance. Those who have property owe it to themselves and others dependent on them, as well as the place in which they live, to keep properly insured, and if Campbellton had had reasonable insurance there would not be the privation we see to-day. Merchants should be insured for the protection of those from whom they buy, as well as themselves. I remember one large firm of manufacturing clothiers used to have on their invoices in red, "Are you insured?" and it is a reasonable question



HON. L. J. TWEEDIE,

Lieut.-Governor of New Brunswick, who Entertained the Members at a Banquet on the first night of the Convention.

for them to ask, even although the buyer may be well rated.

"The Intercolonial Railway is being diverted from Nelson to Chatham, to follow a route near the river, and through the Town of Chatham, along the river front. This will open up opportunities for industries along the bank of the Miramichi, giving both rail and water shipment, and this improved facility should prove benefical to both Chatham and the Government railway, by inducing industries to establish here.

Technical Education Coming.

"We have discussed at many of our meetings technical education and the necessity of branches along these lines being established in our schools. We will, therefore, be pleased to note that the Dominion Government has taken the matter in hand and that a commission is now touring our provinces taking evidence, and with such an enthusiastic educationalist as Dr. J. W. Roberston as chairman, we will look for practical results.

"Never lose an opportunity to speak well of your town, your province and your country, and if you can't say anything good—keep quiet.

"I hope our deliberations may be productive of much good to our provinces and that a cordial feeling of friendship may be engendered, that petty rivalry may be eliminated, and all work together for the advancement of the Maritime Provinces of Canada."

Using Our Possessions.

Dr. Robertson was then called upon. He expressed his pleasure at being present. The commissions upon which he was serving were important. The basis of national life was the conservation of what belonged to the people, as a country and individually, on the one side, while technical education on the other side, had a primary mission of helping men to do their work by being educated along practical lines.

The reason for the conservation commission was to take stock of what the country possessed. Our enormous resources were unknown in detail.

This commission was not only to seek what we had, but how we could make best use of those possessions. He illustrated how badly arranged was some of our knowledge. The people should be well informed as to the best way of mining coal, as an example. He, in an attractive way, pointed out how property owners were so responsible to all the people for improving that property. The conservation commission had a mission to teach property owners how to make the best of their heritage, subject to the will of the people.

We owed a great deal to our neighbors in the United States. They were one of the originators of the conservation commission. The commission was a perpetual organization, founded by Act of Parliament. He named over the various series of committees announced by Parliament. He happened to be chairman of the committee on land. They co-operated with the various provincial governments. They had authorized a survey of a hundred farms to find out if the land was as productive as it was ten years ago; whether new weeds had made their appearance, or if the farmers were holding their own.

Health Conditions Investigated.

In many cases weeds had beaten farmers out of their property.

They were also investigating the water supply, such as old-fashioned wells, which often absorbed sewage and filth of all kinds. He likened the farms to the days of Sodom and Gomorrah. If they could uncover three farms out of these hundred, that could be models, it would be worth while living to see it brougt about.

In fisheries the same thing is being done. The same principles are being applied to all branches of industry. Oyster beds were almost disappearing, owing to ignorance. The commission had found remarkable losses on the fisheries.

The commission on industrial training and technical education was all-important.

In passing he mentioned that tariff for protection was only a temporary arrangement—make it a thousand years if necessary.

In the provinces the people were most efficient in many ways. They were efficient politically. He did not say they were always right. The commission was out to find to what extent the people everywhere were efficient industrially. Leading men everywhere had been generous in offering co-opration. They were gathering information as to what opportunities existed now for industrial training.

Nova Scotia a Good Example.

Nova Scotia had a system of industrial training that would surprise most men. It had schools for training men to mine coal. Every sub-foremen, every head of the men had to be trained now. The stories some of these men told the commission were wonderful. He cited how men developed themselves before the Government came to their assistance on technical schools in 1886. They found only one man in all their enquiry who worked in coal mines who was not a native-born Canadian. All were educated in Nova Scotia. As a result they found that there were fewer accidents and less loss of life in the coal mines of Nova Scotia than in any other place in the world. (Applause).

He noted the different schools of Nova Scotia, and found that at Liverpool, N. S., there were 250 teachers from different parts of the province spending five weeks of their holidays and $25 of their own money to improve their teaching efficiency.

He was pleased to see the fine industries growing up in small places. The idea of dragging workers into the cities was ridiculous. Any work which did not give the worker's children a chance for health and education was not desirable.

The boys leaving the farms was all right, but the boy staying on the farm should have as good a training industrially as the boy who leaves. The farm and city should work together. He cited Sackville's stove factories, where men, owing to the fine air and good surroundings, did better and longer work on that account. They were shipping stoves west and competing with others because of their energy and courage.

The commission had discovered that small towns were the places for great industries, which would have all Canada for a market. The small town would not hurt the big city. The lure of the city and the lure of the west had heard its loudest call. (Applause).

What Education Is.

Before closing, he gave some points for thought, mentioning that nothing he said was private. He referred to the elusive character of the meaning of education. Most men who came before them thought that all knowledge obtained outside of schools was not education. That was a mischevious idea. A school was only a human device to get an experience. Telling things was not teaching. All education meant simply a series of experiences, aiming at increased intelligence.

They had asked men why they wanted education. The answer generally was so as to be able to earn a living. Then, should not the schools be readjusted so that they would meet that desire? They surely should be made to help the child not only to make a living, but to make life worth living. He did not think the three "R's" were enough for education —not by any means. He gave some delightful illustrations of how years of life in childhood could be saved by simple, natural teaching.

Reading, as a teacher of children, had been much magnified. Observation was the essence of clear thinking. School gardens, manual training, and household science were the fundamental principles of education. This was not new, but a return to the oldest and best methods of motherhood. This all meant no hostility to higher education and so-called culture. Higher education, so-called, covered a multitude of shams.

Culture of farms meant pushing away ignorance—weeds and the useless and unbeautiful. He illustrated the culture of apples, and showed that beauty came from care, suffering and work. That was what culture meant everywhere.

Manual Training Before Classics.

Classics were all right, but he did not think that they should be pushed upon children at the time when manual training was so necessary. He believed the Canadian people would in time dominate the human race, if the resources of the half-a-continent were evolved intelligently. (Applause).

Mr. Snowball extended a hearty vote of thanks to the doctor, who was compelled to leave on the noon train. It was moved by Hance Logan and seconded by W. S. Loggie. The doctor replied briefly in acknowledgement.

Report of the Secretary.

The secretary's report was then read as follows:

"In opening this report, it is with regret I refer to the death of Charles M. Creed, secretary, which occurred on the first day of January of this year.

"Subsequent to his death, your president, Mr. Snowball, asked me to take charge of the books and papers, in connection with this board, which I accordingly accepted, thus becoming acting-secretary.

"From what little correspondence Mr. Creed left, I gather that the resolutions, etc., passed at the last meeting were forwarded to those intended to receive them, same being acknowledged, and I have since had some correspondence in connection. One of the subjects followed up by me is of particular interest to the three provinces, viz., 'The acquiring of the steam service between Prince Edward Island and the mainland by the Intercolonial Railway," and from correspondence with the Minister of Railways, I have reason to believe that the matter is receiving the serious consideration of the board of management. Should this issue be successfully carried out, it will probably mean a reduction in freight rates to Prince Edward Island and a benefit to all concerned in the trade of that province.

"The matter of Maritime union, discussed at last year's session, does not appear to have much progress, and there is apparently nothing to report at this time.

"At last year's session in Charlottetown, fifty-four delegates registered and the programme was satisfactorily carried out, all the subjects being well discussed and resolutions passed accordingly.

"At the close of the session at Charlottetown, the delegates were treated to a delightful afternoon at the Riverside Driving Park, where the Caledonian games were being carried out.

"The St. John Board of Trade, through one of its members, J. N. Harvey, gave notice of withdrawal from the board, but were asked to reconsider their action and from correspondence I have had with your president, I had every reason to believe they would be with us this year. This, I know, would have been pleasing to all.

"During the past six months I have had considerable correspondence with the different affiliated boards, and have, during the past three months, sent out, in all, seven circulars calling attention to this session and asking their co-operation in making it a success.

"There is good work here for your secretary, getting these affiliated, organizing new boards and re-organizing old ones.

"The thanks of the board are due to the MacLean Publishing Co., of Montreal, for sending representative, C. D. Cliffe, to report this and other board meetings; also for printing the minutes of the last session, since distributed. Also the press of the province for the way in which they reported our sessions.

"In closing this report, I wish to thank the president for his very great assistance in the way of corresponding with different boards in connection with this annual meeting; W. L. T. Weldon,



W. S. LOGGIE, M.P., Chatham, N.B.,

A Former President of the Maritime Board of Trade, who took a keen interest in the Debates.

corresponding secretary, and members of boards who assisted in supplying subjects, etc."

"A. E. SAUNDERS."

"Halifax, Aug. 16, 1910."

Correspondence was then read, including a letter from F. D. Black, as follows:

"W. L. T. Weldon, corresponding secretary, Maritime Board of Trade, Chatham, N. B.,

"Dear Sir,—Prof. W. W. Andrews and myself were, at the Halifax meeting of the board, appointed a committee to inquire into and report upon the effects upon prosperity which may fairly ly be credited to the traffic in intoxicating liquors. Prof. Andrews is in the western part of Canada and will be unable to attend the board meeting at Chatham. Owing to business engagements I shall not be able to attend, so that we will not be able to make any formal report to the board. Through an oversight, this matter was not included among the subjects for discussion by the board, so that it is quite possible that no report will be expected this year. I may say that we have made very general enquiry among the employers of labor throughout the Maritime Provinces and have received a very great number of replies. We are also making inquiries from the other side of the question; that is, from those engaged in the liquor traffic. As yet we have received very little response from them. We wish to have a fair presentation on both sides of the question before making any report, and we do not anticipate being in possession of full information for this purpose until next year.

"I am writing this explanation and would ask you to read my letter to the board in case Prof. Andrews has not already made a report along similar lines.

"F. B. BLACK."

"Sackville, N.B., Aug. 13, 1910."

Withdrawal of St. John Board.

The following letter was received from the St. John Board of Trade:—

W. B. Snowball, President Maritime Board of Trade, Chatham, N.B.

Dear Sir:—In reply to your favor of 20th ult., our Board had not considered the question of again joining the Maritime Board for the reason that we had understood you would like to meet with us some day when you would be in our city. Your letter has now, however, been considered by our council and the unanimous feeling of those present was that, while they would like very much to co-operate with you and felt loath indeed to forego the pleasure of a visit to Chatham, they could see no good results to be accomplished by again joining the Board.

We have not, in the past, been able to see that the Maritime Board has accomplished much, if anything. The difficulty has seemed to be to find subjects general enough in character to be dealt with by representatives of the three Provinces, and yet personal or local enough to bring out a good attendance. The interests of the three Provinces, as far as Boards of Trade are concerned, are quite different. Many questions that affect one province do not affect the others; and furthermore many of the questions which Boards of Trade are interested in must come before the Legislature. In this respect the Maritime Board has but little influence, as the New Brunswick members can be of no assistance to their confreres from Nova Scotia or Prince Edward Island in matters affecting those Provinces, and vice versa. It is only on questions coming before the Federal Parliament on which we can unite. In these cases the other Provinces of the Dominion are usually equally interested, and to accomplish anything their co-operation is needed.

It seems to me personally, without speaking for our Board, that the only Board of Trade organizations which can be effective are Provincial Boards from which perhaps representatives could be nominated to constitute a Dominion Board.

W. E. ANDERSON,
Secretary.

St. John, N.B., Aug. 2, 1910.

Both of the above communications were laid on the table without comment.



JAS. PATON,

One of the Representatives from the Charlottetown, P.E.I., Board of Trade.

THE AFTERNOON SESSION.

After dinner the Board resumed its sittings. D. F. McLean, vice-president, opened the session by referring in complimentary terms to the splendid address of the president. He had pleasure in moving the adoption of the president's address. C. E. Bentley seconded it. (Carried.)

The president announced that automobiles were at the disposal of delegates who wished to visit the big manufacturing industries of the town and neighborhood, including pulp mills, rossing works and lumber mills. Loggieville, a neighboring town would also be well worth visiting as several fine industries were located there.

Mr. Williams, of Moncton, was unanimously chosen auditor.

Freight Rate Reduction.

The question of the reduction of freight rates over the I.C.R. and government subsidized railways, and the advisability of the government taking over all such subsidized railways, was taken up by D. F. Hood, of Port Hood, C.B. He pointed out that the rates for passenger and freight service had been increased on the I.C.R. He found that any surplus in earnings went over to the general fund of the nation.

A resolution was moved by Mr. McLean and seconded by C. E. Bentley, the seconder urging that the latter part of the resolution with which the Board had already dealt with. Mr. McLean agreed to the suggestion.

Jas. Paton, of Charlottetown, P.E.I., thought no reference should be made to any surplus.

Captain Read, of Summerside, P.E.I., spoke in favor of the resolution as amended. He spoke of the government having abolished canal tolls. He said the talk of surplus on government railways was all clap-trap. None of these systems should pay.

Hance Logan did not think the passenger rates were excessive. He thought

perhaps local freight rates were excessive. He cited instances in his own town, of excessive freight rates. On the other hand, the freight for long distance hauls was very low. He would advise naming something specific in the resolution, such as mentioning the local freight.

Mr. Williams referred to the increased wages occasioned by union aggression, and hence the railways were compelled to increase their rates. He also pointed out that as a rule the rates were in no way excessive. He did not believe there was any real surplus on the I.C.R. He was treasurer of that road for years and he was in a position to know.

James Nicoll, Chatham Board of Trade, did not think their neighborhood was suffering. However if others were suffering, some way of helping them out could be arrived at.

D. A. Morrison did not think the freight rates of the I.C.R. were in any way excessive. He had businesses in three different points and found all the rates fairly reasonable. The only point he thought of was import rates which were excessive. Some isolated cases might be discovered but these should be dealt with in some other way.

W. S. Davidson, of Halifax, agreed with Mr. Logan that none of the general rates were too high.

Resolution too General.

W. B. Snowball, president, vacated the chair, asking the vice-president to take it. He thought the resolution was too general, and that the mover should have come with a tabulated list of the excessive rates, etc. He noticed one speaker said we should be able to run a railway as cheaply as they could in the United States. That was wrong. We had not the population and no railway could be run on the same expenses as in more populous countries. He would like to see the resolution changed so that details would be given.

Mr. McLean, the mover, then stated that he was possessed of data to prove his case, but had left them at home in error. He could see that the consensus of opinion was against his resolution and he was willing to leave the matter over until anothet year or to a committee. He would then qe fortified.

"Whereas the freight and passenger rates of the Intercolonial Railway have within the last decade been materially increased which is inimical to the interests of the people of the Maritime Provinces.

"Therefore resolved that this Maritime Board of Trade urge upon the Government of Canada the necessity of reducing the existing freight and passenger rates."

Mr. Logan moved, seconded by W. S. Loggie in amendment, that this resolution be referred to a committee of three and a report made next meeting. (Carried.)

Messrs. McLean, Williams and Bentley were chosen as this committee.

Question of Good Roads.

"Permanent Roads" was the subject taken up by the Moncton Board. Mr. Williams dealt with the subject in the absence of Mr. Robinson, president.

He claimed that there was no system in vogue for looking after roads. Most of the supervision of these roads had been left to people who had little knowledge of what good roads meant. Autos and fine vehicles required better roads than old timers. Mr. Campbell, deputy minister of railways, was known as "Good Roads Campbell." In Ontario very practical efforts were being exercised in good road building.

Good roads were vital to good life in business of all kinds. He referred to what motor leagues were doing in the other provinces. Lack of skilled knowledge was the chief fault in New Brunswick. He quoted from a magazine an item stating that immense sums were being spent in New York State.

The great point for good roads was drainage.

He gave details of the condition of the fine roads of France and Britain. Moncton's idea was that the co-operation of the Provincial Government could be obtained and skilled supervision, as well as some funds to make the main roads better. This meant that officers should be employed to see that whatever money was expended should be done wisely, and that repairs should be watched continuously. He hoped the meeting would support the resolution and give it consideration. The resolution was :

"Resolved that in the opinion of this Board it is advisable that the provincial governments of the Maritime Provinces take steps to provide for the establishment of provincial roads between the main centres of the several provinces with a view to having such roads established and maintained of a uniform and permanent nature.

"And further resolved that in the opinion of this Board such roads can best be established and maintained by having them withdrawn from the operation of the ordinary highway acts and placed under the control of a skilled expert or experts by each province."

Strong Plea for Action.

E. Rhodes, M.P., said the resolution was obvious. He traveled all over the provinces.

He did not believe there was a civilized country on earth, that had such poor apologies for roads as the Maritime Provinces. He had seen mud on the roads of Cumberland county nine inches deep, and at certain periods of the year, some farmers were practically marooned.

He was astonished that the Maritime people tolerated the road nuisance. If the Maritime Board did nothing else, but to begin a movement to help getting improved highways, it would be a grand blessing. (Applause.)

W. E. Bentley, of Charlottetown, said they had in P.E. Island, practically just what they would have if the resolution passed and materialized. Still that system was not successful. "We have no money to build roads." is usually the cry. How are the roads to be bettered ? Let the Board not stop at this, but go farther and get some means of obtaining money for the roads. Most people were unaware of the need of better roads. It was a matter of education. Why not arrange some means of educating our people ?

Mr. Williams said certainly it was education that was necessary. He advised the utilization of the local press and that would be a beginning. Mr. Paton supported the resolution.

D. F. McLean thought they were all unanimous over good roads being desirable. He suggested that a strong committee be appointed to get an appropriation for roads.

Roads too Narrow.

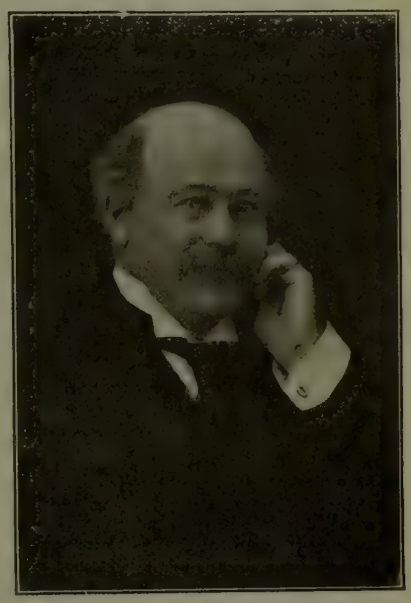
W. B. Snowball, as a user of roads, both with autos and horses was most interested.

The great fault in New Brunswick was that the roads were far too narrow. He felt sure that any government expenditure would be welcomed which would help for better roads. He agreed that education was the need and recommended the committee idea and hoped the resolution would carry.

The resolution carried unanimously.

Mr. Nicoll then moved that a committee be appointed, including a representation from each province, so that the first resolution might prove effective. Captain Read seconded the motion and it was carried, it being left to the president to choose the committee.

Before bringing up the next question, Mr. Davidson offered apologies on behalf



W. B. SNOWBALL, Chatham, N.B.,

Retiring President of the Maritime Board of Trade.

of seven members of the Halifax Board who were detained at home unavoidably.

Quick Mail Despatch.

W. S. Davidson then submitted the following resolution :

"Whereas the Canadian Government pays a very large subsidy for the quick despatch of the English mails to Canada, specifying the speed the steamers shall be capable of, and whereas that portion of the mails for the Maritime Provinces, for the past two years have been subjected to very great delays at Rimouski and Campbellton, during the period from the opening of the Gulf of St. Lawrence route until the second daily through train is put on from Montreal to Halifax, thus defeating the object for which the subsidy is given,

"Be it therefore resolved that the Maritime Board memoralize the Government asking that arrangements be made for the next and subsequent seasons, for the immediate despatch of said mails and passengers by special train during the said period."

He dealt with the delays of mails at Rimouski and other difficulties which were embodied in the motion. There was

no special train bringing mails east from Rimouski in summer, while there was a special for the western mail.

Captain Read in seconding the motion said he felt sure more attention should be paid to special trains bringing mails to the east. There was a ridiculous excuse made by one government department to another that they could not afford a special train, etc.

J. L. Stewart, of Chatham, thought that Dr. Robertson's reference to the political efficiency was right as the people got very little to benefit them. He cited a case where a woman from Chatham was detained at Rimouski 24 hours. He heartily endorsed a resolution that would give the public a service they deserved.

The motion was carried unanimously.

Want More Attention.

L. E. Rhodes spoke on the necessity of greater attention being paid to the Maritime Provinces by the Department of Immigration at Ottawa.

He believed a great deal of the tendency of ruination to the Maritime Provinces was that more attention was paid to politics than to the country. It was a delicate matter for himself perhaps as a Tory politician to discuss these questions, but there was in fact no element of partizanship in this matter. He then read a few notes on the beauties and area of the provinces. Mr. Rhodes did not agree with the Lieut,-Governor that the stream of immigration could not be diverted. He believed it could be diverted and they should do it. He quoted an interview given by Beckles Wilson, English journalist who said that in the Dominion Government offices in the Old Country scarcely any data was available about Nova Scotia.

"According to the census of 1901 the population of the Maritime Provinces amounted to 893,953 and of this number all but 14,732 were British born; that is to say, all were British born except 1.6 per cent. and of all the total Maritime population, 93.1 per cent. were born in the Maritime Provinces. Mention is made of this fact to show that it has been little if any disturbed by immigration. Comparing the area of the Maritime Provinces with that England we find Maritime Provinces 51,163; and England 50,903 square miles. Yet England has a population of 605 per square mile and the Maritime Provinces 17 persons per square mile; that is to say, England, with the same area has from 16 to 17 times more people. The significance of these figures, having regard to the future possibilities of this country, must be readily perceived; because in every respect the Maritime Provinces compares favorably with England. Our climate perhaps is not so equable, but we have the advantage in moisture and in quantity of sunlight enjoyed; while comparing our climate with that of Scotland, we perhaps have the advantage in every respect. In natural wealth it is fair to say that we are at least equal in every way.

"To my mind, in many respects we have superior resources. Our soil in many places is of unequal fertility. Under a similar system of cultivation to that employed in England, our fields would yield as plentifully as the richest in England. A practical demonstration of this fact has been afforded in many portions of the provinces. Our average hay crop, with interior cultivation, is the equal of that of the British Isles. Wheat for example, when carefully and properly cultivated, has been known to yield from 40 to 50 bushels to the acre. The fruit growing possibilities of these provinces have been amply demonstrated. For example in the year 1907, one-sixth of the total exports of apples from North America to the United Kingdom went from Nova Scotia alone. Our timber resources are well known. Our mineral wealth shows almost boundless possibilities. Our coal deposits are practically inexhaustible and each year new areas are being discovered. Iron is little less plentiful than coal. The recent developments in Albert County give every every promise of an abundant yield of oil and natural gas. We have gold, silver, lead, manganese and copper. Our fisheries are a great source of wealth and each year grow more profitable. In view of these facts, it must be abundantly evident that we have room for more people and that we would be more prosperous with a larger population.

How to Get the Capital.

"The great question is, how are we to increase our population and thus add to our wealth and prosperity? Could the



Elm Park, in Chatham, N.B.

fact be brought home to the possessors of Old Country capital that we have these tremendous resources, located a full day's journey nearer to them, I believe that a portion of the stream of capital yearly flowing into the Dominion could be turned our way. The time at my disposal and the intelligence of the body which I have the honor to address forbid me to enlarge upon the benefits which would accrue to these provinces by reason of immigration or the influx of new capital and I think I can fairly assumed that the sole question for us to consider is how it is to be secured.

Up to Federal Government.

"In view of the limited resources at the command of the local governments and the fact that the Dominion Government has ample funds, it does seem to me that it alone is the proper agent to bring about this much desired result. A prosperous and contented settler in the Maritime Provinces is as great an asset to Canada as is one located in any of the Prairie Provinces. Then again, the Dominion Government has the machinery at hand and in working order. With little extra effort attention could be paid to securing immigrants for us in common with the whole Dominion. As a business proposition I hold it is the duty of the Dominion Government; as a matter of justice, it is much more so. In the earlier years of Confederation we paid our full portion of the price of confederation in the securing of the addition of the Province of Prince Edwarh Island and British Columbia and of the acquisition of the North West Territories. We sent our men to fight the country's battle during the North West Rebellion; a share of our money went to the building of the Canadian Pacific and more recently to the Grand Trunk Pacific and I firmly believe that we have not in these Maritime Provinces received a fair return for the resources and energy we have expended in the upbuilding of what should be our common country.

"In fact we have been hewers of wood and drawers of water for the whole Dominion. For years an advertising propaganda has been carried on in Great Britain and elsewhere, partly with our money and the fruits have gone towards the building up of other provinces. If this alone were the result, the condition would be regrettable, but by reason of this advertising and the consequent development of the Prairie Provinces our own sons have become unsettled and we have found it difficult to hold our own. It does to me seem extraordinary that all of these years we have remained quiescent while for a period of six months each year a constantly increasing stream of immigration has been passing through our ports of St. John and Halifax and we have hardly lifted a hand to help divert some of it, which is I believe rightly ours.

Themselves to Blame.

"No blame is to be attached to the Dominion Government. I believe we have nobody to blame, if blame there be, but ourselves. The condition thus crudely pointed out is apparent to outsiders."

He then quoted from an interview given recently by Beckles Wilson, journalist and author, to the Amherst Daily News.

"I would suggest," he said, "that an active committee of this Board be appointed to gather statistics and to put the issue in concrete form, acting if possible in conjunction with representatives of the Provincial Governments; and when the matter assumes practical form that it be laid before all the Maritime members of parliament in convention, to the end that the attention of the Dominion Government may be demanded in Parliament."

The following resolution was moved by E. Rhodes, and seconded by H. Logan:

> That this Maritime Board of Trade demands that more attention be paid to the Maritime Provinces by the Immigration Department at Ottawa to the end that these provinces may receive their fair proportion of immigrants coming to Canada.
>
> And further that a copy of these resolutions be sent to the Maritime whips at Ottawa, with the request that the matter may be vigorously dealt with in parliament.

Hance Logan said there was one need that struck him forcibly and that was that the Government of Canada should be reminded that there was an east as well as a west. He did not envy the west. He wanted to know what was practical in this matter. Referring to his farming operations he found it almost impossible to get farm help. He would like to see the intelligent small farmers of central and north of England, of Ireland and of Scotland.

He found the British press was loud in praise of the Maritime Provinces. He did not believe there was a man in the immigration department in London who knew a single thing about the Maritime

Provinces. They all lived, moved and had their being, west of Winnipeg.

He suggested that Mr. Rhodes' resolution be brought before the whips at Ottawa, so that something should be done for immigration in the provinces.

Holding What They Had.

Mr. Bentley, of Charlottetown, said that while he admired the resolution they ought to devise some method of keeping their young people from leaving the provinces. That was more vital than getting new people.

He found some of the immigrants from England were unsatisfactory. They were too slow and were unaccustomed to maritime methods of farming. The farmers on the Island who were making money were those who utilized all the products of their land to feed animals and poultry.

English immigrants had come over to the island and some had returned disappointed. It was therefore necessary that all immigrants should be told exactly the conditions existing out here. Every detail must be supplied and then some satisfaction might be obtained.

James Paton said he had gone to meet some of these immigrants. They were good people. No farms had been selected for them and farmers having land to sell, certainly did not lower their prices.

He was glad to say that the majority of the immigrants were delighted with the island. Only a small percentage had been disappointed. He often asked westerners if they were happy in the west. Ten out of twelve told him that they were not pleased with the west. Any man who lived in the beautiful east, and who denounced the provinces, ought to be put in the penitentiary.

He paid a glowing tribute to the provinces and was loudly applauded.

Municipal Indebtedness.

"Municipal Bonded Indebtedness" was the next subject. It was brought forward by the Moncton Board. Mr. Williams referred to the terrible fire at Campbellton, a happy and prosperous town of about 6,000 inhabitants, which in a few hours was a heap of ashes, only 7 or 8 homes being left of what was a busy, thriving place.

"St. John, Quebec, Hull, Windsor and other towns have had their conflagrations," he said, "entailing great destruction of property, but in their cases the destruction was only partial. Larger portions of those towns or cities were saved, and many of their industries untouched, while in the case of Campbellton all were swept away, making the disaster complete.

"Like most modern towns, Campbellton had its water supply, sewerage system, schools, etc., in payment for which a bonded indebtedness of some $300,000 had been incurred, with an annual interest charge of $13,000. With the destruction of the town default had to be made on 1st inst. of payment of the half year's interest on the bonds; and the town is now supplicating the Dominion and Provincial governments to take care of the interest charge, the Dominion $8,000, and the Province $5,000, of the amount, for a period of 15 years, or at least until the town is in a position to assume the interest again.

"Now what has been the fate of Campbellton may at some future time be the fate of Chatham, Newcastle, Moncton or other Provincial towns given the same conditions.

A Remedy Suggested.

"Such being the case, it behooves the business men of these Provinces to give the subject consideration and if possible make provision to meet contingencies of this character. It appears to me that this could be done in the most effectual way by the Province guaranteeing the principal and interest of municipal and school bonds issued under Acts of the Local Legislature. At the present time school districts and small municipal bodies little known in financial centres have to issue bonds bearing a larger rate of interest than those of large centres better known to the financial world, and yet the smaller municipality may be much better security for repayment of the loan than a larger municipality swamped with debt. The Provincial guarantee would tend to place all the municipalities on an equal footing, and enable them to secure loans on much better terms.

"The guarantee fund could be accumulated by setting aside from the proceeds of each loan bearing the Provincial guarantee ¼ or ½ of one per cent. of the principal sum, to be invested and interest added half yearly or yearly. At the maturity of each loan if no call had been made on the fund by the municipality the amount at credit would be paid over.

Would Enhance Bond Value.

"As the Provincial Government's guarantee would enhance the value of municipal bonds more than the ¼ or ½ of one per cent. taken for the guarantee fund, the guarantee practically costs the municipalities nothing.

"If a disaster as far reaching as the Campbellton one occurred in future the guarantee fund could be drawn upon to pay the interest charges until the municipality was in a position to assume its interest charges again, and the money thus advanced would be recouped by the guarantee fund by assessments spread over several years.

"In view of the destruction of the security and the default in payment of interest in the case of Campbellton, it appears to me that provincial towns and cities will in future have a difficulty in floating bonds on as good terms as in recent years unless some satisfactory guarantees can be given.

Sinking Funds.

"Going carefully over the returns issued by the New Brunswick legislature of the bonded indebtedness of towns, cities, and counties, I find that in earlier years the provision relating to sinking funds for paying off the bonds in part or whole at maturity did not obtain, with the result that bonds aggregating upwards of $3,000,000 will have to be renewed in full.

"In Nova Scotia better provision has been made with respect to sinking funds, but there one of its towns is $34,000, and another $9,000 in arrears with these funds.

"Besides the fact that amounts for sinking funds are assessed annually is no guarantee that the amount will be there at the maturity of the bond. When a re-organization of the finances of St. John city took place a few years ago it was found, I think, that several of the sinking funds had been encroached upon to meet emergencies; and I am told that in the case of Campbellton the assessments had been made annually, but the amount treated as current revenues and used to pay current expenses. What has happened in these instances has no doubt occurred in other municipalities as a full investigation, if had, would establish.

More Direct Control.

"A Provincial guarantee would carry with it of necessity a Sinking Fund for each loan and government management of the Sinking Fund.

"From the fact that the New Brunswick government has been called upon to come to the assistance of Campbellton in the way of paying its interest for a term of years seems to me to make the present an opportune time for



Shipping at Chatham, N.B., where the Convention was held.

the several Provincial governments to review the situation with respect to Municipal Bonded Indebtedness and in the interest of the municipalities take a more direct control and supervision of the bond issues."

The following resolution was presented:

"Whereas the almost total destruction of the town of Campbellton by fire has removed to a large extent the security on which bonds to the extent of some $300,000 have been issued and has placed it out of the power of that municipality for a number of years to pay the interest charge on same, necessitating an appeal to the Dominion and Provincial governments to assume for a lengthy period the payment of that charge;

"And whereas this disaster may prejudicially affect the sale of municipal bonds in future;

"Therefore be it resolved that it is the opinion of this Board that all future issues of municipal bonds, city, town or county, under authority of the local Legislatures, shall be guaranteed by the special provincial governments, both as to principal and interest; and that a guarantee fund be provided by each province from the proceeds of sale of such bonds to meet calls upon them arising from extraordinary emergencies similar to the Campbellton fire."

Captain Read said the Islanders would never stand for that resolution.

D. A. Morrison spoke in favor of memorializing the government regarding the regulation of bonded indebtedness.

The government should keep a stronger check on the lending of money to towns, etc. The borrowing was an easy matter on bonds and this step if evolved properly would be highly beneficial to the Province.

The following committee was selected by the president to place the matter of good roads before the respective governments:

New Brunswick—F. W. Sumner, F. B. Black, D. P. MacLachlan.

Prince Edward Island—Jas. Paton, J. E. Birch, Captain J. Read.

Nova Scotia—C. E. Bentley, H. A. Logan, A. M. Bell.

The nominating committee was appointed as follows: W. E. Bentley, E. W. Jarvis, C. E. Bentley, Jas. Nicol, Thomas Williams. They were instructed to select officers for ensuing year and report at Thursday's session.

P. E. Island's Problem.

D. W. Bentley then voiced the subject of the Charlottetown board. He detailed many of the difficulties of the Island in the way of transportation. He suggested that a committee should be formed of representatives of the different Provinces who would go before the government, with the claims of the Island. One means of benefiting the different provinces, and of enlarging the efficiency of the Maritime Board was to have a vigorous committee appointed.

Jas. Paton spoke in favor of Mr. Bentley's suggestion and he was sure if the board made it a point of staying with the government till they got what they were after, it would be a blessing to all concerned.

The president called attention to the resolution regarding the betterment of steamship service, which was passed last year, should be reaffirmed as he had a man in sight who was most likely to do something in the way of establishing a service from Chatham to Charlottetown, Summerside and other points. Mr. Bentley said he would be willing to move that the resolution of last year re the steamship service should be reaffirmed.

D. A. Morrison said the resolution looked ridiculous. Few boards would undertake to pay their expenses to Ottawa. The president said the resolution was already carried, but that Mr. Bentley was willing to reconsider it as long as necessary.



HOTEL TOURAINE, Chatham, N.B.,

Where the Banquet given by Lieut.-Governor Tweedie was held.

F. W. Sumner thought a resolution ought to be made to make an appropriation for defraying expenses.

W. S. Loggie thought a committee could be formed of members of Parliament and no outlay would be necessary.

C. E. Bentley also thought the expense part of the resolution was absurd as the board had no funds to send any committee anywhere.

Should Back Up Resolutions.

D. W. Bentley remarked that the whole question was one of expense. If representative business men could not afford to pay expenses to Ottawa then the institution was of little importance. Last year St. John men said the board was engaged in resoluting and it looked that way to him. Surely there was some way of finding the money to back up the resolutions. The expense was an overwhelming thing and so they would eliminate the expense clause.

W. H. Edgett agreed with Mr. Bentley, and that matter of expense was the crux of the situation. Some means of backing up these resolutions must be devised. He agreed also with Mr. Loggie, and suggested a committee of five members of Parliament.

Mr. Davidson said the Halifax Board was paying $60 of the Maritimes Board's revenue and any extra expense would be turned down.

H. Logan sympathized with the resolution and as an experienced parliamentarian he could not agree with Mr. Loggie. There would be no force like the small committee, which would go to Ottawa or elsewhere, much in earnest about the work. Mr. Bentley's resolution re expense was not safe. It would tend to lessen the membership. The president of this board owes the members something. He should be able to go to Ottawa and put the case before the members. He suggested that Mr. Bentley give a notice of motion re the expense side. If the president would not pledge himself to go to Ottawa then they would refuse to elect him.

D. F. McLean, vice-president and by usual order president elect, jumped to his feet and said he agreed with Mr. Loggie in full.

Mr. Bentley then changed his motion as follows:—

Resolved, that the Council of the Maritime Board of Trade be authorized from time to time to appoint a special committee to present to the respective Departments of the Government of Canada such matters advocated by the United Board as are under Federal control.

Moved by W. E. Bentley—seconded by Jas. Paton.

Banquet to the Visitors.

On Wednesday evening His Honor Lieut-Governor Tweedie gave a magnificent banquet at the Hotel Touraine, in honor of the Maritime Board. The dining room was tasefully decorated, and the menu was of the kind that produces good appetites.

His Honor presided. There were a number of short witty speeches and some long ones. The principal toasts were the Dominion of Canada, the Maritime Board and United States. The occasion of the toast to President Taft was the presence of Mr. Adams, of New York, as guest of Mr. Tweedie, and to which he responded.

The speakers included W. S. Loggie, M.P., E. Rhodes, M.P., H. Logan, ex-M.P., D. F. McLean, and W. B. Snowball, the president.

W. F. Sumner proposed a toast to the Lieut-Governor with a vote of thanks which was heartily presented. His Honor gracefully replied.

St. John Board of Trade would most likely have been interested in some of the speeches, as they came in for some criticism.

Good singing, accompanied by an orchestra, combined to make a great success of a signal honor to the visiting

delegates. The excellent arrangements made for the banquet were creditably carried out in the capable hands of the Governor's A.D.C., Lieut.-Col. J. D. B. F. Mackenzie.

THURSDAY MORNING SESSION.

The president called the meeting to order at 9.30 when Bonded Indebtedness was the continued subject.

Capt. Read considered that Prince Edward Island could not be induced to take up the matter. If he thought that it would benefit Campbellton or any other town should a similar disaster occur he would assist the matter in every way. He considered that some scheme of municipal insurance could be worked out on a very low rate.

The president proposed a resolution of sympathy for the people of Campbellton.

Regarding the question he (the president) considered it too large to determine quickly. He thought that perhaps Moncton would withdraw it from the present session and give notice it would be brought up at the next.

Mr. Williams considered that the matter should be taken at once, but if desirable would give notice of motion as suggested by the president.

Mr. Bentley (Truro) considered it a very important matter. He thought that if the governments could be induced to guarantee the bonds the scheme would be a good one but feared the political aspect in the matter.

Capt. Read (Summerside, P. E. I.) moved the following resolution:

"Whereas, the local freight rates on the Government Railways are in many cases exorbitant, and ,

"Whereas, the freight rates on goods to and from Prince Edward Island and points on the mainland served by the Government railways are subject to three short haul rates which, when added together, puts the Island province of far removed from the consumers and producers of the sister Maritime provinces in point of cost of transportation as is Ontario, and

"Whereas, the people of the Maritime Provinces freely and generously submitted to the abrogation of canal tolls for the benefit of the Maritime Provinces, including Ontario and Quebec.

"Be it therefore resolved, that the government of the Dominion of Canada be urged to so readjust the rates on the Intercolonial Railway and Prince Edward Island Railway and connecting links as to relieve the unequal burden of transportation suffered by these Maritime Provinces so as to give one long haul rate between points in the Province of Prince Edward Island and the mainland, conforming in a reasonable degree with the long haul rates obtaining on carriage from points in Ontario and Quebec."

This was seconded by D. F. McLean and carried. Capt. Read explained the short haul rates that P. E. I. was obliged to pay and claimed the Island was paying too much in proportion to the other provinces. He made an emphatic speech saying that the East had done a great deal for the West and it was time that the Maritime people got some consideration from the government.

Killing of Sheep By Dogs.

"Dog nuisance in regard to sheep raising," then came up, being brought forward by Bear River, N.S., board.

Mr. Williams explained the damage dogs had done to sheep-raising in his territory near Moncton. He moved the resolution as it appeared on the agenda paper as follows:

"Whereas, sheep-raising was formerly a very important industry in the farming districts of the Maritime provinces;

"And whereas, there is being a largely reduced number of sheep raised than formerly and the reason given for this unfortunate condition is that the ravages of dogs make sheep-raising practically prohibitive.

"Therefore resolved, that the provincial government be urged at their next session to take this matter into consideration and place a suitable tax upon all dogs in the provinces, with the expectation that this course will cause the disposal of many destructive animals.

"It is further resolved, that the several Boards of Trade in these provinces and the Maritime Board of Trade be requested to unite with this board to support this movement in urging this course upon the said Legislatures, and also that the several governments be urged to encourage as far as possible the rais-raising of sheep."

C. E. Bentley spoke in favor of the resolution, and said there were good opportunities for profitable sheep-raising in the provinces.

D. F. McLean handled over a thousand sheep in a year and he sympathized with the resolution.

J. Nichol spoke of the advanced price of lamb and mutton generally.

Relations with the U. S.

"Better trade relations with the United States," was taken up by the Summerside P. E. I. board.

Captain Read led the debate. He said the leader of the Federal government had pronounced his policy in favor of better trade relations already and there was little use of passing the resolution. He believed that reciprocity would be a great blessing for the Maritime provinces, that was provided it was satisfactory and on natural products only. The reason that they had put this subject on the list was because Montreal and other cities had passed resolutions denouncing reciprocity in any form.

He mentioned the unique suitability of potatoes for food and especially were the provinces suitable for growing potatoes.

He spoke at some length pointing out his reasons why reciprocity would be a benefit. He remembered the old reciprocity treaty with the United States. Trade had never been so good since. The population of the Island doubled. Everything was more prosperous. It was simply marvellous the new life that the treaty put into the Maritime Provinces. The time to make a treaty was when the makers were independent.

Mr McArthur, of Summerside, supported Captain Read.

D. W. Bentley read some extracts from the daily press, showing that the matter in the resolution was already arranged by the government.

Captain Read said he thought perhaps is was as well to let the resolution drop.

"The protection of inlet and coastal fisheries and the encouragement of the fishery industry" was dealt with briefly by D. F. McLean, Port Hood. He decided, owing to the complexity of the subject, he would leave it over for another meeting.

Protection of Resources.

E. W. Jarvis, Yarmouth, then brought forward the following resolution which was carried:

"Whereas, the conservation of its Natural Resources is of paramount importance to every country, and

"Whereas, the Maritime Provinces possess in their forests, their water powers, their sea fisheries, their inland fisheries, and their game animals and birds, very valuable resources, which have been more or less diminished by unwise and often selfish exploitations, ed together, puts the Island province as vast increase, and

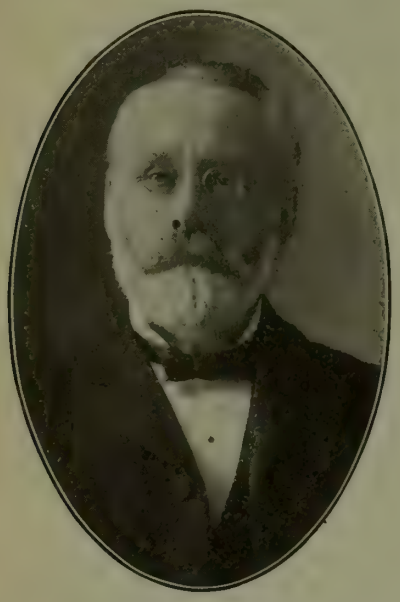
"Whereas, it is a matter of notoriety that in many districts the enforcement of the laws designed for the conservation of the said resources, and especially those relating to the fisheries, has been so wilfully neglected as to have become more or less a farce, and

"Whereas, protecting our country from the ravages of individuals or corporations who, under the pretence of using vested interests may be persisting in courses which must eventually work more harm to it than would its occupation by a hostile army. Is not socialism but the first duty of patriotism?

"Therefore resolved, that in the opinion of this Maritime Board of Trade, much more attention should be given to the protection and development of all our natural resources than they at present receive, keeping in view the great benefit the country will receive from each advance toward the finished product in manufacture within the Maritime Provinces of the products of the said resources, and that all laws on the statute books, designed for their conservation, should be strictly enforced without fear or favor, and that party politics, in or out of Parliament, should not be allowed to interfere with the presevation of our natural resources."

Mr. Jarvis dwelt upon the importance of the conservation of natural resources. He referred to neglect of fishery laws.

In connection with sea fisheries Yarmouth was near, in fact the whole of Nova Scotia was near to the big market of United States. Violations of fishing laws were common, especially the lobster laws. He dealt with many other re-



T. WILLIAMS, Moncton, N.B.,

The Newly-appointed Secretary of the Maritime Board of Trade.

sources and went fully into the question so elaborately detailed in the resolution.

W. S. Loggie said the fishery question was one that required some explanations It was a tremendous subject. Commissioners have sat and discussed protection to the lobster industry. Perhaps Mr. Jarvis was unaware that a government committee had agreed to repeal the lobster laws as to size limit, excepting St. John County and Charlottetown. The live lobster trade was a big factor. He referred to Captain Wakeham who had taken evidence regarding the live lobster catch. He recommended that the canning industry be abolished west of Halifax and the size limit of lobsters be nine and a half inches.

The department authorized inspectors last year to measure lobsters. The result was that it was recommended to abolish the size limit with the exceptions noted. He thought the Federal Minister's hands should have been strengthened by resolutions from local boards of trade. A great amount of time had been given by the government to the lobster question. He believed that after January, 1911, some new laws would be enforced by the government, regarding catching lobsters in the spawn.

Mr. Jarvis said what was wrong with the fishery troubles was the same as in the case of the roads—it was party politics. What Mr. Loggie said emphasized more than anything else that they must see to it that legislation be enforced to protect all natural industries.

Mr. Jarvis read a telegram from the Yarmouth Board of Trade asking that the next meeting should be at that place.

To Moncton Next Year.

Mr. Williams invited the board to Moncton. He was supported by Mr. Edgett who urged that the meeting should be held in New Brunswick.

D. F. McLean offered his invitation to Port Hood.

H. Logan said he would like to have the board meet in Amherst but he recommended that Moncton for special reasons be selected as the next meeting place. Mr. Logan made a motion to this effect, and was seconded by Mr. Jarvis, and it carried.

New Officers Elected.

The nominating committee then made its report as follows:—

President, W. F. Sumner, Moncton, N.B.; first vice-president, Capt. Augustus Cann, Yarmouth, N.S.; second vice-president, James Paton, Charlottetown;



R. A. SNOWBALL,

Mayor of Chatham, N.B., who Extended a Cordial Welcome to the Delegates.

corresponding-secretary, Lea B. Read, Moncton; secretary, Thos. Williams, Moncton.

This report was adopted.

It was decided that letters should be drafted to the different affiliated boards asking them to reaffirm the resolutions passed at the Maritime board.

D. F. McLean moved, seconded by Captain Read that votes of thanks be accorded the Chatham Board of Trade, the Mayor, and the Press generally for all courtesies.

Captain Read referred to the sacrifice made by D. F. McLean, 1st vice-president in giving up the presidency under the circumstances.

There were many peculiar circumstances which made it necessary to have the board's chief officers come from New Brunswick.

Mr. McLean said he was only too delighted to make the sacrifice in favor of the Maritime Board.

The president paid a compliment to acting secretary Saunders, of Halifax.

A vote of thanks was tendered Past President W. B. Snowball. It was moved by W. S. Davidson seconded by J. Paton.

Mr. Sumner, who had been absent for a time was found and absolutely declined the position of president of the Maritime Board of Trade. He could not undertake the position in justice to the board and he did not think he would be in Canada next year. He appreciated the honor.

The nominating committee was called upon to get together and select a new president. They returned shortly with a new man chosen, in the person of Captain J. E. Masters, of Moncton, in the place of Mr. Sumner.

Motion to Raise Fee.

Mr. Bentley, of Charlottetown, gave notice of motion that next year the fee be raised to fifty cents per capita.

The board of delegates rose in a body and sang "He's a Jolly Good Fellow," in honor of the retiring president, W. B. Snowball.

Mr. Snowball replied briefly saying he had done his best to promote the interests of the board.

New President Takes the Chair.

Captain Masters, the new president was called to the chair.

He appreciated the unexpected honor and said that whatever time he could



A. P. WILLIAMS,

A Chatham Alderman, Member of the Board of Trade, and Chairman of the Entertainment Committee at the Convention.

give to the board would be freely at its disposal. He had taken part in founding the first Board of Trade in Moncton. He believed with the assistance of the other officers that great work could be accomplished in the next year. The

board would go on to bigger things, and he hoped that all the big boards would come back again making one big, harmonious success.

Hance Logan made a speech of compliment generally on conclusion, noting that a fine set of new officers were chosen; better, bigger subjects were dealt with and a splendid new life seemed looming up for the Maritime Board of Trade. He believed they should unite to make Moncton meeting the best on record. He moved, seconded by Captain Read that a vote of thanks be put on record to His Honor, the Lieut.-Governor, for his splendid banquet given Wednesday evening.

On Thursday afternoon the Chatham Board of Trade took the visitors on a delightful trip down the Miramichi River. Refreshments, music and speeches lent an attraction to the outing and the members and guests returned to the city, pleased with the open-handed hospitality of the Chatham officials.

The Financial Position.

The report of T. Williams, auditor showed the following:

RECEIPTS.

1909.	
Aug. 19—Bal. on hand	$ 55.60
Aug. 19—1909 Subscription collections	21.00
1910.	
Aug. 17—1910 Subscription collections	179.50
	$256.10

EXPENDITURES.

1910.		
Salary Sec., C. M. Creed		$ 75.10
General expenses		97.96
Cash in bank	$77.59	
Cash on hand	5.45	
		83.04
		$256.10

Subscriptions paid since opening of meeting ..	27.00
Unpaid subscriptions ..	72.20
Cash on hand & bank	83.04
	$182.24
Salary to acct of Sec. ..	75.00
Total resources	$107.24

HEARD ON THE SIDE.

Captain Read is the greatest master of hundred million figures that ever happened. He was a splendid force at the meeting and also at the banquet. It was a pity that some of those speeches at the banquet could not be published verbatim. Some of the speakers would never believe they said it.

The Snowball family seemed to be in pleasant evidence. R. A., the mayor, was waiting on the guests on the steamer like a hero. He is a fine example of a good fellow and his brother, the past president of the board, had hard work keeping up with him.

Mr. Benson, of the Commercial, is a princely entertainer and was a power of help to President Snowball in the way of driving guests about the pretty places every day.

Colonel Mackenzie, A.D.C. to the Lieut.-Governor, is also one who deserves great praise for his thoughtful carrying out of the Governor's wishes not only at the banquet, but in every little detail.

Moncton next. President Masters is a strong character and he is promising great things. Although Moncton is inland, they have many attractions that are sure to please.

Hance J. Logan and E. Rhodes the M.P. for Cumberland, were fine representatives and livened up everything by their speeches and knowledge of parliamentary procedure.

Secretary Saunders, of the Halifax board, won golden opinions. He is an experienced organizer and deserves credit for taking over the work of the late lamented Charles Creed at short notice.

The St. John board sent a strong letter but not one word was uttered aye, yes or no and this was the finest of taste. If any member of the St. John board were present, he would surely have admired the attitude of every one of the delegates. No unkindness was heard, no extravagant speeches—in fact, just silence.

D. B. Bentley, of Charlottetown, is one of the ablest young men who ever addressed the board. His speaking ability ought to find its appreciation in some good parliamentary honor.

W. B. Snowball is the most fluent speaker in Canada, it is said, outside of W. S. Fielding and others, but he speaks at the rate of 200 words a minute and says something all the time. They say he is to be the next candidate for political honors in the Federal House. Who knows?

W. S. Loggie is a cool deliberate speaker and as M.P. for Northumberland and a descendant of one of the finest old Scotch families in Canada, and whose great grandfather founded Loggieville, acted with the greatest modesty. Chatham has some fine business men. All speakers.

Lieut.-Governor Tweedie was voted a princely entertainer and the Maritime board certainly was never more royally entertained.

Those Who Were There.

NOVA SCOTIA—Port Hood, D. F. McLean; Amherst, D. A. Morrison, H. J. Logan, ex-M.P., E. N. Rhodes, M.P.; Truro, C. E. Bentley, G. A. Hall; Halifax, W. S. Dondsan, E. A. Saunders; Yarmouth, E. W. Jarvis; New Glasgow, C. E. McLaggan; Bridgewater, Dugald Stewart, D. L. Fraser.

NEW BRUNSWICK—Chatham, W. F. Cassidy, D. P. McLaughlin, W. S. Loggie, E. C. Macleod, W. B. Snowball, W. L. T. Weldon, J. L. Stewart, James Nichol; Moncton, T. Williams, H. B. Gordon, E. McCarthy, C. W. Robinson, F. W. Sumner, W. H. Edgett, J. E. Masters, S. L. T. Harrison; Newcastle, D. Morrison, E. A. McCurdy.

PRINCE EDWARD ISLAND—Charlottetown, James Paton, W. E. Bentley; Summerside, Capt. Jas. Read, Messrs. Creel and MacArthur.

A Pen Picture of Manitoba Crops by a Staff Traveler

By M. Moyer.

When I reached Manitoba about seven weeks ago I traveled for several weeks in the southern part of it. From the appearance there, it would lead an eastern man who is used to small things to come to the conclusion that the entire western wheat crop was a failure.

Notwithstanding the fact that for at least a hundred miles, the crops were burnt up from the excessive heat and drought, this sinks into insignificance when you travel through hundreds and hundreds of miles of prairie where, in some places, the crops are excellent and on the whole are fairly good.

While there are localities here and there for miles in southern Manitoba that are looking well, the most of it is not worth cutting until you get west of Souris and then it gradually improves. When you reach Regina you find one of the best crops they ever had. Again from Regina all along the main line of the C.P.R. east as far as Portage La Prairie or in fact to Winnipeg there is comparatively little grain that will not be cut.

It may also be a surprise to those who are not familiar with the western conditions that even in southern Manitoba all along the railway lines there are thousands of acres which never have been touched with the plow.

With all the drought in many parts, the district north of Portage La Prairie to Gladstone and farther north has had plenty of rain and the crops are above an average yield. Binders are busy and what a few days ago was a vast sea of wheat is now changed to countless shocks which are again rapidly disappearing to build up the stacks ready for the thresher. All through to Neepawa and Minnedosa, the place from which I am writing, the country is in good shape, the farmers are busy, and the merchants look forward to a good fall trade.

BUSINESS OPPORTUNITY.

FOR SALE—The best general business in best agricultural and manufacturing village west of Toronto. With exceptionally clean, full stock. Turnover $25,000, stock $10,000, few fixtures. Long lease, low rent, spacious store, ample storage. Box 361, CANADIAN GROCER, Toronto. (35p)

Chatham, N.B., an Important Industrial Centre

Has Splendid Shipping Facilities — Lumbering is the Most Prominent Industry—A Delightful Residential Town.

Staff Correspondence.

Chatham, N.B., Aug. 26.—Chatham, where the Maritime Board of Trade held its sixteenth annual meeting, is the largest town in the northern half of New Brunswick. It is admirably located at the threshold of the Miramichi, tapping the largest lumber producing region of the province. It offers good facilities for all industries directly or indirectly allied to the trade.

Chatham has fine deep water facilities and when the deep dredging is complete it will be a port worthy of call for the largest ocean traffic. In fact in the exportation of lumber and other kindred products, including pulp-wood, Chatham has risen to be the third largest exporting port of New Brunswick, and in this special line is surpassed only by the commercial capital of the Province—St. John.

The population is only six thousand, but the variety of manufacturing plants located in the town is so great that one would think it had four or five times the population. Within a radius of two miles of the town there are two large pulp mills—The Miramichi Pulp & Paper Co., and the Dominion Pulp Co.'s mill, employing the year round four hundred men. Four lumber mills, including the J. B. Snowball Co.'s plant, the Miramichi Lumber Co.'s saw-mill (formerly the Hutchinson mill), the Damery & MacDonald's mill, and the Lyman mill, operated by the J. B. Snowball Co.

Two wood-working factories, those of the John A. MacDonald Co. and Walsh Bros., have large outputs and are to be further extended and equipped.

The Miramichi Lumber Co. also operates two large rossing-mills, the output of these mills being so large that a pulp mill is employed requiring twelve hundred men.

Directly opposite the town is the shingle mill of Turnbull and Monroe; and right in the town itself are two foundries—The Miramichi Foundry & Machine Works and the Miller Foundry.

In addition to these the W. S. Loggie Co. own a fish packing and canning factory, as well as a freezing plant. The fishing industry upon which this and other canneries depend for their supplies is also of great importance and contributes largely to the wealth of the inhabitants. Spring fishing alone, extending from January to March, is worth thirty thousand dollars to the fishermen outside of those who work in the canning-factories or are otherwise engaged. The principal fish include smelts, salmon, bass, tom-cods, as well as the crustaceous clams and lobsters. The oyster output is also considerable, second only to P.E.I.

At present the Dominion Government is being tendered for the entrance of the railway into the town, same being a new route which will open up to deep-water frontage a large stretch of land heretofore almost untouched by railway facilities. The manufacturing possibilities are great. The authorities are willing to give all possible encouragement to all industries locating there and even in the event of no exemption being given, taxation is light, the assessment being made on a low rate. The action of the Federal Government in putting the I.C.R. through the town is considered one of the greatest accomplishments that could befall the town. W. S. Loggie, the member for Northumberland, is given a great deal of credit for getting the railway to Chatham, he having considerable influence.

Chatham is the divisional point of the public works department in the northern and eastern portions of New Brunswick. It has handsome churches, good schools (a new grammar school having been erected recently), splendid bank buildings, good newspapers and fine exhibition grounds. Several amusement houses are in the town and the Miramichi Natural History Association is a wide-awake body. It has a fine museum and has recently completed the building and furnishing of a large edifice. Hotel Dieu is one of the best equipped hospitals in the province and a new addition has recently been made to it. As a place of residence, Chatham is delightful. Located on the southern slope of the Miramichi river about twenty-five miles from the Gulf, gives it immunity from fog, and insures it enjoyable warmth and cool nights.

The Miramichi Steam Navigation Co. have an ample service during the summer months, both up and down the river, giving a frequent service between Newcastle, Douglastown, Nelson and Chatham. The hotels of the town are all good.

Father Morriscy's Remedies.

The terror of medical practitioners all over the world to-day is what is known as indigestion. A man is just as strong as his stomach. Ninety per cent. of the ills of life are attributed to stomach troubles of some description. A happy, clear headed person at once signifies a healthy, well regulated stomach. Often the nostrums of the fakir take the eye of the ignorant but experience alone is the teacher as to each respective stomach. Many years ago there lived in Chatham, at Barti-bogue, a good priest, who ministered to the spiritual wants of his people and went further by treating them for physical disabilities largely with the stomach complaints. This priest was Rev. Father Morriscy, who became so fascinated with the comfort he was able to give his patients that he studied the theory of medical therapeutics and materia medica with startling results. He made with his own hands some tablets which he called No. II. Thousands of people used his remedy for the stomach illness. He received grateful letters from all parts which since his death have been published. To-day No. II is known in the four corners of the universe as Father Morriscy's remedies. One tablet will digest one and three quarters pounds of beef, which is more than the average person can consume at one meal. The insufficiency of the digestive fluids which causes indigestion, is overcome by these tablets which supply in a natural way just what is wanting. When the famous priest died he left his secrets to the Hotel Dieu of Chatham. The sisters were given control of the remedies and now a strong company has been formed with capable men at the head who are disseminating the splendid cures for indigestion all over the world. The company is known as the Father Morriscy Medicine Co. and is located in a handsome brick building in the town near where the magnanimous priest lived serving as monument to his life of sacrifice and holiness. To-day the management of the company is entrusted to Lieut.-Col. J. D. B. F. Mackenzie, one of the most prominent citizens of the town. He is A.D.C. to Lieut.-Governor Tweedie and during the stay of the Maritime Board in Chatham was prominently identified with the entertainment given the delegates by the governor. Mr. Mackenzie holds a commission in the local militia. He is a member of the local Board of Trade and is a progressive, wide awake citizen.

Father Morriscy was a native of Halifax, N.S. The church which was his at Barti-bogue is still standing about six miles from Chatham and it was pointed out to the Maritime Board when they made a trip down the Miramichi.

W. S. Loggie & Co., Limited.

One of the leading merchants and most prominent citizens of Chatham is W. S. Loggie, member of the Federal House for Northumberland County and head of a large canning industry, including preserving hermetically sealed fresh canned lobsters and blueberries, using Golden Crown and Golden Keys trade marks on lobsters and Golden Diamond brand on blueberries; also catchers and packers of frozen sea fish.

The wholesale dry goods department is an important branch distributing goods to the surrounding counties by means of traveling salesmen.

A general warehousing business is done also.

The name Loggie is so strongly interlaced with the country that a few miles from Chatham is the town of Loggieville, named after the family. W. S Loggie is a member of one branch of this family. He began the canning of lobsters in a comparatively small way many years ago and has steadily grown from year to year. The secret of his success has been based almost exclusively on putting quality into the package canned. Every modern facility for improving the lobster packing and catching was carefully watched by Mr. Loggie in person. He enlarged his factory as his goods became more popular and added the canning of blueberries to his work, which was carried on on the same high plane of superiority. In fact the name of "Loggie" on a package at once is a testimony to its quality. The brands "Golden Keys" and "Golden Crown" lobsters and "Golden Diamond" blueberries are known all over the world. Another branch of W. S. Loggie's manifold interests is a splendid freezing plant which he has built at great cost in the town. The capacity of the plant is very great and to illustrate that they have now in storage about twenty tons of smelts. Mr. Loggie was six years ago elected member of the Federal House.

A. & R. Loggie, of Loggieville., N. B.

Five miles down the beautiful Miramichi river from Chatham lies the thriving town of Loggieville. Fully ninety per cent. of the business of the place is owned or controlled by A. & R. Loggie, who without the slightest exaggeration have an immense organization. Their hand-

some general store is what first strikes the visitor. The store stretches along about a length of 500 feet and is a hive of activity. Everything imaginable in dry goods, groceries, produce, hardware, boots and shoes and toilet requisites, is carried and thousands of things impossible to detail here. Then they have their own post office right in the building, own private telephones, all the latest cash carrier systems and handsomely equipped offices. This however is merely a beginning. Glancing about within a stone's throw are immense buildings including a can-making factory where millions of cans of all sizes and shapes are made for their immense fishing industries. There are warehouses of many sizes stretching away over hundreds of acres all needed in this manifold industry. The large saw and lumber mills cover a wharf frontage on the Miramichi of a quarter of a mile while of course for miles the front is owned by the Loggies. All the latest machinery is employed in the mills and anything in lumber may be obtained here from the tiniest shook box wood to the largest spruce lumber which is so much prized in the Old Country. Warehouses and wharves and sidings of railway cars all at their doors make this place a small country in itself, with life and character and tone all its own. Their great business is as dealers in all kinds of fish, fresh and frozen, and packers of the "Eagle" brand of canned goods, lobsters, blueberries and clams.

Nova Scotia's Capital and its Trade Importance

A Business Awakening There and Trade is Excellent—Beauties of the Historic Capital—An Educational Centre of Outstanding Prominence—An Active Board of Trade.

Staff Correspondence.

Halifax, N.S., Aug. 25.—A business awakening has taken place in Halifax. The doings of the past with those military traditions have now faded and the business men are developing a belief in activity generally. A large percentage of the business men of Halifax are wealthy. It has become their hope to take life easy, devoting a large portion of their time to the enjoyment of life. Everywhere reports are that business is good in Halifax this year, and this is only a reflection of the conditions existing all over the Maritime Provinces. The city itself is noted for its magnificent harbor; the shipping facilities are good and the local authorities offer encouragement to all new industries.

The newest thought of stimulant which has struck Halifax is the taking over by the C. P. R. of the Dominion Atlantic Railway. This has engendered a new hope everywhere, based on the assumption that the great Canadian railway, which has made the west, will whip new life into the east. Halifax is the centre of probably the finest educational facilities in Canada. It has splendid schools, all equipped for the best of education; they include military schools, business colleges, medical schools, two theological schools, two conservatories of music, the Ladies' College, seven convents and a university for higher education.

The port is open in winter, and the accommodation is excellent. At the Maritime Board this year mention was made on the movement on the part of the C. P. R. to get hold of the D. A. R. No reference to the eastern provinces could be made without mentioning the beauty of the Halifax harbor and the city. The public gardens are said to be unequalled anywhere; they cover seventeen acres, and a magnificent display of flowers and trees delights the eye.

The Northwest Arm is one of the most delightful spots in the world, where can be seen bathing and other sports for young and old throughout the season. The Waegwltic Club have developed a strong social establishment and privileges are made more difficult to obtain than formerly, thus giving an exclusive tone which will be the making of the club. Halifax is essentially a city of tone everywhere, and the wealthy class is notable to all visitors.

The Board of Trade.

The Halifax Board of Trade is one of the most active in Canada. It is well illustrated by the fact that in a city of slightly over a population of 50,000 there is a board of about 600 persons. They have moved their attractive quarters down the street, and Mr. Saunders, the secretary, is still in charge. He has added to his duties, temporarily, lately, those of the secretary of the Maritime Board of Trade.

Moirs Limited.

Moirs Limited is one of the most thoroughly up-to-date confectionery and manufacturing houses in Canada. The business began in a small way, covering the Maritime Provinces, which has grown and under good management they have gone over a large territory, and now sell all over Canada. They have been exceedingly successful in the west, and especially in Montreal and western cities. They manufacture, in addition to confectionery, many varieties of biscuits of excellent quality, all backed by guarantee. The plant is modern in every particular, and is fitted with the latest machinery required in their business. They make a splendid variety of holiday goods, and travelers are now out for this trade. Some novelties will be available.

I. C. R.'s Halifax Man.

During the first week in August there was a quietness about the I. C. R. offices in Halifax which was noticeable because the assistant passenger agent, J. B. Lambkin, generally known as "Jim," was absent. On the first Saturday of the month he returned from Newfoundland, where he had been with a party of Methodist ministers, and he was welcomed heartily by a number of friends. "Jim" Lambkin is still making friends, and he seems to look younger for it. On the train, returning from Newfoundland, he was presented with an elaborate testimonial, signed by every one of the ministers present, telling Mr. Lambkin how much they appreciated his thoughtfulness. This is not wonderful when it is remembered that Mr. Lambkin was in the employ of the C. P. R. and has received testimonials from royalty there, as well as from Li Hung Chang, the Chinese celebrity, and hundreds of others all over the world.

Cox & Graham.

"Tip Top" is the name of a new tea which has been put on the market in Halifax. The firm is composed of two experts. L. Cox has been employed by T. H. Estabrooks, St. John, and H. Graham has been over 20 years in the tea business. They are importers and blenders, and are handling about 3,000 pounds of tea a day, so that they cover the province thoroughly. Both members of the firm have a strong connection in trade. Mr. Cox is a curler of repute, and is active with the prominent social life of both Halifax and St. John.

Wood & Sons, Sackville, N.B.

The wholesale grocery store of Wood & Sons was established by the grandfather of the present owner of the business, away back in 1828. His name was Mariner Wood. His son, Senator Josiah Wood, continued the business for many years, and he has been succeeded by H. M. Wood. They carry on a wholesale job business all over the provinces, and have made a specialty of quality in all their groceries. They have a branch at Sydney, Cape Breton, which goes under the name of Wood & McConnell. They make a specialty of covering the Provinces of New Brunswick and Cape Breton. They are large exporters of hay, and have a strong connection at all points in the Old Country, as well as in the States.

About the Capital of the "Garden of the Gulf"

Charlottetown is Recognized as One of the East's Most Beautiful Cities—Dairying One of the Island's Prominent Industries—No Automobiles Allowed There.

Staff Correspondence.

Charlottetown, P.E.I., Aug. 26.—Charlottetown is known as one of the most beautiful cities in the Maritime Provinces. It is the third in size of the eastern cities and is admirably located on the sheltered side of Prince Edward Island. It was in 1768 that Morrison Deschamps founded the place, and it was incorporated in 1855. The harbor is one of the finest in the world. It is open to

the ocean and is located at the confluence of three rivers—York, Eliot and Hillsboro. The island is well named "The Garden of the Gulf," and Charlottetown is the capital of the "Garden" Province. It is also the principal city and a thriving business is carried on during the summer months. Steamship service is adequate, and it is the headquarters of the Charlottetown Steam Navigation Co., whose boats ply between the island and the mainland. It is a regular Mecca for tourists and for half a century it has been known as one of the healthiest spots in Canada. Tourists flock to the island in increasing numbers every year. Everywhere it has a beautiful appearance, and the town itself is a "garden" indeed. It is so surrounded by water that it is never hot, even in the extreme heat of summer weather. All the streets are regularly laid out and are lined with trees. In the heart of the city are public gardens, which are a credit to the city. Good lighting system, the best of water, and modern sanitation make Charlottetown an ideal place to live in.

An attractive place in the neighborhood, is Warren's Farm, near Rocky



The Riley Building, owned by Wholesale Manufacturers of Tobacco, T. B., & D. J. Riley, Charlottetown, P.E.I.

Point, just opposite the city, and within a few minutes' trip by ferry. This was formerly Point LaGoie, the former capital and residence of famous French officers under the French regime. This fort was first settled by the French in 1720; but was allowed to decay. In 1749 the fort was revived and new buildings erected. The principal fort, which was designed and laid out by the French, and afterwards made over by the English, was called Fort Amherst. Victoria Park is one of the finest to be seen anywhere, having an area of 60 acres. From Fort Edwards, located in the park, a fine view of the harbor and the rivers is available. For automobiling, the beautiful drives would be attractive, but for some reason, wise or otherwise, these are entirely forbidden on the island. Splendid golf links are located near the town, and the local Scotchmen claim that they are only surpassed by the St. Andrew's links in the Old Country.

Carvell Bros.

Carvell Bros. have one of the oldest established and representative grocery houses in the east. Their headquarters is located on Queen Street, and is a scene of activity at all times. A specialty is made of high-grade goods at reasonable prices, and a guarantee is always given of prompt delivery. A competent staff of travelers is always kept on the road, and a large range of staple and fancy groceries is carried.

W. H. Aitken is head of the firm, and is actively interested in the city's welfare at all times. He is a member of the council and local Board of Trade.

J. A. Farquaharson & Co.

J. A. Farquaharson, son of the former Premier Farquaharson, is head of one of the most extensive business ventures in the city. He carries on a wholesale grocery business, as well as being a large exporter of eggs and produce. He represents a special brand of flour called "Five Diamonds," and also sells a large variety of fruit and specially prepared articles in the way of delicacies for the table; a specialty being made of jams and other kindred preparations. He is a large exporter of eggs to Upper Canada, as well as to England. In connection with this work he has an excellent cold storage room with a large capacity. He deals extensively in potatoes, hay and oats, and has several warehouses for this trade. Mr. Farquaharson is a young man closely identified with the best interests of the city, and is a thoroughly representative business man.

Charlottetown Condensed Milk Co., Ltd.

One of the notable industries of Charlottetown, and, in fact, the Maritime Provinces and of Canada, is the Charlottetown Condensed Milk Co., Ltd. The factory is a large, well-equipped building beautifully located about a mile out of the city in one of the prettiest spots to be found anywhere. It is in the heart of the finest dairying section of the whole Dominion, ensuring a steady supply, winter and summer, of rich, pure, new milk from farmers who are expert dairymen, and who make a specialty of raising milch cows. The plant is equipped with all the latest machinery for use in a condensed milk factory, which means that the milk does not experience the touch of human hands from start to finish. This assures perfect cleanliness. The leading brands are Canadian Milk, Oak Coffee and Empress Cream. These are all sold under the guarantee of the company, and the 15-ounce tins are unsurpassed anywhere for neatness, convenience of size and copious lasting quality. The company was founded many years ago, and has developed, by careful management, to be one of the representative Canadian manufacturing plants.

The president is Francis L. Hazard, who is not only Premier of P. E. I., but is one of the ablest public men in the east. He has always been identified with the best interests of the island, and his family are among the most honored and capable in the east.

H. Winchester is the general manager, and he is a keen, careful, expert in this business.

The Condensed Milk Co. is composed also of prominent business men of Charlottetown, including S. W. Crabbe, N. Rattenbury, A. E. Ings, F. Bovyer, and is in every way a credit to the city.

St. John's Method of Obtaining New Industries

Exemption From Taxes and Nominal Rental Charged Providing They do Not Conflict With Present Industries—Shipping Facilities Good.

Staff Correspondence.

St. John, N. B., Aug. 25.—St. John is known as one of the leading business cities of the east. Why this knowledge was established is based on the enterprise and energy of her merchants and manufacturers. The city is the terminus of two great trunk railways—the Canadian Pacific and Intercolonial—with another, the G. T. Pacific soon to be installed there. It has excellent river navigation, and is the great Atlantic winter port of the Dominion. Raw materials can easily be obtained and the finished product shipped under the best conditions. The climate is healthy and the long cool summers attract tourists. The local authorities invite industries of all descriptions and offer generous inducements to manufacturers to locate in the city.

To new industries coming to the city which do not conflict with those existing, St. John has power to lease land at a nominal rental and to exempt them from taxation for ten years. Some of the industries which at present have to do with the advancement of the city are the manufacturing of cotton, the pulp industry, lime quarry, fruit and produce trade and the fishing industry. Many varieties of wholesale trade are carried on, the leading factors being hardware and grocery lines.

G. E. Barbour & Co.

One of the leading wholesale grocers in the Maritime Provinces, is G. E. Barbour & Co., St. John. This firm has won the name of being one of the easiest and most satisfactory with whom to do business in the east. They make a point of quality in all their various products and guarantee satisfaction. They are importers and dealers of sugar, molasses, fish, flour, provisions and fruits, staple and fancy groceries. They are manufacturing flower extracts, icings and grocery specialties. In addition to this they are wholesale exporters of "Gold Bond" canned goods, "Hartley" jams and marmalade, "Goodwillies" fruits, "Leas" home-made pickles, "Pride of Canada" maple goods. Their watchword is quality and quality again and their slogan is to the effect that grocers who build their trade on the sound foundation of quality will reap their reward in the continuance of satis-

fied customers. It is always a pleasure to do business with the Barbour Co. One of the characteristics of the house is unfailing courtesy.

Thomas McCready & Sons.

One of the finest vinegar factories in the Dominion is that of Thos. McCready & Sons, of St. John. They also manufacture pickles and spices and make a specialty of the purest cider vinegar; they claim it is the best on the market. It is over a quarter of a century since this business was founded and it ranks in the front of the vinegar industry. They make Worcester sauce, fruit syrups and mustards, all of which have a growing trade all over Canada. The plant has been extensively enlarged during the past year and the capacity much increased, while the shipping facilities have been improved. Much of the success of the business is due J. C. McCready, general manager and secretary. He is a hard worker and takes great pains to satisfy his customers.

The White Candy Co.

The White Candy Co., has survived all its competitors in St. John, and notwithstanding the new concerns which bob up occasionally, striving to rival it, this organization has won its way. Their success is due to good management and the particular knowledge of the candy business possessed by Thomas White, the owner. Mr. White has especially a reputation for reliability and quality and this means much in the candy business. The firm makes a large variety from cheapest penny goods to the more expensive boxes and holiday goods. Purity in the manufacturing and fair dealing at all times are the characteristics of the house. Mr. White has considerable ambition to expand his business and if the promised co-operation of St. John business men is carried into effect, the White Candy Co., will be one of the greatest candy businesses in Canada. Certainly The Grocer joins in wishing Mr. White good luck in his new venture.

The Harris Grocery House.

The name of Harris means much in Moncton and the vicinity. Not one citizen who knows anything of the city but knows what the elder Mr. Harris did for Moncton. John L. Harris' name is interlaced with the water works, the sugar refinery, the cotton mills, the Board of Trade and the modern comforts of the place which now do it so much credit. It would take long to detail the history of the distinguished gentleman whose family in different branches are identified with different successes in the locality. It is of the grocery house of J. H. Harris which we wish to speak here.

The head of the business is familiarly known in Moncton as "Jack" Harris who started the present wholesale business some sixteen years ago.

The business is marked by progressiveness in every department. A general wholesale trade is done all over the provinces and it has steadily grown from year to year, thanks to the capacity and energy of Mr. Harris himself. He makes a specialty of quality in all goods and of prompt accurate deliveries. It is no trouble to guarantee his goods to be just as represented because he supervises everything in person. The headquarters of the firm are admirably located in a large stone building of their own on the main street and from basement to attic it is fitted up with every modern convenience for carrying on a large and growing business. A staff of travelers is kept on the road and owing to the central location of Moncton an excellent delivery service to all parts of the province is one of the strong features of this business. Mr. Harris is identified with all the movements of Moncton and the East, which make for the betterment of the people. He is active and alive and is easily one of the leading merchants of the provinces.

Reed Co., Limited.

One of the thriving and up-to-date wholesale grocery houses in the eastern provinces is that of Reed Co., Limited, Moncton, N.B. The original firm was established in 1891, and the original founder has long since passed away. One of the partners, J. W. Y. Smith, and a traveler for the house, J. F. Edgett, latterly formed a stock company, and have carried on the strong connections of the founders in a most aggressive and capable manner. New life has been whipped into the concern from one end of it to the other, and even some of the young ladies in the employ have stock and are active officials of the directorate. A straight wholesale grocery business is conducted, including a number of fine agencies that are accessory to up-to-date groceries. A specialty is made of attention to the smallest detail of an order and no matter what the order is, a complete personal supervision is guaranteed. No actual or possible customer has reason for complaint because prompt, polite and expeditious attention is given to everyone. In Moncton the house is known for its variety of stock and its progressiveness generally. The individual members of the firm are identified with the best interests of the city, and the province—in fact, the whole eastern section of Canada. Mr. Edgett was for years a commercial traveler and has a grasp of the exact business peculiarities of the east. Mr. Smith is prominent in social and business circles. Both are keen, energetic and popular.

Chatham Merchants Close Their Doors for the Big Picnic

Chatham, Ont., Aug. 25.—Tuesday, August 16, was the date, and Erie Beach—the popular summer resort within an hour's ride of the Maple City—was the scene of the third annual Chatham merchants' picnic. Upwards of 2,000 people from the city and surrounding country attended the big event, which grows in popularity every year.

At 12 o'clock practically every store in Chatham closed for the balance of the day. This was followed by the parade, headed by the Kent Mills band, from the market square to the C. W. & L. E. depot, where the merchants and their friends were entrained for Erie Beach. Here cool breezes, bathing, boating and other attractions were supplemented by a goodly programme of sports, entries in the latter being encouraged by a liberal prize list.

A Close Ball Game.

An outstanding feature of the programme was the five-inning baseball game between the grocers and a picked nine from the other clerks. Lenover, on the slab for the grocers, pitched a winning game, save for the first innings, when the picked nine secured their two runs. Harry Johns twirled for the latter, the grocers securing their lone tally in the third session. In the final innings, it looked as if the grocers might pull a win out at the last moment. They succeeded in getting three on bases, but with two out the next batter hit a weak grounder to second for the third out. H. G. Hodges held the indicator. Following were the teams:

Grocers—Hillman, c; Lenover, p; McQuaig, 1b; Burr, ss; Jewess, 2b; Gillies, 3b; E. Wanless, m; Johnson, r; McDonald, l.

Picked Nine—Speed, c; Johns, p; Smith, 1b; Shupe, 2b; Brisco, 3b; Earley, ss; Westman, r; Sides, m; Claus, l.

Each team fell heir to a box of 50 cigars.

A lacrosse contest between those oft-matched and well-matched opponents, Blenheim and Chatham, ended in a tie.

Some Lucky Winners.

A host of races, including a race to see which of a number of contestants could down the largest amount of pie in the briefest space of time, contributed their quota of amusement and excitement to the jolly afternoon. There were lots of competitors. F. H. Brisco captured first in the fat man's rate, Mr. Glover and Harry Jacques taking second and third. First place in the merchants' race ensured Percy Parrott a new pair of trousers, while E. C. Brisco's countenance will adorn some handsome photos, and E. J. Wanless will smoke the pipe of peace as a result of capturing second and third. Among the drivers, Campbell, Hyslop and Smith romped home in the order named. Winners in the clerks' race were Brisco, Broad and Burr—three B's.

Tea and coffee were served free on the grounds by the merchants. Several merchants treated their clerks to launch rides on the lake, while on all sides the spirit of fraternity and good will was manifest.

Ald. Wm. Potter, the Queen Street grocer, was the head of the committee in charge of the big event, to whom, and to his capable and hustling fellow-workers, all praise is due for the success of the event, which is rapidly coming to be the one great event of the year for Chathamites. Financially, the R. M. A. will benefit considerably, though the picnic aims solely to provide a big, wide-open day of enjoyment for merchants, clerks and customers.

Work in the Hands of the British Columbia R.G.A.

This Association has Been Taking up Protected Prices, Competition of Peddlers and the Question of Wholesalers Selling to Consumers—Wholesale Trade Promise to Distribute to Retailers Only — Organizing Against Delinquents — Address of the Secretary.

Vancouver, B.C., August 25.—The opening day of Vancouver's first exhibition was marked by the holding of the third annual convention of the British Columbia Retail Grocers' Association, and so pleased were the delegates with the treatment they received that they decided to hold next year's event at the same time and place, turning down the applications of Victoria and Nanaimo. The association represents a membership of several hundred retailers and nearly 250 were present on Monday.

The address of welcome was delivered at the morning session by F. W. Welsh, of Vancouver, and at the same time he introduced Lovatt M. Wood, editor of the Trade Register, Seattle, who on different occasions has addressed the grocers in this city.

Report of The Secretary.

R. D. Dinning, secretary of the Vancouver association, who is also secretary for the mainland, reported, in part, as follows:

"There never was a time in the history of our Association when it was so necessary that every member and delegate should sit and listen attentively to what is being said; and when anything is under discussion to be prepared to stand up and take part in that discussion. There is so much at stake, so many things before the retailers of the province to-day, that demands his time and attention, and must have it. We are here to-day to present our views on conditions as we have found them during the past year.

"I know that the great question in your minds just now is—What have we done? Has the association grown? Have its influences been extended? There are a great many things that you can do, a great many things that you can assist in, but you know it is the easiest thing in the world to find fault and the next easiest thing to stand by and look on while others are striving to attain the objects for which this Association was inaugurated.

"Since the last convention it has been my privilege, as well as duty, to help our worthy president, F. W. Welsh, in the publishing of the Retail Grocers' Review, the official organ of this exchange and through the columns of which we have been able to get in touch with over 1,000 retailers in the province. This has brought to my office comp'aints affecting the grocery trade from many retailers in the upper country, and I might say, more than we have visiting delegates here to-day. In every instance we have been only too pleased to give them a hand in trying to straighten out their difficulties and have invariably been able to remedy the evil complained of.

Wholesalers Selling Consumers.

"Your executive on the mainland and the executive of the local association have attended 47 meetings during the past year, when a considerable amount of work has been done and I feel sure that if the efforts which have been put forth are maintained the results cannot fail to be beneficial to the trade as a whole.

"The question of wholesalers supplying consumers was vigorously taken up early in the year and after several meetings with the members of the Wholesale Grocers and Produce Exchanges, we were successful in persuading the wholesalers to cease catering to the hotel and restaurant trade, small camps, tug boats and specially favored private individuals, with the result that notices were issued by the wholesalers that even their own employees were not to be supplied with their requirements from their warehouses on and after March 15, 1910.



R. D. DINNING, Vancouver.
Re-elected Secretary for the Mainland of the British Columbia Retail Grocers' Association; he is also Secretary of the Vancouver Association.

Fixed Sugar Price Didn't Last.

"We have been dealing in a persistent manner for the past 3 years with this sugar question and we succeeded in persuading the refinery to put a protected price on their product last August. The agreement was withdrawn by them in January, with the explanation that the retailers were not living up to the agreement, in so far as handling their product only was concerned. We have since had several meetings to discuss this problem and although both your executive and the local members of the B. C. Wholesale Grocers' Exchange had interviewed Mr. Rogers of the refinery, we have, so far been unable to induce him to give the agreement another trial.

Protected Flour Prices.

"The flour question has also received a considerable amount of attention and after repeated meetings with flour and feed merchants, wholesale grocers and flour mill representatives, we were successful in persuading practically all the manufacturers of the leading brands of flour to put a protected price on their respective brands.

To Get After Peddlers.

"The peddlers evil has also been taken up, but owing to there being several changes in the license officers at the City Hall, we have not been able to do very much. But I have the assurance of Alderman Ramsay, that he has been using his best effort to have this evil remedied and he hopes now that Mr. Jones the recently appointed Inspector of trade licenses has got into harness, that this matter will be dealt with almost immediately.

"As regards the membership, I have pleasure in stating that we have in our local association during the year, elected close on 35 per cent. more members to the association than we had on the roll when taking over office, and have only had 3 resignations. Ten members have sold out their places of business and with the exception of three of these, their successors have all joined the association.

Influence of the Association.

"I have now answered your two questions: What have we done and has the association grown? Now for: Have its influences been extended? I should say it has. Apart from the communications I have received from various parts of the province, already referred to. I have also had several letters from E. M. Trowern, of Toronto, and also from as far east as Sault Ste. Marie, Ontario, where the retailers have just recently formed an association. Coming further west, it was some 6 weeks ago I had a letter from Edmonton asking for copy of our by-laws and from a letter to hand last week, I see they have formed a Retail Merchants' Association. Coming nearer home I had the pleasure of forwarding to Kelowna a copy of our by-laws and I presume they have since also formed a local association.

Should Attend Meetings.

"I should like to say to the members of those newly organized associations and also to the members of the Victoria and Vancouver associations, that it is

your duty to attend each and every meeting of your local association, for the association is what its members make it. The association itself can do nothing; but the members with their undivided interests can make it a success, and that is a duty that each and every one of you owe to one another.

"You talk about organizing; what good does it do to organize unless you co-operate with one another? Don't let a few carry the burden for all; don't think that your officers have any more time than yourself to devote to association work. The educational influence of the association teaches us the necessity of knowing familiarly the cost of goods, as well as the cost of distribution and I feel sure you will all agree that if every merchant educated himself along these lines, that much of the demoralization and failure now prevalent would be obviated.

What Blind Competition Is.

"The old saying that competition is the life of trade is erroneous. Blind, ignorant, pernicious competition, is bad, and brings nothing but disaster. Clean stores, good methods, polite attention—that kind of competition is good, and will bring nothing but the best results. Meeting often together of men in the same line of business is as much a necessity as it is to unlock the door of your stores in the morning to do the business of the day.

"In closing I should like to say that your executive have been constantly in close touch with the members of the wholesale exchanges, various brokers, and representatives of manufacturing and milling houses whose products are handled by the grocery trade, and it is a great satisfaction to be able to state that all our negotiations with these varied interests have been carried on in a friendly spirit and we have had repeated evidence from these sources of the readiness to help us to remedy existing evils."

The secretary for Vancouver Island, T. S. Futcher, also reported along similar lines.

W. Clark spoke briefly as to what he considered the necessity of manufacturers fixing a protective price on their products. The wholesalers of this province were well protected by a fixed price and it was essential that the retailers receive the same consideration.

E. J. Wall, of Victoria, vice-president, also addressed the association on the matter of protective prices.

To Go After Legislation.

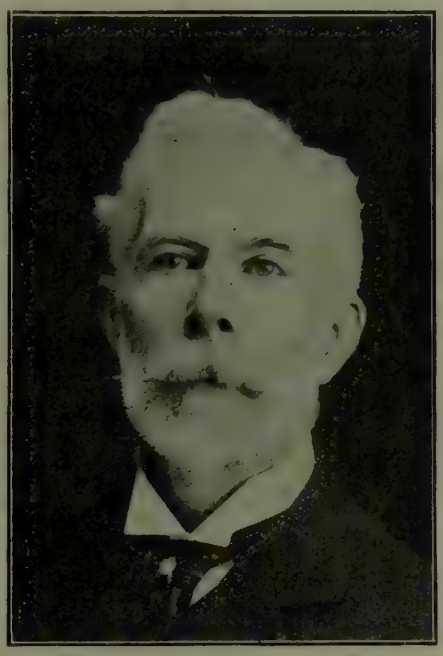
Three committees were apointed, one to devise a scheme for extension work throughout the province, consisting of W. H. Walsh, E. J. Wall and G. M. Thrift; another to bring to the notice of the provincial government the necessity of giving grocers legislative protection from peddlars, composed of T. F. McDowell, T. Reading, and T. S. Futcher; and the other, to obtain from the government a retailers' credit act, comprising W. Clark, S. J. Heald and A. Tait.

A letter of condolence was sent by the association to A. Macdonald, of A. Macdonald & Co., wholesale grocers, sympathizing with him upon the untimely death of his son who was drowned recently at Montreal.

Grocers Were Welcomed.

The afternoon session was opened by an address of welcome from J. J. Miller, president of the Exhibition Association. Ald. McTaggart, a director, also spoke a few words of welcome on behalf of the city and recited the fact that the first meeting of the association was held in the grocery store of Thos. Duke. Later, Mayor Taylor assured the convention that it was welcome.

Ald. James Ramsay, of Ramsay Bros. & Co., was to have read a paper on "protected prices from the manufacturer's point of view," but was not able to be present.



T. S. FUTCHER, Victoria, B.C.
Secretary for Vancouver Island of the B. C. R. G. A.

H. W. Robinson, of the Empress Manufacturing Company, gave a paper on "Reasons why British Columbia Merchants should support British Columbia Manufacturers."

"The Cost of Doing Business, How It Should be Computed," was the subject of a paper by James Foran, who laid stress on the necessity for a thorough business training. He also went into the technicalities of the amount of capital required to start business, its apportionment and the proper rates of profit and how to arrive at them.

Officers were elected as follows: President, F. W. Welsh, Vancouver, re-elected; vice-president, E. J. Wall, Victoria, re-elected; directors, W. Clark, T. F. McDowell, W. H. Walsh, A. G. Main, Vancouver; T. Redding, A. Tait, Victoria; G. N. Thrift, Hazelmere; treasurer, L. P. McTaggart, Vancouver; secretary for the mainland, R. D. Dinning; secretary for Vancouver Island, T. S. Futcher, Victoria, the secretaries being re-elected.

Dinner was tendered the visitors at the Commercial hotel.

At the closing session in the evening, reports were made by the committees appointed in the morning. The extension committee recommended the appointment of delegates to extend the work of the association as soon as possible, naming E. J. Wall for the Island and W. H. Walsh and James Foran for the Mainland.

An Eye on Delinquents.

The committee appointed for the consideration of the formation of an exchange of records of delinquent debtors throughout the province submitted a proposal for the interchange between the various local associations of their several lists of delinquents. The report was referred to the central executive to be elaborated and put into operation as soon as possible.

The committee appointed to go into the subject of legislation restricting street peddling reported that the result of the deliberations had been the discovery that there was considerable difference of opinion as to whether the matter was one for legislation or for municipal action. The majority thought the latter and the local associations in Victoria and Vancouver will bring it before the civic authorities in those cities.

Lovatt M. Wood made a plea for harmony between the manufacturer, wholesaler and retailer in the grocery business. He showed how better results could be obtained if differences were settled with little bickering. As a means towards this end he suggested the formation of a committee composed of three of the grocers and three of wholesalers who could adjudicate on disputes. There was no questioning the benefits to accrue from unity among the component parts of the trade.

The convention closed with the usual votes of thanks.

If you won't adopt modern business methods, don't sit back and claim that you never did have any luck anyway.

Don't allow yourself to be persuaded, bamboozled or inveigled into buying goods that you do not want. If the smooth salesman insists upon larger quantities than you want, excuse yourself and go to work.

The final decision in all your buying rests with your judgment. If you allow that to become warped or prejudiced, or if you neglect to use it, you may expect to get "stuck."

You will never achieve any success by the great things you are going to do. Anyone can dream dreams. Success is in carrying them out.

The man who never makes any mistakes is a man who never does anything. He is a stand-patter, and while a stand-patter may get somewhere in politics he will never get ahead in business.

The Markets—Valencia Raisins Have Opened High

First Quotations Show An Advance to Jobbers of Three Cents Over Last Year's Opening Price—Crop, According to Reliable Report is the Smallest in Nineteen Years—All Dried Fruit Crops are not Up to Heaviest Production—Nuts are Strong and Some Prices are Higher—Good Business in Spices—The Situation in Sugar.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on

QUEBEC MARKETS

POINTERS—
Sugar—Firm.
Filberts—Scarce.
Canned Meats—Advance from 10—15c.

Montreal, Aug. 25, 1910.

Plans for the entertainment of the out-of-town visitors to the Congress are proceeding rapidly, and already the advance guard has commenced to arrive. Local dealers are making their visiting customers at home in their places of business, and all report that the prospects for a large volume of business, both locally and outside, are bright. Even now trade shows the stimulus received, and the restaurant men report fine business.

There is to be a big dairy show for Montreal if the plans of its promoters do not slip up. It is to be held in the Arena, Nov. 7th, to last a week, and will be called the Canadian National Dairy Show, being held under the auspices of the society of that name.

The refined sugar situation is attracting a great deal of attention just now. It seems to be the consensus of opinion that an advance is not far off, but still there is a strong desire evinced to hold back for a time and see how matters develop.

The advance in canned meats this week has given considerable stimulus to the buying of these lines, although they already had their full share. Camping and outing parties have made free use of this line of goods of late, if retail sales are any indication.

Trade with the country round about presents the astonishing feature of the week. It would not be strange if city trade were to show a sudden increase, but to have a big jump in the out-of town shows that there must be a healthy condition of affairs throughout the province.

Sugar—Rumors are flying regarding the prospects for a sugar advance in the near future, and from present market conditions this seems to be the logical outcome. Refiners will make no prophecies at present, however, and it is hard for the outsider to guess which way the cat will jump. The raw market shows added firmness this week, and New York refiners have recently made an advance. This all goes to show the general trend of prices is upward.

Granulated, bags	5 05
" 20-lb. bags	5 15
" Imperial	4 90
" Beaver	4 90
Paris lump, boxes, 100 lbs.	5 85
" " " 50 lbs.	5 95
" " " 25 lbs.	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 75
" " 100 lb. boxes	5 85
" " 50 lb. "	5 95
" " 25 lb. "	6 15
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 50
" " 50-lb. boxes	5 70
" " 25-lb. boxes	5 90
Powdered, bbls.	5 30
" 50-lb. boxes	5 50
Phoenix	5 50
Bright coffee	5 00
No. 3 yellow	4 90
No. 2 "	4 80
No. 1 " bags	4 65

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses—Considering the time of year, the demand for both molasses and syrups is good. The feature of both is steadiness. This is unusual at such an early date. Country buyers are already buying molasses in considerable quantities, and there is a constant flow of small city orders. Prices are unchanged.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03
" ½-bbls.		0 03½
" ¼-bbls.		0 03¾
" 38½-lb. pails		1 80
" 25-lb. pails		1 30
Cases, 2-lb. tins, 2 doz. per case		2 50
" 5-lb. " 1 doz. "		2 85
" 10-lb. " ½ doz. "		2 75
" 20-lb. " ¼ doz. "		2 70

Tea—Jobbers report a strong demand for all grades of Japans. Rather an unusual feature of the Japan market this season has been the number of orders placed for United States standard, to be delivered in Canada. Import orders are going out freely, and the teas which have so far arrived compare favorably with last year's crop. Other lines of tea are still having a steady sale, particularly Ceylons.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—Trade at present in coffees is light, and will likely continue to be so until some time next month. In spite of this situation there is a very firm undertone to the market, particularly in Rios. The reason seems to be the uncertainty as to the new crop. However, this has as yet made no difference to the retailer.

Mocha	0 18½	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices—Spice men all report business booming, and still on the increase. This rush has caused a firmer feeling in the market on practically all lines. The price to the retailer is the same so far in all cases.

	Per lb.			Per lb.	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits—Stocks are getting low in most lines, and this fact has taken away largely the interest of the trade in this market. However, Valencias still continue in good demand, and those appearing find a ready sale. Reports from Greece state that the currant market is a firm and advancing one, owing to heavy crop shortage and extensive buying by consuming countries. An advance is also prophesied for figs by some of the best-informed importers.

Currants, fine filiatras, per lb., not cleaned	0 05½
" " " cleaned	0 06½
" Patras, per lb	0 07½ 0 08
" Vostizzas, per lb	0 08 0 09
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 06
90-100	0 05½
Raisins—	
Australian, per lb., (to arrive)	0 08½ 0 09
Old seeded raisins	0 09
" fancy seeded, 1-lb. pkgs	0 09
" loose muscatels, 3-crown, per lb	0 07½ 0 08
" " 4-crown, per lb	0 08½ 0 09
" sultana, per lb	0 07½ 0 10
Malaga table raisins, Rideau clusters, per box	2 25
Valencia, fine off stalk, per lb	0 05
" select, per lb	0 06
" 4-crown layers, per lb	0 06

Nuts—Locally, there is a notable falling off in the demand for all lines of nuts, except filberts. These continue to be firmly held and are scarce. Reports from Naples say that the crop this year will undoubtedly be small, and futures are held well up. The total receipts from Brazil in England up to the present time are only 2,376 tons, as against 4,789 tons same time last year. This makes it seem almost certain that part of the Canadian arrivals will find their way over, thus making a comparative shortage here. Every indication seems to be towards a higher market. Walnuts in France are away up, as far as price goes, and importers are holding off for a time. Other lines are about the same.

In shell—	
Brazils	0 13½ 0 14½
Filberts, Sicily, per lb	0 10 0 12
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 14 0 15
Walnuts, Grenobles, per lb	0 13 0 14½
" Marbots, per lb	0 12½ 0 13
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 32½ 0 35
" 3-crown " "	0 31½ 0 38
" 2-crown " "	0 30
" (in bags), standards, per lb	0 26 0 27
Cashews	0 15 0 17

Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb		0 65
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 32½	0 35
Brokens	0 25	0 30

Beans and Peas—There is a fair demand for beans passing, but nothing to boast about. Still it compares favorably with last year's figures. Prices remain the same. Some export demand for peas has been noted, but not in any large quantity.

Ontario prime pea beans, bushel	2 02½
Peas, boiling, bag	2 50

Rice and Tapioca—There is a noticeable improvement in the demand for both rice and tapioca this week. Undoubtedly this is partially due to the preparations being made for the Eucharistic Congress early next month. This has caused a firmer feeling in both markets. No advance is looked for in either, as the demand is only expected to last for a few weeks.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	3 00
Tapioca, medium pearl	0 05½ 0 06

Evaporated Apples—Until the new crop comes on the market there will be a decided shortage of first-class stock. For this reason there has not been much interest evinced of late. It is thought that this year's prices will ranges somewhat lower than last year, on account of the failure this year of the buying public to buy, as was expected last year.

Evaporated apples, prime	0 08

CANNED GOODS

MONTREAL.—The buying public are beginning to realize that the recent advance in canned vegetables was no bluff, and as a result sales are rapidly on the increase. This has caused prices to firm up slightly, though no change has taken place to the retail trade.

Canned meats are up. The main advances are in corned beef, veal loaf, pig's feet, and roast beef. Some other minor articles are up. The cause is said to be in the high cost of the dressed article.

Fruit demand is satisfactory. In fish the feature of the market is the heavy sale of salmon. Cheap sardines are also in good demand.

Peas, standard, dozen		$0 97½
Peas, early June, dozen		1 12½
Peas, sweet wrinkled, dozen	1 10	1 12½
Peas, extra sifted, dozen		1 75
Peas, gallons	3 87½	3 92½
Pumpkins—3 lb., $1.00; gallon, $3.00.		
Beans, dozen		0 92½
Corn, dozen		0 90
Tomatoes, dozen (Ontario and Quebec)		0 95
Strawberries, dozen		1 50
Raspberries, 2's, dozen		1 77½
Peaches, 2's, dozen		1 70
Peaches, 3's, dozen		2 65
Pears, 2's, dozen		1 65
Pears, 3's, dozen		2 40
Plums, Greengage, dozen		1 60
Plums, Lombard dozen		1 00
Lawtonberries, 2's, dozen		1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb talls, per dozen	2 02½	2 65
½-lb. flats, per dozen		1 30
1-lb. flats, per dozen	2 20	2 22½
Other salmon—		
Humpbacks, dozen		1 00
Cohoes, dozen	1 40	1 50
Red Spring, dozen	1 75	1 80
Red Sockeye, dozen	1 90	2 00
Lobster Futures—		
½-lb. flats, doz., $2.40; 1-lb. talls, doz., $4.25.		
1-lb. flats, doz., $4.50.		

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	10 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—There has not been much change in canned goods during the week.

The prices of new corn and tomatoes have not been given out yet, and there is something of a rumor to the effect that the supply of tomatoes will not be enough to entirely fill the orders, and that the surplus of corn will be meagre.

It seems rather early to make these predictions, in view of the fact that the pack is only nicely under way. However, it was passing the rounds. At any rate, it is felt that both corn and tomatoes will open higher than last year.

The stocks of salmon are light and with weather similar to that which has been felt of late the demand should not spend itself yet awhile. The new pack will hardly reach the trade until about the end of next month, and by that time it is expected that the old stocks will have been well cleaned up.

The pack of canned lobsters is likely to be small this year, judging by reports from the fisheries along the eastern coast.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" " (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 90	0 92½
" " Midgets, 2's	1 25	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's	0 90	0 92½
" Refugee Midgets 2's	1 25	1 27½
" " " 3's	1 35	1 37½
Beets, sliced, blood red, 2's	0 95	0 97½
" whole, blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, Rosebud, 2's	....	1 25
" " " 3's	....	1 50
Peas, Standard, size 4, 2's	0 95	0 97½
" Early June, size 3, 2's	1 10	1 12½
" Sweet Wrinkle, size 2, 2's	1 15	1 17½
" Extra fine sifted, size 1, 2's	1 72½	1 75
Spinach, table, 2's	1 25	1 27½
" " 3's	1 75	1 77½
" " gal	5 00	5 02½
FRUITS		
Cherries, black, not pitted, heavy syrup, 2's	1 50	1 52½
" black pitted, heavy syrup, 2's	1 90	1 92½
" red, not pitted, heavy syrup, 2's	1 50	1 52½
" red pitted, heavy syrup, 2's	1 90	1 92½
" white, not pitted, heavy syrup, 2's	1 60	1 62½
" white pitted, heavy syrup, 2's	2 0	2 02½
" red pitted, gal	8 50	8 52½
Raspberries, black, heavy syrup, 2's	1 75	1 77½
" black standard, gal	7 00	7 02½
" red, heavy syrup, 2's	1 75	1 77½
" red, standard gal	7 00	7 02½
" red, solid pack, gal	9 25	9 27½
Rhubarb, preserved, 2's	1 50	1 52½
" 3's	2 25	2 27½
" standard, gal	3 25	3 27½
Strawberries, heavy syrup, 2's	1 47½	1 50

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 02½ 2 05	Red Spring, doz	1 85
½-lb. flats, dozen	1 27½ 1 30		
1-lb. flats, dozen	2 20 2 22½		
Other salmon prices are:		Lobsters, halves, per dozen	2 00 2 25
Humpbacks, doz	0 95 1 10	Lobsters, quarters, per dozen	1 40
Cohoes, per doz.	1 50 1 55		

WINNIPEG.

The opening prices as quoted in last week's issue are unchanged. They are creating a good deal of interest here.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 64	2 66½
" " (talls) 2's	2 64	2 66½
Beans, Golden Wax, 2's	1 04	1 06½
" " Midgets, 2's	1 39	1 41½
" " 3's	1 57	1 58
" Refugee or Valentine (Green) 2's	1 04	1 07
" Refugee Midgets 2's	1 39	1 41½
" " 3's	1 57	1 59½
Beets, sliced blood red, 2's	1 09	1 11½
" whole blood red, 2's	1 09	1 11½
" sliced, blood red, 3's	1 52	1 54½
" whole, blood red, 3's	1 57	1 59
" whole, rosebud, 2's	....	1 39
" " " 3's	....	1 72
Peas, Standard, size 4, 2's	1 09	1 11½
" Early June, size 3, 2's	1 24	1 26½
" Sweet Wrinkle, size 2, 2's	1 29	1 31½
" Extra fine sifted, size 1, 2's	1 86½	1 89
Spinach, table, 2's	1 39	1 41
" " 3's	1 97	1 99
" " gal	5 55	5 57½
FRUITS		
Cherries, black, not pitted, 2's	1 64	1 66½
" black pitted, heavy syrup, 2's	2 04	2 06½
" red, not pitted, heavy syrup, 2's	1 64	1 66½
" red pitted, heavy syrup, 2's	2 04	2 06½
" white, not pitted, heavy syrup, 2's	1 74	1 76½
" white pitted, heavy syrup, 2's	2 14	2 16½
" red pitted, gal	9 05	9 07½
Raspberries, black, heavy syrup, 2's	1 89	1 91½
" black standard, gal	7 55	7 57½
" red, heavy syrup	1 89	1 91½
" red standard, gal	7 55	7 57½
" red, solid pack, gal	9 80	9 82½
Rhubarb, preserved, 2's	1 64	1 66½
" 3's	2 47	2 49½
" standard, gal	3 80	3 82½
Strawberries, heavy syrup	1 61½	1 64

ONTARIO MARKETS

POINTERS—

Nuts—Advance in some prices.

Raisins (Valencias)—Opened at high price.

Sugar—Advance expected by some.

Toronto, Aug. 25, 1910.

Higher prices seem to be the order of the day in more than one of the ordinary grocery lines and probably this tendency is most manifest in regard to dried fruits.

Valencia raisins according to a late cable is the smallest crop in nineteen years with old stocks pretty well wiped out. Advanced prices over those which opened the market last year are now quoted and there are some who believe they will be held at the present quotation. Advices from Smyrna indicate that Sultanas are not by any means a full crop and California seedless have apparently suffered if recent despatches from the western coast are true. Currants are showing unmistakable signs of strong prices and the opening, speculative though it is, shows prices above those of last year at the same time. Prunes and apricots are firm. Likewise Persian dates are said to be a short crop and Smyria figs have suffered a loss of about 15 per cent. in comparison with last year.

These reports are of course estimates, but in almost every case they seem to be well founded and particularly in the case of raisins and currants. Olives are also short this year and low prices can hardly be expected.

Nuts are also unusually firm and prices have already been advanced. In fact some dealers are looking forward to much higher figures, as they claim that

from authentic reports there is not a supply of nuts sufficient to go around.

Trade in general now is healthy and steady. Sugar is attracting attention from the fact that prices have been advanced in New York. Coupled with this is the knowledge that September is a good sugar month and that there is going to be a fairly abundant supply of fruit. Spices are in good demand, although the pickling season has scarcely opened.

There is but little change in canned goods. Not a few of the houses say that all their peas are already gone. There is a rumor to the effect that corn may not be sufficiently plentiful for the orders now on the books, but this is not known to be really authentic.

Sugar—While the sugar market can scarcely be called active from a local standpoint, the trade is unanimous in declaring it strong. The outlook they contend is bright and there are some who even expect an increase in prices before long. The peach, pear, plum and other late fruits have hardly reached their best season yet, but the reports indicate a good average yield, particularly in peaches, and there is every reason to believe that the demand for sugar during September will be keen. It seems that retailers are carrying light stocks and once the new fruit sales begin to increase, sugar will take on a new activity.

Sugar is strong in New York. Since refined sugars were advanced ten cents a week ago the refiners are trying to get more raws, but they have to buy them at a considerable advance over the price of raws previous to the recent brace the market took. It is held that if this new price has to be paid, refined sugars will likely go higher and in such an event Canadian sugars are bound to be influenced. For various reasons, some of those intimate with the market look for higher prices in the not distant future. Others while admitting the strength of the market just now state that they cannot see the advance as plainly. There is always a good demand for sugar in September and it is stated that the effects of the new crop will not be felt until early in October.

Paris lumps, in 100-lb. boxes	6 05
" in 50-lb. "	6 15
" in 25-lb. "	6 35
Red Seal	7 10
St. Lawrence "Crystal Diamonds," barrels	5 85
" " " ½ barrels	5 95
" " " 100 lb. boxes	6 05
" " " 50 lb. boxes	6 15
" " " 25 lb. boxes	6 35
" " " cases, 20-5 boxes	7 60
" " Dominos, cases, 20-5 boxes	7 60
Redpath extra granulated	5 20
Imperial granulated	5 00
St. Lawrence granulated, barrels	5 20
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 10
Wallaceburg	5 10
St. Lawrence golden, bbls.	4 80
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 "	4 75

Granulated and yellow, 100-lb. bags 5c. less than bbls.

Syrups—This market remains rather quiet. New business has hardly affected it yet and only the ordinary demand is being felt.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 50
5 lb. tins, 2 doz. in case	2 85
10 lb. tins, ½ doz. in case	2 75
20 lb. tins, ¼ doz. in case	2 70
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 38½ lbs. ea.	1 80
" 25 " "	1 30

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 28 0 30
New Orleans, bbls.	0 26 0 28
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 62
Muscovada	0 30

Dried Fruits—According to the latest news from Spain an estimate of the new crop of Valencia raisins has been placed at 280,000 cwt. By comparison with a table showing the production of Valencias for the last 19 years it will be found that this is the lowest figure. Last year the output was 477,105 cwt. and the lowest for other years was in 1906 when only 333,685 cwt. were produced. The opening price is three cents a pound higher than that of a year ago. Were these conditions to prevail it would mean that Valencia raisins are going to be high. But there are some wholesalers who believe that a lower price will be reached in spite of the small estimated crop. It will be remembered that in this column from time to time news has been printed in regard to the crops and this latest report bears out the former assertions. There are those who maintain that Valencias are not going any lower but that they will reach a higher price and they point to past years to bear them out. The trade is not showing any great eagerness to buy at present and it will be interesting to follow the events for the next while. The first raisins should be shipped about September 1st.

Currants are also strong and opened about 1 1-3c a lb. higher than last year. There is as yet but little apparent material interest from the jobbers.

The advances in Greece are due to a decided shortage in the crop as a result of damage by rains falling during the drying season, and the anticipated increase in consumption as a result of the extreme shortage in the Smyrna Sultana raisins.

Prunes are also firm and indeed the dried fruit situation is one of more than ordinary strength. From the present view it looks as if the Christmas cake and pudding this year will cost a little more than those of 1909.

Prunes—	Per
30 to 40, in 25-lb. boxes	0 11 0 11½
40 to 50 " "	0 08½ 0 09
50 to 60 " "	0 06½ 0 07½
60 to 70 " "	0 06 0 07
70 to 80 " "	0 05½ 0 06½
80 to 90 " "	0 05 0 0
90 to 100 " "	0 05½

Same fruit in 50-lb. boxes ½ cent less.

Apricots—	
Standard	0 14 0 15
Choice, 25 lb boxes	0 15
Fancy, " "	0 17 0 20
Candied and Drained Peels—	
Lemon 0 09 0 11 Citron	0 14 0 17
Orange 0 11½ 0 12½	
Figs—	
Elemes, per lb	0 08 0 10
Tapnets, "	0 03½ 0 04
Bag figs	0 03½ 0 04
Dried peaches	0 08 0 08½
Dried apples	0 08
Currants—	
Fine Filiatras 0 07 0 07½ Vostizzas	0 08½ 0 09
Patras 0 07½ 0 08	
Uncleaned ½c less	
Raisins—	
Sultana	0 06½ 0 07½
" fancy	0 06½ 0 07½
" extra fancy	0 08½ 0 09
Valencias selected	0 06 0 06½
Seeded, 1 lb packets, fancy	0 08 0 08½
" 16 oz. packets, choice	0 07½
" 12 oz. "	0 06
Dates—	
Hallowees 0 05 0 05½	Fards choicest 0 10
Sairs 0 08	

Nuts—Even conservative reports in regard to nuts indicate a strong market. Reference to this has been made before and the stage is now reached where prices are beginning to show the effect of the reports of short crops in the primary markets. The quotations of from 28 to 33 cents for shelled walnuts has been relinquished and 35 cents is more like the general price, although they are also at 33 cents. Almonds are also higher. A recent despatch says that the operators seem to be so sure of their position that they are making no effort to sell except at their own figures. The future will depend upon the quantity required for actual consumption. The same tone is found in a report regarding filberts: "The Sicilians are not anxious to part with their holdings and seem to think they have a gold mine owing to the fact that other nuts are on a high basis. The control of the situation is in the hands of the growers and a further advance must in all probability be expected." This market it will therefore be seen is exceedingly firm and is worth watching.

Almonds, Formigetta	0 11
" Tarragona	0 12½ 0 13
" shelled	0 32 0 35
Walnuts, Grenoble	0 13½
" Bordeaux	0 11
" Marbots	0 12
" shelled	0 33 0 35
Filberts	0 11 0 12½
Pecans	0 16 0 18
Brazils	0 13 0 15
Peanuts, roasted	0 08 0 12½

Teas—First crop Japans have been marketed. The market has been active and prices ruled 1½ cents above those of last year. Second crop teas are arriving and the price continues firm. Stylish and tight rolled leaf is reported scarce due to using machines for rolling the green leaf, an operation formerly performed by hand. The cup is made fully as good as last year, but the style is said to be inferior.

Coffee—There is a decided firmness in Brazil Santos coffee with prices showing a slight advance in various markets.

Rio, roasted	0 12 0 15	Mocha, roasted	0 25 0 28
Santos, roasted	0 14 0 17	Java, roasted	0 27 0 33
Maricaibo, "	0 14 0 20	Rio green	0 10 0 11

Spices—The demand for pickling and preserving spices is good. Jobbers are pleased with the way in which orders are coming in and the season promises to be a good one.

Peppers, black	0 15 0 18	Cream of tartar	0 25 0 28
" white	0 22 0 25	Allspice	0 14 0 16
" whole, black	0 16	" whole	0 14 0 16
Peppers, whole, white	0 23	Mace, ground	0 75 0 80
Ginger	0 20 0 25	Mixed pickling spices, whole	0 15 0 16
Cinnamon	0 21 0 23	Cassia, whole	0 20 0 25
Nutmeg	0 20 0 30	Celery seed	0 24
Cloves, whole	0 22 0 35	Turmeric	0 20
		Curry powder	0 30
		Mustard seed	0 15 0 18

Rice and Tapioca—This market shows but little change. There is a steady demand but nothing beyond the ordinary.

	Per lb.
Rice, stand. B	0 02½ 0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	2 80
Rangoon	0 03 0 03½
Patna	0 05½ 0 06½

Japan	0 04½	0 05
Java	0 06	0 07
Carolina	0 10	0 11
Sago	0 05½	0 06
Seed tapioca	....	0 06
Tapioca, medium pearl	0 05½	0 06

Evaporated Apples—Evaps are unchanged during the week. They are quoted from 8 to 9 cents with the supply limited.

Beans—Growers are holding the balance of their old stocks until they see how the new will turn out. The market is strong and is likely to remain so as the outlook is not toward heavy crops.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—

Sugar—Firm.

Dried Fruits—Soaring.

Rolled Oats—Advanced.

Canned Goods—New season prices out for vegetables and fruit.

Winnipeg, August 25, 1910.

Jobbers and retailers each report that the mid-summer dullness is apparently over, and business is becoming much more active. The crop situation is now pretty accurately understood, and the scare in wholesale circles is over. Taking the west as a whole, while some districts have suffered severely, the general result is good. While the average yield per acre is less than last year, the total crop, owing to increased acreage, will not fall far short of last year's figures. The fears of the early part of July have not been realized and there is now no reason for much anxiety as to the coming business year.

Sugar—The sugar market is reported firm, with no change from last week's prices. Quotations are:

Montreal and B.C. granulated, in bbls	5 65
" " in sacks	5 60
" yellow, in bbls	5 25
" " in sacks	5 20
Icing sugar, in bbls	6 25
" " in boxes	6 45
" " in small quantities	6 45
Powdered sugar, in bbls	6 05
" " in boxes	6 25
" " in small quantities	6 40
Lump, hard, in bbls	6 55
" " in ½-bbls	6 65
" " in 100-lb. cases	6 55

Foreign Dried Fruits—Prices are soaring. An advance in prunes and raisins will be noted below, and other lines are likely to follow. It is impossible to get the larger sizes of prunes at present. We quote:

Smyrna Sultana raisins, uncleaned, per lb		0 07	0 12
" " " cleaned, per lb		0 09	0 13
Valencia raisins, f.o.s., per case, 28's		....	1 45
" " selecte " 28's		....	1 55
" " layers " 28's		....	1 75
California raisins, choice seeded in 1-lb. packages per package		....	0 06
" " fancy seeded, in 1-lb. packages per package		....	0 07
" choice seeded in 1-lb. packages per package		....	0 07½
" " fancy seeded in 1-lb. packages per package		....	0 08½
Raisins, 3 crown muscatels, per lb		....	0 06
" 4 " " "		....	0 06½
Prunes—			
25lb.bx,90-100,lb	0 06½	Prunes, 50-60 "	0 08½
" 80-90 "	0 06½	Prunes, 40-50, lb	0 09½
" 70-80 "	0 07½	Silver prunes, ac. to quality	0 10 0 13
" 60-70 "	0 08		
Currants uncleaned, loose pack, per lb			0 06½
" dry, cleaned, Filiatras, per lb			0 06½
" wet, cleaned, per lb			0 06½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb			0 08
Pears, per lb	0 09 0 15	Nectarines, lb	0 12
Peaches, standard, per lb	0 08	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 09	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 14½	Figs, per lb	0 04½ 0 05
Apricots, choice per lb	0 15½	Peel, lb., lemon	0 10
Plums, pitted, lb	0 11 0 12½	" " orange	0 11
		" " citron	0 14 0 18

BRITISH COLUMBIA MARKETS.

Vancouver, Aug. 25, 1910.

Although this is the time of year when eggs are generally easy, if not plentiful, the supply of really freshly laid eggs in Vancouver is not by any means equal to the demand. The price has gone up from 40c and 42c to 45c, which means 50c retail, but even at this figure all who want them cannot get them. With the supply small at this season of the year, it means that there will be a big call for eggs from the east and south during the winter months. When the eggs arrive from the east, the very best are selected and sold, in some instances, as locals. They are not named as such, but special names are applied, which give the inference to the customer.

Prices of hams and bacon are hovering around the high mark they reached a week or two ago, with little sign at present of reduction. Orders are being taken by the wholesalers for Christmas fruits, etc. As an inducement, a slight reduction is offered early buyers.

Sugar, standard granulated	....	....	5 80
Sugar, Imported	....	....	5 25
Val. raisins, lb.	....	....	0 05½
Cal. " "	....	....	0 07½
Prunes	0 05½	0 07½	
Currants	0 06½	0 08½	
Dried apricots	0 11	0 13	
Flour, Standard, bbl	....	....	7 40
Cornmeal, p. 100 lbs	....	....	2 60
Beans, per lb	0 03½	0 04½	
Rice, per ton	63 00	76 00	
Tapioca, per lb	....	....	0 03½
Apples, box	2 75	3 00	
Apples, Cal Grav.	2 25	2 50	
Evaporated apples	....	....	0 06½
Butter, Eastern dairy in tubs	....	....	0 25
Butter, Eastern dairy, choice	0 25	0 27	
Butter, local creamery	....	....	0 30
Eggs, Eastern	0 25	0 30	
Eggs, local	0 42	0 45	
Cheese, Ontario	0 14½	0 15½	
" Manitoba	....	0 14	
Bacon	....	....	0 31½
Ham, cooked	....	....	0 30
Lard, pure	....	....	0 18½
Lard, compound	....	....	0 17½
Potatoes—			
Ashcrofts, ton	....	....	28 00
Canned Goods—			
Peas, Early June	....	....	1 35
Tomatoes	....	....	1 27½
Corn	....	....	1 02½
Apples	....	....	3 42½
Strawberries	....	....	1 75
Raspberries	....	....	2 02½
Canned salmon	....	....	6 50

NOVA SCOTIA MARKETS.

Halifax, N.S., Aug. 25, 1910.

The volume of trade in general lines is good. Quite a number of price changes are reported. Rolled oats have scored another advance and are now quoted at $5.50 per barrel, and $2.60 to $2.65 per bag.

Lard is also firmer and has been advanced ½c per pound.

Sugar is steady. It was thought that possibly the price would be increased in sympathy with the advance in New York this week, but so far dealers have not been notified of any change.

Pork is easier, there being a decline of $1 per barrel in both bean and clear backs. They are now selling at $26 and $28, respectively.

New canned peas arrived on the market this week and are going to the trade at $1 for standards, and $1.15 for Early June.

The floating supply of canned salmon is pretty well cleaned up, and dealers are asking from 25c to 50c per case advance in the stocks held here. This will about represent the prices for the new salmon stocks, which are due to arrive in October.

There is a heavy demand for fruit, but prices at present are high. California pears are quoted at $4 per box. Large quantities of fruit from Ontario arrived here this week and it found a ready sale. Plums and peaches were the chief varieties. Some tomatoes from Ontario also came along and found a ready sale. Dealers say that more Ontario fruit could be sold here if the freight charges were lower.

Butter continues in good supply. The receipts of dairy butter continue heavy, but despite this fact the prices hold remarkably well.

There is only a fair demand for eggs, and the receipts are light. With the increased receipts of potatoes the price is easier, and will continue to go lower from now on.

Butter—			
Creamery prints per lb	....	....	0 26
Creamery solids per lb	0 23	0 24	
Dairy, tubs, lb.	0 22	0 23	
Bananas	1 75	2 50	
Beans, box, wax	....	....	2 50
Fresh eggs, doz.	....	....	0 21
Sugars—			
Extra Standard, granulated	....	....	5 40
Austrian, bags, granulated	....	....	5 30
Bright yellow	....	....	5 20
No. 1 yellow	....	....	4 85
Flour h. wheat per bbl	....	....	6 75
Flour, Ontario blends, bbl	....	....	6 00
Cornmeal, bag.	1 60	1 65	
Rolled oats, bbl.	....	....	5 50
Fruits—			
Lemons, Verdilli	....	....	6 00
Oranges—			
Valencias	6 25	7 50	
Mediterranean	4 50	4 75	
Pineapples	2 75	3 50	
Pork, American per bbl	....	....	26 00
Pork, clear bbl	....	....	28 00
Hams smoked	....	....	0 18½
Beef, American	....	....	22 50
Codfish, quintal	....	....	5 50
Herring, pickled per bbl	....	....	5 00
Potatoes, new, per bbl	2 25	2 50	
Onions, Spanish per lb	....	....	0 02½
Onions, American, per lb	....	....	0 02½
Lard	....	....	0 17½
Molasses, fancy Barbados, bbl.	....	....	0 36
Molasses, fancy Barbados, gal.	....	....	0 32
Canned goods—			
Peas, std.	....	....	1 00
Peas, early June	....	....	1 15
Corn beef, 1's	....	....	1 85
Corn beef, 2's	....	....	3 25

NEW BRUNSWICK MARKETS.

St. John, N.B., Aug. 25, 1910.

Several changes were recorded this week in the local market, and others are daily expected. Ontario flour declined 20c, and is now selling at $6.15. Pork became slightly easier, and in American clear there was a little reduction, the price falling to $26 to $26.50. Plate corned beef and canned, as well, seem to be rather scarce, and each took a jump this week, the price for the former now being $21 to $21.50, and for canned, $2 a dozen for 1's, and $3.35 for 2's.

Canned lobsters were also included in the increase, advancing $1 a case. Dried fruit became higher, currants and raisins being dearer by a fraction of a cent. Beans took a slight increase, and hand-picked are now selling for from $2.25 to $2.30. New York sugar went up 10c in all grades, and the market is strong here.

Sugar—			
Standard gran.	5 30	5 40	
Austrian "	5 20	5 30	
Yellows	4 70	5 10	
Flour, Manitoba	7 05	7 15	
" Ontario	6 05	6 15	
Cornmeal, bags	1 50	1 60	
" bbls.	3 15	3 25	
Oatmeal, bbls.	5 50	5 60	
Std. oatmeal	6 10	6 20	
Buckwheat, west. grey, bag	2 90	3 00	
Val. raisins, lb.	0 05½	0 06½	
Cal. raisins, seeded	0 08	0 08½	
Currants, lb	....	0 07½	
Prunes, lb	0 05½	0 09	
Molasses, fcy. Barbados, gl	0 30	0 31	
Butter, dairy, lb	0 18	0 20	
Butter, creamery, lb	0 23	0 24	
Eggs, new laid	0 25	0 26	
Eggs, case	....	0 19	
Potatoes, old.	1 25	1 50	
" new, bus	0 15	0 80	
Canned goods—			
Peas, doz	1 15	1 55	
Corn, doz	0 90	0 95	
Tomatoes, dz	1 00	1 05	
Raspberries, dozen	1 95	2 05	
Rice, lb	0 03½	0 03½	
Beans, hand picked, bus	2 25	2 30	
Beans, yellow eye, bus	3 50	3 65	
Cheese, new, lb	0 14	0 14	
Lard, compound lb	....	0 14	0 14½
Lard, pure, lb.	0 17	0 17½	
Bacon	0 18	0 20	
Pork, domestic mess	27 50	28 00	
Pork, American clear	26 00	26 50	
Strawberries, dozen	1 70	1 80	
Salmon, case—			
Red spring	6 50	6 75	
Cohoes	6 00	6 25	
Peaches, 2's, dozen	1 75	1 85	
Peaches, 3's, dozen	2 85	2 95	
Baked beans, dozen	1 20	1 30	
Fish—			
Cod, dry	3 00	4 25	
Herring, salt, bbls	4 75	5 00	
Bloaters, box	0 85	0 90	
Harbour salmon, lb	....	0 16	
Fresh Gaspereaux, cwt.	....	1 00	

The Canadian Grocer

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DESSERTS IN DEMAND.

In getting his share of the summer trade the grocer should not forget the dessert portion of the midday meal.

On his shelves he has arranged ice cream powder, corn starch, tapioca, custard powders and jelly powders of all flavors; he also has rice and various other articles of this kind. People want to eat these light desserts. The time for suet dumplings, plum puddings, etc., belong practically to winter. The weather is too warm for them now.

Therefore, in the average house there is a demand for goods of the description above and it is a good chance for the grocer. Of course, he buys these articles, for the traveler points out to him the business that can be built up from handling them, but is the grocer doing his share? Is he satisfied to run along easily handing out a package of this and that, when some one asks for it or is he creating a demand?

The days are already beginning to get shorter. Summer will be waving its hand from the distance in a short time. It will then be too late to cut into the tidal wave of summer business. Plunge into it now; in other words grasp the opportunities of the present.

IT PAYS TO STUDY THE ADVERTISEMENTS.

It will pay the dealer to read and study the advertisements in this issue of The Grocer, for the reason that they contain many profit-making suggestions. In this connection it is interesting to note that one merchant recently told us he had made $200 within a comparatively short time through reading Grocer ads.

$100 A MONTH CLERKS.

There is a vast difference in the usefulness of clerks in retail stores.

In some stores you enter you observe two or three indolent fellows who have no energy whatever in them. You walk up to the counter, but nobody makes a move to serve you. Then you make a circuit about the store and look at various articles, but the same indolence prevails. Not until you pick up an article and carry it to one of them does he make any effort to assist. They are simply machines; they wrap up the parcel and take your money.

These are every-day occurences and particularly in small towns and villages in various parts of the country.

In other stores, however, there are clerks waiting to serve you the moment you step inside the door. They are polite, active, and anticipate your wants. They suggest new and seasonable articles; they are cleanly dressed and invite custom.

This is the class of clerk that is worth something to the proprietor. He is usually ambitious, of an inventive nature and actually makes money for his employer by attracting more custom through interior and window displays, etc., and by means of little inventions which aid in carrying on business more economically.

The Grocer knows of one clerk of this character who is receiving $100 per month in a Canadian grocery store, which goes to show that an employer will recognize ambition and genius.

Mere machines cannot expect to rise very high in the commercial world—youths of ambition and who are careful in their work, are those who become successful.

WHY TEA WILL BE DEAR.

The displacement of tea plantations in the far East by rubber is likely to have a serious effect upon the production of the world-famed beverage. As everyone knows tea has gone up in price considerably during the last couple of years. This extra cost of course, has not been borne by the retailer or consumer, or if any very little of it. It is due to the increasing demand for tea in the East and England, in Russia and North America while an increase in the production has not been proportionate. In fact we may expect a decrease in the acreage in the future as long as the present price of rubber obtains.

There is a good reason for this. One of the largest tea plantation companies of the East recently issued its annual report showing that a number of their plantations yielded $25 an acre profit and an extra good one $35. Of this they were extremely proud.

But how does this compare with rubber? The profit per pound for the growers on rubber is estimated at 37 cents. Taking 400 lb. to the acre this profit runs up to $150 or six times that on an acre of tea. The rubber figures represent a poor year for rubber and the tea figures a good year for tea.

In other words, therefore, an acre of rubber yields as much profit as 6 acres of tea.

From the present outlook the prospects for rubber in the East are good and sound and there does not appear to be anything that will equal the profit made by the growers on it.

An eminent financier of London, Eng., says that India and Ceylon have not been increasing their outputs of tea in a reasonable ratio to the demand, while owing to rubber interplanting some 70,000 acres of tea are going out of bearing.

There is no liklihood therefore, of tea becoming cheaper for the next few years. On the other hand firmer prices will probably rule.

TWO IMPORTANT ITEMS.

Cleanliness counts. Begin in the morning by cleaning the floor and chase the dust from counters, shelves, etc. Where water is needed apply it. A clean neat store is an advertisement that cannot be expressed in money.

Keep a close eye on your credit sheets. The grocer who is thoroughly modern has a sheet which at a glance furnishes him with complete information regarding what he owes and what others owe him; what business he did yesterday and what the week before and he can also compare it with last year. This serves him in the same manner as the steam gauge warns the engineer.

In trying for quick delivery the traveler must not spoil things by sending in such hurried and abbreviated orders that the house cannot make them out clearly. Mistakes are worse than delay in shipment. Travelers must write out their orders clearly and distinctly so that there shall be no confusion. Taking care does not mean taking undue time, and the traveler can make his connection, whether he writes his order out carefully or whether he scribbles it, under the idea that he has not a minute to lose.

Grocers at times read of suggestions of what to do now and then, but never act upon any of them. This is a business sin of omission. New departures now and then brighten up the store and generally draw attention which would not be gained by following the same old methods that were in use forty years ago.

REVIEW OF THE FRUIT CROPS.

The crop of peaches this year promises to be well up to the average. The Crawford and its kindred varieties should reach the market about the first week in September although there may be arrivals before that. The bulk of the shipments will be received about the time of the National Exhibition and will continue for some weeks. A visit to a 140 acre orchard at Jordan, Ont., recently found a splendid yield of peaches slowly ripening. The prices should be fairly reasonable.

As stated in a previous issue, the fruit crop in British Columbia is a heavy one.

In regard to Ontario apples the crop in the Lake Huron and Georgian Bay districts is not at all good. It is estimated that it will be only from 10 to 25 per cent. of the usual crop. One man last year shipped 20,000 barrels. This year he is in doubt whether he will have one car load. That may be taken as a criterion of the district. In the central part the outlook is brighter and in the eastern end of the province apples will be variable. The apple crop is not going to be anything like the average considering the entire yield. In Nova Scotia it is also poor. Just what the winter apple crop will amount to it is yet difficult to estimate.

The demand for early apples has been heavy this season and there should be money awaiting those who grow early varieties. The price has been about sixty cents a basket to the consumer until recently and just what that would mean with a good crop is not difficult to estimate.

There is going to be a good crop of pears if present favorable conditions prevail. The crop promises to be fairly abundant and prices are likely to be lower than last year. Plums are also looking well and a good yield is expected. A prominent fruit man looking over the situation declared that he believed prices would be reasonable this autumn, with the exception of apples. The other crops will likely be fairly abundant and should have the effect of maintaining easy prices.

MARITIME MAIL ORDERS.

W. B. Snowball, past president of the Maritime Board of Trade, touched the right key when in the course of his address at the annual convention in Chatham, N.B., last week, he referred to mail-order competition.

He is one of New Brunswick's big business men and knows the effect that the continuous sending of money out of a community will have on that community. This is what he said:

"Too much money is being sent out of our provinces to the large departmental stores of the western cities. Our people should have it impressed on them that where money is earned it should be spent as far as possible, if they wish to advance the prosperity of the towns in which they live. We need the merchants and they need the customers, and only as they help each other can both prosper. The merchant must cater to the wants of the community by keeping what goods are required at reasonable prices, and the community should patronize home merchants if they want good shops. Money kept in circulation in a town does good in that place, but send it away and it helps the other places."

He has pointed out that both the prosperity of the community and of the merchants are interdependent and must be always associated if ultimate success is to be reaped. The merchant, however, must fill the desires of the consumer at reasonable prices, quality, quantity and service considered.

Just now one of the large mail order houses is sending or preparing to send some 400,000 catalogues—fall and winter goods—from Toronto and 350,000 from Winnipeg to householders all over Canada. If no energetic plans are worked out by the merchants to counteract these books, how much money is going to go from all parts of the country to this mail-order house?

This is a problem to be looked squarely in the face.

HIGH HONEY PRICES EXPECTED.

In regard to the new honey prices information obtained from the Bee-Keepers' Association would indicate that the figures already named are likely to hold. In the western part of Ontario the yield has not been heavy, but in the eastern section of the province there has been a good crop. The trade must now take into consideration the demand from the west which has been growing larger every year. Manitoba and parts of Saskatchewan obtain the majority of their supplies from the east as there is little honey produced in those provinces. Further west the supplies are nearly all received from the western states.

In recent reports published it was stated that the number of new apiaries was increased this year by 60 p.c. This should have been that the number reporting to the association was greater by that percentage. Wholesalers state that they will have to raise their prices if the quotations the keepers have selected are adhered to. It would therefore seem that honey is to become dearer unless the holders change their plans.

Buckwheat honey will soon be offered but only a small portion finds its way to the general market. The most of the yield goes to the various lumber camps in the north. The quality of the clover honey that has as yet found its way to the market, is claimed by the association to be good.

A POOR ADVERTISEMENT.

Newspaper space as an advertising medium is either valuable or not. It depends on the size of the space and the quality of the copy used in it. A small space can be made profitable and a larger one in proportion. Of this there is no doubt, because we have thousands of examples to point to.

Imagine a space 4 inches by 4½ inches used to give the following information to the public: "Watermelons, 2½c a pound; special for Friday and Saturday; J. E. Merryfield, Third Ave." These words were printed in four lines with from a half to an inch and a half space between each. This ad was run in a newspaper which lies before the writer.

The only redeeming feature is the fact that the price is given. How much better would it have been from a financial standpoint had there been an attractive talk! For instance, there was enough space to have said something like this: "Special price for Friday and Saturday" in fairly heavy black type as the first line and followed by: "This is the season for eating the cool, juicy and refreshing watermelon. We have them fresh and thoroughly ripened. On Friday and Saturday we are offering a special price of 2½ cents per lb." The price should be printed in blacker type than the words before and after.

Retail advertisers who pay no attention to their copy cannot expect to reap much benefit from their advertising. The space in itself is valueless; it depends on what is said and how it is displayed.

BENEFIT OF GOOD ROADS.

There is one work that the merchants of the country villages and towns should take up, and that is the movement for good roads. The merchants ought to co-operate with the farmers in this work and aid in every way to get the roads, especially in the country, put and kept in first-class shape.

Country roads are the means of personal communication not only between the farmers and the retailers in the delivery of country produce, but between the retailers and the consumers. Everything that can be done to bring the country towns into closer contact with the country people should be done. Bear this in mind, and if there is a campaign on foot to better the roads in a community, merchants there should get busy and help.

Chart that Shows Receipts and Expenditures

Novel Method For Illustrating Receipts, Expenditures and Liabilities So That They Can Be Seen at a Glance—A Check Upon Getting Beyond His Means, Says The Originator—Description of How it Operates.

Of all the methods merchants use to keep tab on receipts, purchases and expenditures probably the most unique on record is shown by the accompanying chart.

This method is not in use on the North American continent so far as known; it comes from London, England.

It is used by W. R. Walden, grocer, 315 High Street, North, East Ham, who is one of the London readers of The Canadian Grocer.

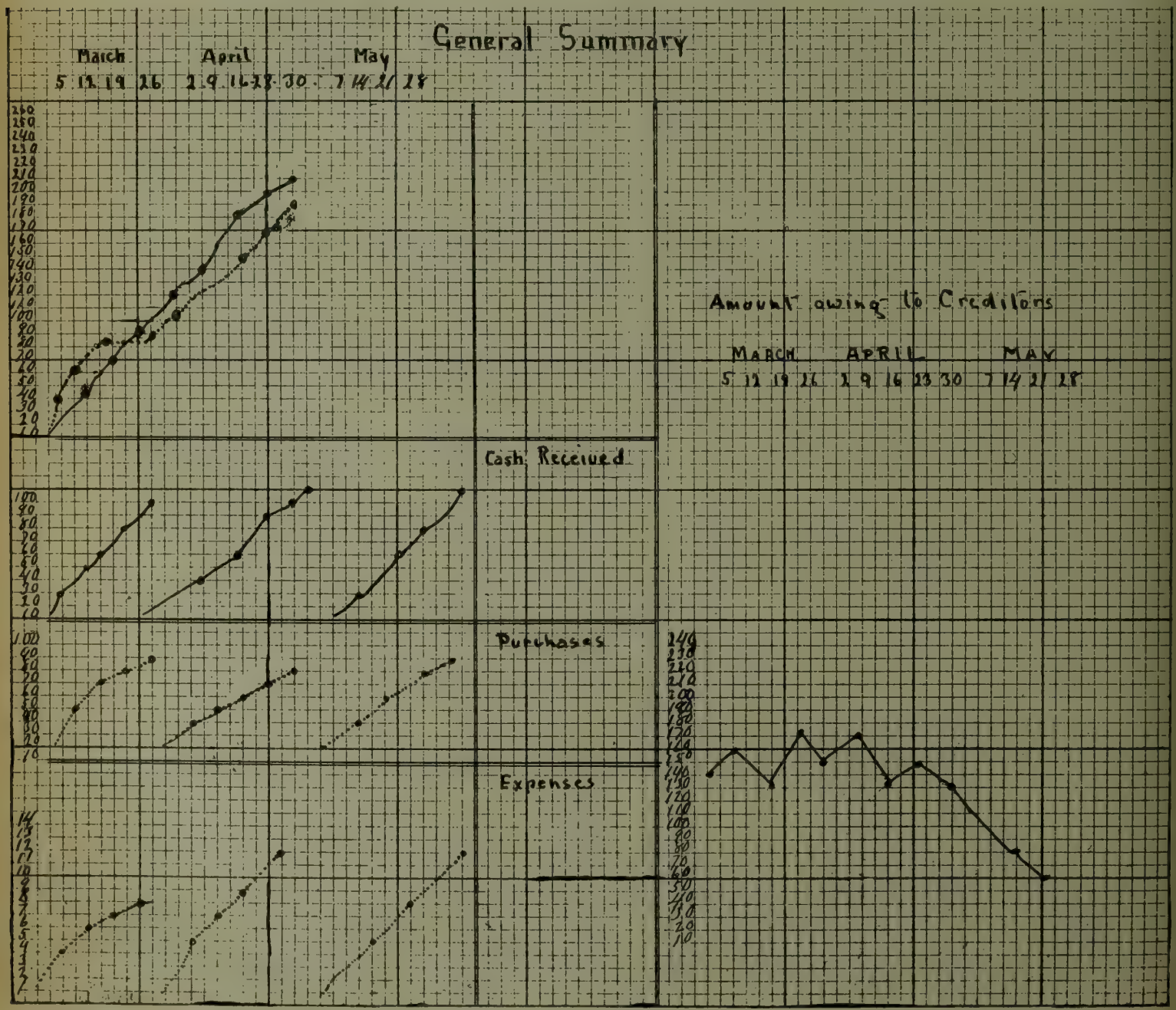
In reference to his plan Mr. Walden writes: "I have enclosed a rough copy of a chart I have in use in my business, the use of which I have found of valuable assistance as it helps to keep a check on expenses versus incomings, also a watch on liabilities."

The chart can be worked out to suit any business. The original of Mr. Walden's is drawn on ruled paper, size about 24 x 36 inches. He fits it to a disused show frame which makes it convenient for reference.

How Chart is Made Out.

The plan of the originator is as follows: On Mondays after finishing his books for the previous six business days he tallies up his expenses including what money he draws for himself for the week gone by and marks this down under the section for expenses as indicated in the illustration.

By taking a look at the expense section on the chart this can be made more clear. For instance, at the end of the first week of March his expenses were $4; at the end of second week of March they were $6; at end of March 19 they were $7 and for the whole month $8. (These figures, of course, are imaginary



The Chart illustrating how the merchant can tell just where he is at the end of each week, month and quarter with regard to receipts, expenses and liabilities.

as they are simply used to illustrate the working of the system.) Mr. Walden represents all outgoings with red ink and incomings with black ink. On the accompanying chart the outgoings are represented by dotted lines in place of red ink.

Following up the expense account for the next month we see that the total for April is $12, making a total expense for the two months $20.

Next look at the "purchases section. As this is money going out the original is marked with red ink. It will be seen that the total purchases during March amount to $90 and during April $80 making atotal of $170. The amounts for each week are shown by the points or heavy dots in the dotted lines. The grand total of purchases and expenses is therefore $20 plus $170, equalling $190.

The "General Summary" section shows the totals every 3 months or quarter. It will be observed that the end of this first two months the total outgoings is represented in this section by the blot opposite the $190 mark, the original being in red ink. This must tally always with the sum total of the "expenses" and "purchases" sections.

Money Received Also Indicated.

The same explanation applies to the money coming in. At the end of the first month the total "cash received" was $100; April showed receipts up to $110 making a total of $210, which is shown in the "general summary" by the black unbroken line.

It should be clearly understood that the three under sections are kept monthly; the top or general summary is continued from one quarter's balancing to the next.

In the section headed "amount owing to creditors," Mr. Walden is able to see at a glance just what his liabilities are and what they were from week to week.

Has Saved Him Pounds.

Regarding the use of the entire system to him Mr. Walden writes: "I sincerely hope it will be of help to my fellow tradesmen on your side of the water. It has saved me pounds, in this respect, that it keeps me from going beyond my means. If at the end of the second week of the month I find that the purchases and expenses (these including my private drawings) are above the cash received, I put the stopper on for the rest of the month and no more ordering is done than is absolutely needed."

The Picnic as an Antidote for Trade Jealousy

Kingston Grocers Spend a Pleasant Time To-gether With Their Several Customers And There was Fun Galore—Humorous Speech at the Baby Contest—Some of the Winners in the Various Races—The Committee in Charge.

Kingston, Ont., Aug. 25.—The annual picnic under the auspices of the local Retail Grocers' Association held at the fair grounds August 17, was after all a gratifying success in spite of the weather man's tantrums. Rain had been falling and the grounds were wet but still the grocers were hopeful.

About the noon hour Old Sol got a chance to steal a smile through the clouds and although up to that time the affair had almost been called off that smile was reassuring and the Rubicon was crossed and still no one got a wetting. For all that, there was at intervals, a feeling of insecurity among the crowd of 3.000 when the bursting of heaven's floodgates seemed imminent. However, the rain did not come again and as before stated the picnic was entirely successful.

Wholesalers Were Trimmed.

During the afternoon there were all kinds of sport with a baseball match as the headliner. It was a renewal of the conflict of other years, the Wholesalers versus the Retailers. The latter won the decision after coming up for the last round pretty groogy. The wholesalers had it on them 7 to 3 but the retailers "came back" with a batting rally that put them ahead by one run, the final score being 8 to 7. The teams lined up as follows:

Wholesalers—Loucks c, Walker p, Singleton 1b, Holland 2b, La Rose ss, Cornelius 3b, McCullough rf, Perry cf, Ludlow lf.

Retails—Beale c, Haffner p, Moulton 1b, Henderson 2b, Vallier ss, Shultz 3b, Marshall rf, Milne cf, Smith lf.—Umpire "Billy" McFedridge.

The Prominent Races.

Among the many races the following are worthy of mention:

Officials' race—1. Jas. Cornelius, 2. Ald. H. Robertson, 3. A. MacLean, Jr.

200 yds. dash (employees) 1. B. Milne, 2. J. Marshall, 3. Smith.

Quarter mile (employees)—1. Milne, 2. Pickering, 3. Smith.

Half mile run (delivery horses)—1. "May S." of the Hedley Shaw Milling Co., 2. E. S. Suddard's "Minnie M." 3. Frank Self's "Biddy."

The Relay race, Posties vs. Police, was exciting and was won by H.M.S. letter carriers.

The 14th band played frequently during the afternoon and the music added much to the enjoyment of the occasion.

The Baby Show.

Ald. Bert Robertson, R. J. Carson, J. Plewes, and W. J. Craig are still in the land of the living in spite of the fact that they acted as judges in the baby show. No doubt it is largely due to the wise stroke they made by declaring the baby beauty contest a tie and awarding a prize to each. Needless to say this was a smooth way out of a difficulty but there are still some of the mothers who think that there was no occasion for such a decision. In their several opinions the winner should have been their individual hopefuls.

An interesting feature of the baby show was a speech by J. Plewes, who, by the way, is the local manager of a flour company. He said as he lifted one of the dear little ones in his arms:

"Ladies and Gentlemen,—This is the greatest of all races—the human race—and this one is the flower of the family. I hope it will be raised to 'Perfection' and not become a loaf-er in society. In this country we want the well-bred kind only."

Then there were soap races and ball firing contest for married women. This latter produced a great deal of fun as the women were supposed to throw half a dozen balls through a hole in a sheet—it was indeed surprising how many missed the big aperature.

Antidote for Jealousy.

At the Grocers' picnic you get the genuine fun in a practical way and such expressions as "I never laughed so much in my life" were common. It is also a great antidote for jealousy. All the grocers get on friendly terms, which lasts, and means more profit to all concerned.

The committee of the association who were, with the assistance of the members, responsible for the success of the occasion were as follows:—President, W. Hobart Dyde; vice-presidents, Mayor Dan. Cooper, P. A. Haffner, J. Gilbert and H. M. Stover; secretary Dan. Dennis; treasurer, H. A. Smith; managing-secretary, W. H. Dalby.

Second Grade Cane Sugar is 10 Cents Nearer that of No. 1

A few weeks ago The Grocer pointed out some of the trade troubles in connection with sugar. Some wholesalers were requesting that the second grade cane refined sugar be dispensed with altogether on the grounds that the profit was inadequate. Since that time it is understood that a conference has been held with the eastern refiners and it was decided that the wholesalers should receive a better profit. To substantiate this, a short time ago the price of only the second grade sugar advanced 10 cents per hundred pounds to the retail trade. This brought this grade ten cents nearer the price of No. 1.

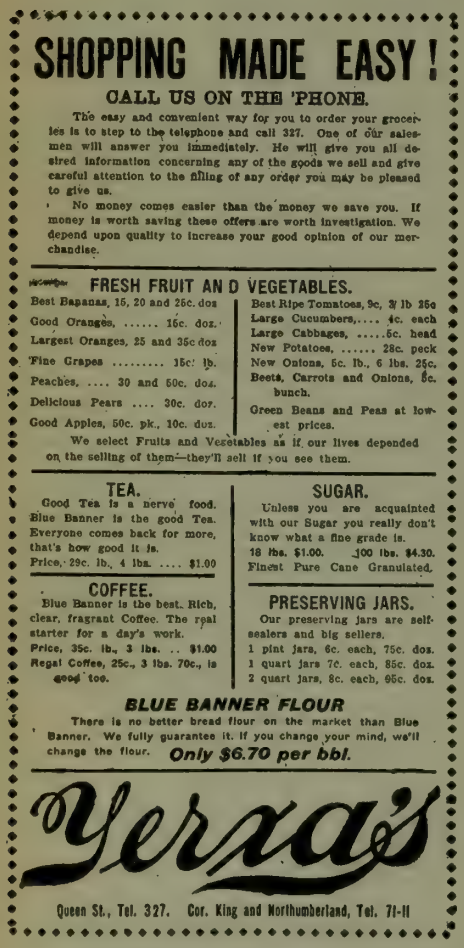
Some Maritime and Newfoundland Ads. Criticized

A Good Example of the Proper Way to Advertise From Fredericton, N.B.—Yarmouth, N.S., Advertiser Offers Certain Goods for a Certain Fixed Sum; the Ad.-Critic Considers This a Good Method—A Newfoundland Ad. and a Suggestion for Its Improvement.

By W. F. Ralph.

It is very refreshing for the advertising critic occasionally to come across retail grocery advertising that strikes him as being nearly above adverse criticism. Such an ad., however, often does crop up in unexpected places.

The retail grocery stores of the Maritime Provinces are sometimes regarded by the proprietors of similar commercial institutions west of Montreal as being considerably behind the times in business methods. But that this assumption



SHOPPING MADE EASY!

CALL US ON THE 'PHONE.

The easy and convenient way for you to order your groceries is to step to the telephone and call 327. One of our salesmen will answer you immediately. He will give you all desired information concerning any of the goods we sell and give careful attention to the filling of any order you may be pleased to give us.

No money comes easier than the money we save you. If money is worth saving these offers are worth investigation. We depend upon quality to increase your good opinion of our merchandise.

FRESH FRUIT AN D VEGETABLES.

Best Bananas, 15, 20 and 25c. doz
Good Oranges, ... 15c. doz.
Largest Oranges, 25 and 35c doz
Fine Grapes ..... 15c lb.
Peaches, ... 30 and 50c. doz.
Delicious Pears .... 30c. doz.
Good Apples, 50c. pk., 10c. doz.
Best Ripe Tomatoes, 9c, 3 lb 25c
Large Cucumbers,.... 4c. each
Large Cabbages, ...5c. head
New Potatoes, ... 25c. peck
New Onions, 5c. lb., 6 lbs. 25c.
Beets, Carrots and Onions, 5c. bunch.
Green Beans and Peas at lowest prices.

We select Fruits and Vegetables as if our lives depended on the selling of them—they'll sell if you see them.

TEA.

Good Tea is a nerve food. Blue Banner is the good Tea. Everyone comes back for more, that's how good it is. Price, 29c. lb., 4 lbs. $1.00

SUGAR.

Unless you are acquainted with our Sugar you really don't know what a fine grade is. 18 lbs. $1.00. 100 lbs. $4.30. Finest Pure Cane Granulated.

COFFEE.

Blue Banner is the best. Rich, clear, fragrant Coffee. The real starter for a day's work. Price, 35c. lb., 3 lbs. .. $1.00 Regal Coffee, 25c., 3 lbs. 70c., is good too.

PRESERVING JARS.

Our preserving jars are self-sealers and big sellers.
1 pint jars, 6c. each, 75c. doz.
1 quart jars 7c. each, 85c. doz.
2 quart jars, 8c. each, 95c. doz.

BLUE BANNER FLOUR

There is no better bread flour on the market than Blue Banner. We fully guarantee it. If you change your mind, we'll change the flour. *Only $6.70 per bbl.*

Yerxa's

Queen St., Tel. 327. Cor. King and Northumberland, Tel. 71-11

A Well Written Ad. From a Fredericton, N. B., Newspaper.

is ill-founded is constantly being demonstrated by evidence of great commercial progressiveness in the provinces by the sea.

It would be difficult to discover anywhere an ad. more closely approaching perfection, when judged by the well-known rules for the construction of good retail advertising, than the ad. of "Yerxa's" reproduced here.

This ad. occupied a space about nine inches double-column in the Daily Gleaner, Fredericton, N.S., and there is very little in it that a fair critic can find fault with. Its size is just about right for regular use by the average good grocery. Its layout, while not striking, is neat and attractive, and places emphasis where it is needed—in the headlines. But its chief merit lies in its well-expressed suggestiveness.

Not long ago the writer read, in an advertising journal, the criticism that comparatively few retail merchants made as much of the advertising value of the telephone-order as could easily be made. In this ad., however, the advisability of ordering by telephone is made the chief feature. It is almost beyond question that if this feature be emphasized continually in the advertising of retail merchants, more and more of the better class of customers will do their shopping by telephone, leaving the selection of the goods to the merchant; and by so doing will be less and less likely to transfer their trade to competitors.

In striking contrast is the ad, of C. P. Eagan, St. John's, Nfld., also reproduced here. If the Yerxa ad. is above adverse criticism, here is an ad. that is almost below commendation. One can imagine, in a place so situated, that communication with the outside world is an unusual treat for its inhabitants, the news that certain delicacies had been received by the local store would receive earnest attention. But in a place like St. John's, Nfld., a city of considerable size and commercial importance, the majority of whose inhabitants are as well informed as people are anywhere else, it is unlikely that the bald announcement that shipments of lobster and salmon have been received at a local store will cause any undue commotion.

The one line in this ad. that might be interesting to housekeepers, provided



Some Things We Are Selling for 25c.

6 lbs SWEET POTATOES	3 bars DIAMOND SOAP
6 lbs RICE	3 lbs SODA CRACKERS
7 lbs BUCKWHEAT	3 lbs Family Pilot
6 lbs SPLIT PEAS	7 lbs OATMEAL
6 lbs WHOLE PEAS	6 lbs WHITE BEANS
7 bars OAK LEAF SOAP	4 lbs Y. E. BEANS

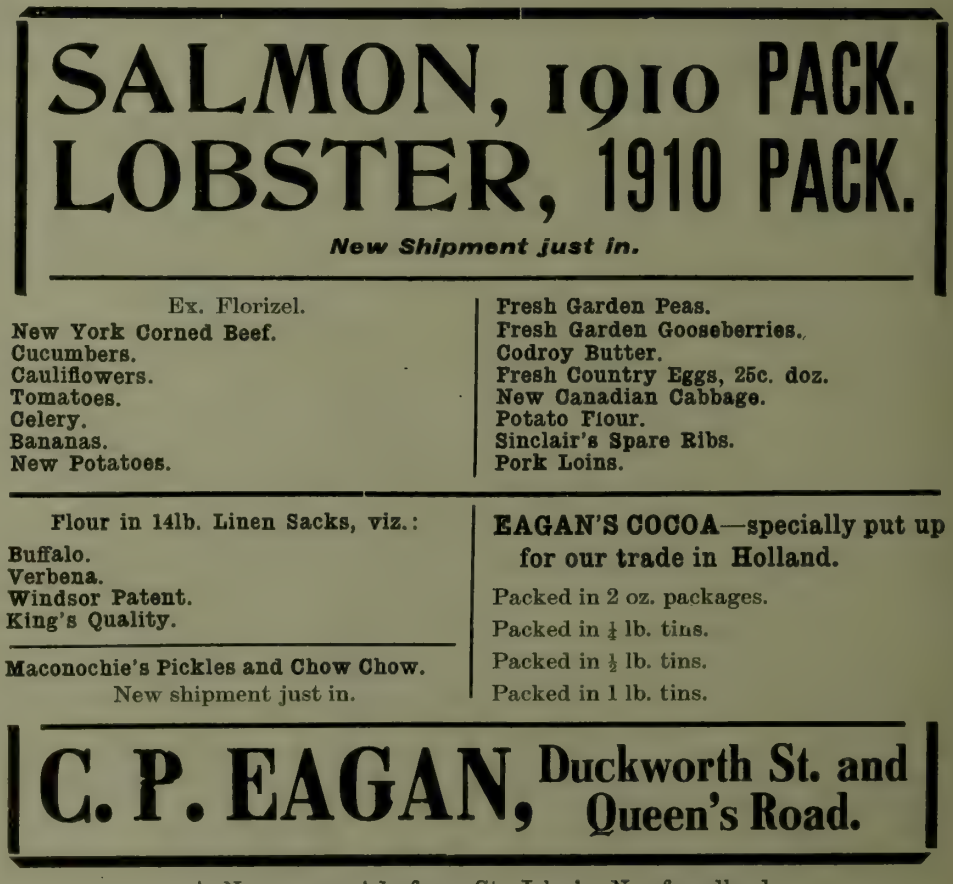
We still have a good supply of **Preserving Jars**

Crown, Lightning, Self Sealers and Masons, in Half-gals., Quarts and Pints, all at lowest prices

CAIN BROTHERS

USE WOOD'S COFFEE

A Retail Grocer's Advertisement from Yarmouth, N. S., Illustrating a Good Idea.



SALMON, 1910 PACK.
LOBSTER, 1910 PACK.

New Shipment just in.

Ex. Florizel.
New York Corned Beef.
Cucumbers.
Cauliflowers.
Tomatoes.
Celery.
Bananas.
New Potatoes.

Fresh Garden Peas.
Fresh Garden Gooseberries.
Codroy Butter.
Fresh Country Eggs, 25c. doz.
New Canadian Cabbage.
Potato Flour.
Sinclair's Spare Ribs.
Pork Loins.

Flour in 14lb. Linen Sacks, viz.:
Buffalo.
Verbena.
Windsor Patent.
King's Quality.

Maconochie's Pickles and Chow Chow.
New shipment just in.

EAGAN'S COCOA—specially put up for our trade in Holland.
Packed in 2 oz. packages.
Packed in ¼ lb. tins.
Packed in ½ lb. tins.
Packed in 1 lb. tins.

C. P. EAGAN, Duckworth St. and Queen's Road.

A Newspaper Ad. from St. John's, Newfoundland.

they discovered its existence, is the item concerning fresh country eggs at 25c. Here is something that the housekeeper can comprehend—something she uses all the time and that has the price attached to it. In this ad. there is much that could be made interesting; much that could be written and arranged in such a manner that the housekeepers of St. John's would be impelled to buy.

While the man who has the goods for sale should be able to advertise them better than anyone else, we offer here a suggestion as to how different C. P. Eagan's ad. might be made to look by the infusion of a little life into it. A comparison of the two efforts will show that the bald statement of a fact that has no particular human interest should be avoided, and the endeavor made to give each ad. some humanly interesting

For Luncheon—What?

This is a perpetual question among good housekeepers—perhaps it's in your mind this very minute! Then let us suggest something. What do you say to

Salmon?

Use it right out of the can, or make it up in any of the artful ways you are acquainted with—it's delicious any way. We have just received a shipment of 1910 Salmon—caught and canned within a few weeks. You will like it, and the price per can is only . . . . . **15c.**

And Some Other Good Things

Cucumbers—Just the right size, fresh and crisp, per lb. 9

Tomatoes—Large, firm and well-shaped, per lb. 18

Celery—Tender stalks, white, and finely flavored, bunch 8

Peas—Fresh from the garden, tender and sweet, pk. 17

New Potatoes—Large, clean tubers, peck 20

Eggs—Guaranteed new-laid, fresh from the country 25

If you cannot come—telephone!

C. P. EAGAN, - **Duckworth St. and Queen's Rd.**

A Suggestion for the Improvement of Eagan's Ad.

features that will be likely to cause it to be read with attention.

Some time ago The Canadian Grocer mentioned a style of advertising wherein the emphasis was laid chiefly upon what articles could be obtained in the store at a certain figure. This is certainly a novel way of instructing the people as to the comparative value of different articles, and should prove successful in building up sales. An example of this style of advertising is shown here in Cain Bros'. ad., published in the Yarmouth Light, of Yarmouth, N.S.—another example of the progressiveness of Maritime Province grocers. The original ad. was two columns wide.

Fined for Having Glucose Syrup in the "Golden Syrup"

London, Eng., Aug. 24.—At the West London police court recently the hearing of a summons against a grocer on Fulham Road, for selling "golden syrup" which contained 37 per cent. of glucose syrup, was concluded. A representative of a large jam manufacturer stated that glucose had been used in the manufacture of syrup for twenty years. He considered that glucose was more digestible. Only that day he took a tablespoonful of glucose because he feared he might not be able to have time for lunch, and he had found that it was an easily digested article.

The magistrate in giving his decision, said the facts of the case were very simple—golden syrup was demanded, and a syrup which was of golden color and which contained 37 per cent. of glucose syrup was sold. The question was, Was the syrup supplied not of the nature, substance, and quality asked for? He could not come to any other conclusion than that golden syrup was a definite article, and that it was understood by the public as refined treacle.

Treacle was understood to be the drainings from crystallized sugar. Originally it was cane and maple sugar only, but afterwards beet sugar was used. Glucose was not made from sugar at all, therefore it was not treacle; and an article which contained glucose syrup could not be sold as golden syrup, which was merely an elegant synonym for refined treacle. In these circumstances the question arose, Was the article sold to the prejudice of the purchaser? and he came to the conclusion that it was, because there was no doubt that treacle or golden syrup had certain laxative qualities which it was admitted glucose did not possess. He must come to the conclusion, generally, that the article sold was not the article demanded, and that it was sold to the prejudice of the purchasers.

There must, therefore, be a conviction, but he was bound to say that he regarded the offence as a technical one, and he had no hesitation in expressing his opinion that those who sold this mixture of golden syrup and glucose had no intention of committing any fraud on the public, and that there seemed to be no harm to the purchaser in the fact that he had glucose mixed with the syrup. He imposed a penalty of 20s., with ten guineas costs.

This Retail Grocer Paid his Rent by Using Nail Puller

"When I was in the grocery business," said John Mischel, retired grocer, of St. Louis, U.S.A., to the members of the St. Louis Retail Grocers' Association, "I paid my rent by using a nail puller.

"I did it by saving all the boxes and barrels and selling them at the end of a month or so. I could sell them at a good profit, because I did not take a hammer or a hatchet and knock the heads in, or rip off the lids, but because I used a nail puller and extracted the nails in the right way, without injuring the heads or lids.

"Success in the grocery business," he continued, "comes from watching the business end and taking care of the little things. You have to watch the business if you want to make money.

"I always counted the fish I got and always counted the pickles, too. I often found shortages in both, and saved money by doing the counting when I got the goods. When I found shortages I took them up with the proper persons and made them make good.

"Many grocers fail because they do not watch these 'little things.' I would not be afraid to go back into the grocery business again if I had my health or was as young as I was when I first started in, 25 years ago.

"My boys, when they are big enough, are going into the grocery business, and I am breaking them in now. I know they are going to be successful because I am teaching them to look after details and not taking any chances."

Productiveness of the Annapolis Apple Area

One of the Greatest Apple-Producing Districts in the World, Says Writer—How Nature Protects it From the Fogs of the North and Cold Sea Breezes From the South—One Example of Thrift Resulting in Good Reward.

By David Williams.

Of all fruits there is probably none that excels the apple. It is a universal favorite; it is suited to men of every stage of life. The youth feasts upon it, the middle-aged enjoy its luscious taste and health-giving qualities, and those of more advenced years still find pleasure and healthful enjoyment in its mellow sweetness. There are many sections in this great Dominion that produce the apple in rich quality and abundant varieties.

What is known as the Annapolis Valley, situated on the north side of the western end of Nova Scotia, and comprising a strip of country about 100 miles long, varying from five to fifteen in width, chiefly in the Counties of King and Annapolis, is a district that is probably surpassed by none anywhere in its capabilities for the growing of this king of fruits. Of course, this year the crop is not of the best; but all districts some time or another suffer to a certain extent from unfavorable conditions.

This valley extends east and west from Windsor town on the east, to Digby on the west, including the famous village of Grant Pre, the reputed home of the Acadian maiden, Evangeline, whose pathetic story is so beautifully told by Longfellow. It is sheltered on the north by a chain of mountains, known as the North Mountains, which keeps out the fogs of the Bay of Fundy; and on the south by another chain called the South Mountains, protecting it from the stormy winds of the Atlantic ocean. In this favored section vast quantities of apples are annually grown, a large proportion of which is shipped to Europe, while a good market is also found in the local towns and cities of their native province and the adjoining Provinces of New Brunswick and Prince Edyard Island.

An Old Apple Country.

The Annapolis Valley has been growing apples for the last 200 years, but the scientific cultivation of them is only in its infancy. The apple-farmer is rapidly getting away from the idea that the methods pursued by his fathers are good enough for him and his orchard. Under more advanced cultivation the quantity and quality of the apple crop has vastly increased of late years and is still rapidly developing. It was estimated that the amount exported last season reached the large figure of 700,000 barrels. There is probably no branch of industry that produces such excellent results for the amount of labor and capital expended as apple-raising.

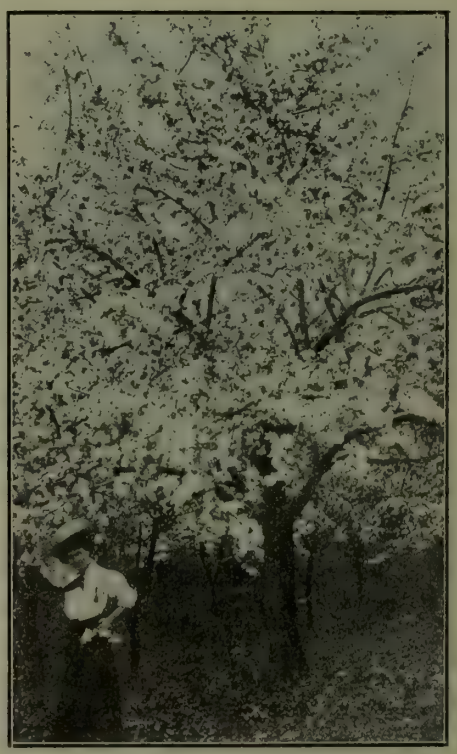
In the Annapolis Valley, rough, slightly-improved land can be bought for $10 to $40 per care. The amount of labor required to put this land in order is not large. It may then be planted in trees that can be bought for $20 per hundred from the local nurseries. Of course, there is a wait of some years before much return can be obtained from this outlay.

However, the space between the apple trees is usually planted with plums and cherries, which come to bearing much sooner than the apple and are cut out when the latter attains its larger growth. When the apple trees have reached bearing size they rapidly repay the outlay of toil and capital bestowed upon them, and in the valley they appear to attain to a great age.

Average Yield Per Tree.

There are trees near Grand Pre bearing many barrels of apples annually that were planted and bore fruit long before the Grand Pre people were expelled. Many apple trees are known to be over 100 years old and are still bearing abundantly. A tree, when it has attained its growth, will produce from 18 to 20 barrels of good apples per year, providing the season is a favorable one. Many farmers who had the sagacity to go into apple farming a few years ago and pursued it along modern lines are to-day reaping a rich harvest.

As an instance of this we might relate the experience of a Berwick farmer. Twenty-six years ago, then a boy of 16 without money, he purchased a farm of 200 acres for $1,400, which he succeeded in mortgaging for $1,600. The farm had upon it about 80 old trees, producing from 20 to 50 barrels of apples per year. These trees were carefully looked after, the farm was gradually put into better shape, more young stock was added as his limited means would allow, and thus he steadily increased its value and productiveness, until at present he has 83 acres in trees, a large number of which are bearing abundantly. Last season he packed 4,000 barrels of good apples, worth $2 per barrel at the trees. He also shipped $1,000 worth of plums, and another $1,000 worth of strawberries, potatoes and other products. During the intervening years he erected large barns and storehouses, in addition to a dwelling house, at a cost of $3,000, and another for his parents, costing $1,500. He has also built for his six employes comfortable houses, at a cost of six to seven hundred dollars each. What he has accomplished others with his capacity, business ability and patience can do.



Apple Blossom Time in the Annapolis Valley, Nova Scotia.

More Advertising Necessary.

The Annapolis Valley affords abundant opportunity for enterprise and scientific methods. If it were situated in California or some other far-away region its fame would, no doubt, be heralded round the world. As it is, with all its unsurpassed advantages of productiveness, quality of its fruit and nearness to the great European markets, it is comparatively little known.

TRADE NOTES.

Barnes Bros., Halifax, N.S., state that they make an annual turnover of about $25,000. They have only been in the grocery business for four years, and besides paying off a large loan, they have a substantial sum to their credit in the bank.

H. D. Rood, Berwick, N.S., opens on Sept. 1, a general merchandise store, in the establishment formerly owned by Stephen Illsley. For several years past Mr. Rood was with A. O'Connor & Co., Halifax.

J. N. Patterson, Berwick, N.S., is erecting a new store, two storeys in height, and with a basement the size of the building, 45x90 feet. He expects to carry a full line of general merchandise and to have one of the best stores in the Annapolis valley.

A Japanese resident of Marysville, Cal., has opened a canning factory near Yuba City and will pack peaches and beans, employing Japanese help only.

California prune growers have refused to sign contracts for their crops even at an advanced price, believing that it will go higher before the crops are gathered.

Practical Methods Used in Retail Grocery Stores

Halifax Grocer Places Most Dependence on Cleanliness—Summerside, P. E. I. Merchant Believes in Quantity Price Providing there is no Cutting Done—An Advocate of the Scale Versus the Measure—Fighting Mail Order Competition in New Brunswick—Taking Care of Fruit.

Big Value On Cleanliness.

Halifax, N.S., Aug. 25.—"I would not deal in a store that was not clean," remarked one of Halifax's good grocers the other day.

His store interior proves that he stands by that conviction. It is clean, bright, attractive and equipped with modern fixtures which he claims are real money savers.

He maintains that a dirty store is seldom successful. Some men, of course, succeed in spite of their failings, simply because the conditions exist which more than counteract those failings. But boxes and barrels strewn all over the floor and counters, flies on the eatables, dust on the goods on the shelf are not good omens to success, thinks this merchant.

He also believes in quality and says that continuous success in the retail grocery store is practically based on good goods at right prices.

A Believer in Quantity Price.

Summerside, P. E. I., Aug. 25.—In giving his opinion on quantity price one of the local merchants says he is a believer in it under certain conditions. He thinks that a man who has the buying power behind him should get a better price when he purchases in quantities.

He, however, does not believe in price cutting and thinks that no merchant should use his buying power to cut below the established prices. In fact, he considers such a man a fool because he could just as well obtain his extra profit and keep business on a better basis. When a price is cut a competitor usually but often unwisely attempts to meet it with the result that soon a low established price is made—one that does not give a fair return on the investment, risk and labor.

Therefore, he thinks well of the quantity price, but not of the price-cutter.

Advocates Use of Scale.

St. John, N.B., Aug. 25.—Speaking of the method of selling by weight, a local grocer expressed himself as heartily in accord with it. He said he would include a large number of articles in the list and expressed the opinion that it would not be long until the custom was practically universal. Under this plan, he stated, everybody is treated alike. There is no picking the goods over. In selling fish, there is no chance of some getting all the large ones, while those who come later receive small ones. When fish are sold by weight, as with herrings, everybody buys a pound and gets a pound. This is one of the strongest points in its favor, he believed.

Also in selling apples by the bag, if so many pecks were given, every customer would not be getting the same weight. But it would be a single matter to weigh every bag and thus there would be no discriminating. The grocer mentioned other articles which could also be weighed satisfactorily.

Fighting Mail Order Competition.

Bathurst, N.B., Aug. 25.—Local merchants have organized for the purpose of fighting the mail order houses. At a recent meeting one merchant expressed the opinion that from $1,500,000 to $2,000,000 found its way from that province to the departmental stores of Toronto and Montreal each year. Resolutions were passed inviting the co-operation of the other northern counties of the province, having in view organization all over New Brunswick, and a committee was appointed to take charge of arrangements, "The question is not so much who is to blame for this condition, as how best to find a remedy," said a Bathurst merchant discussing this question.

"The action of the Bathurst merchants is an important step in the right direction, but many other steps are necessary. Boards of Trade should be organized in every city, town, village and settlement of the province and the people of the country districts should be induced to become members of such boards. At the meeting of these bodies it should be pointed out that no county or province can become prosperous where money that should be spent by the people among each other is being sent out in barrelfuls to enrich the business people of other provinces. Against the argument that people should buy in the cheapest markets, it can be shown that if the farm producer does not deal with the home merchant and the home merchant is obliged to give up business, the home market for the farmer is destroyed and that there must necessarily be a reduction in the prices of farm produce, not to speak of the inconvenience of finding an outside market. Most of the trouble has arisen because of the attractive circulars and catalogues sent into our province by the outside departmental stores. Why should not the bigger establishments in our own province send out attractive catalogues? There is no reason why our own business men should not take full advantage of the opportunities offered by printers' ink and engraving.

"That New Brunswick has suffered by the unfair competition referred to there can be no doubt, and that the existence of the general stores throughout the province is threatened, unless action of self defence be taken, no one who goes over the last couple of years can question. A united 'New Brunswick First' policy on this question is the duty of the hour. Bathurst's action is the first gun fired in a battle that must be waged in the interests of the trade of New Brunswick."

Good Store Serves The Public.

Broadview, Sask., Aug. 25.—One of the finest stores in the west is in Broadview, owned by A. R. Colquhoun. This store is now carried on by the son, who told the writer that his father, who built the store, always had the idea that a man should spend his money where he made it. He was successful in business and he spent a large portion of the money he made in his own town in building this splendid store for the convenience of his customers who generously supported him for many years.

If this principle had been followed in general by the merchants, it would never have been possible for the mail order business to succeed. With such a store at home, of which the whole neighborhood has reason to feel proud, there is not much danger that the people will send their money away to build up stores in large cities, which they seldom see, and which do nothing to improve the conditions of their homes and surrounding country.

Good stores in any town will largely increase the value of the farm and town property, and it is in the interests of the entire community that the merchants do their best to give the buying public the best possible service.

Careful Handling of Fruit.

Montreal, Aug. 25.—"To the grocer who is handling fruit a word of caution should be extended, reminding him of the importance of keeping his fruit in as an appealing condition as possible," remarked one merchant here recently. "Appearance often means a great deal. Therefore, let a good appearance do as much for your fruit sales as possible.

"If you have several show windows, devote one of them to fruit alone. Make a neat display every morning, keeping the different varieties together. Use price cards. In other words, make this window talk as impressive as possible."

Many grocers have a blackboard, which they put out in front of their stores. A daily bulletin of store news is written on it. Generally only one article is mentioned, as a special, and most frequently it is devoted entirely to fruit in the fruit season.

DIRECTORY OF

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

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COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

Wholesale Manufacturers' Agents

Correspondence Solicited.

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Vancouver, B.C.

WILLIAM W. DUNCAN

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Free and Bonded Warehouses

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GROCERIES, PRODUCE, FRUITS, GRAINS
Importers and Exporters

Reference—Bank of Montreal.
Write us for information about B.C. trade.
Cable Address—"Robin," Vancouver.
Codes—A C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

Do you want live representation?
We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

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VANCOUVER, B.C.

Correspondence Solicited — Highest References

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

When writing advertisers kindly mention having seen the advertisement in this paper.

ONE of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

To the Manufacturer or Wholesaler——

If it were possible to employ a traveller who could call on 7,000 of the best dealers all through Canada every week, what salary would you figure he'd be worth—even supposing he did nothing more than go in and shake hands with these dealers, under such circumstances they'd be glad to see him.

Would he be worth $200, $300 or $500 per week? Many a house would pretty nearly let him fix his own salary.

Equip an advertisement in this paper with a verbal handshake for every dealer in Canada, and a frank, brief, pointed talk about your goods and you add a traveller to your staff who will make 7.000 calls a week for you at a salary of $4 to $8 a week—less than you would pay a first-class stenographer.

Of course this traveller won't displace any of your regular salesmen, but he will help them to sell more goods and open up more new accounts.

Going to Borrow 5c. Again

The plan of borrowing a nickel from everyone we served with a cup of Red Rose Tea at the Toronto Exhibition last year and giving each one a coupon worth 5c. anywhere when buying a package of Red Rose Tea was declared so successful by merchants generally that we are going to do it again this year.

Will you be good enough to accept these coupons again this year as part payment for a package of Red Rose Tea. They will be redeemed at their face value by any Red Rose Tea traveller or when sent to our Toronto Office.

If you are in Toronto during the Fair we will be very pleased to have you call at our new warehouse, 7 Front St. East, or at the Red Rose Tea Booth at the Exhibition, and if we can extend you any courtesy or serve you in any way the pleasure will be ours. At the booth just make yourself known to the traveller in charge. A corner and a couple of tables will be reserved for grocers, their wives and friends, and you will enjoy the tea too.

Red Rose Tea

"is good tea"

7 Front Street East, Toronto, Ont.
315 William Ave., Winnipeg, Man.
} Branches

T. H. ESTABROOKS
ST. JOHN, N.B.

This year's pack of Canadian Canned Fruits will be poor and short, according to latest reports

We have just received into store

One Carload, 750 Cases, "Bowlby" Fruits

Including

Peaches, Pears and Plums

2's and 3's tins.

Prices are exceptionally low for prompt buyers. Send us your enquiries

L. CHAPUT, FILS & CIE. - Montreal

WHOLESALE MERCHANTS



There's a wide range

of

Rolled Ox Tongues, Potted Meats, Galantines, Etc.,



PUT UP BY

Poulton & Noel Limited

The Famous English Preserved Provision Manufacturers.

Highly recommended for quality and attractiveness of package.

Prices on application.

Rose & Laflamme, Limited, Montreal and Toronto

CANADIAN SELLING AGENTS

For Your Best Class Trade

no line will prove such a genuine satisfaction-giver as

GOODWILLIE'S



PURE FRUITS

They are bottled right in the orchards in the heart of the Niagara Fruit District and are noted for their purity and quality. Send for prices.

CARRIED BY THE BEST WHOLESALE TRADE

Rose & Laflamme, Ltd. - - Montreal and Toronto - - Agents

The Cash and Bank Book and its Use in Business

In this Book of Original Entry, Sheets may be in the Form of Loose Leaves Ruled on Both Sides and Bound Each Day—Treatment of Cash Discount, Sales and Expenses in the Cash-Book—The Accounts in the Ledger.

By Howard R. Wellington.

In a recent issue we discussed the use of the modern journal and its general bearing on the ledger accounts in any set of books.

In this issue it is our purpose to introduce another book of original entry, viz., the cash book.

In the illustration given below, the sheets may be in the form of loose leaves ruled on both sides and bound either at the end of each day or periodically as desired. By carrying out this idea the bookkeeper may have the use of the sheets for posting purposes, while at the same time it will not interfere in any way with the cashier who is making entries all through the day.

If there is any doubt about these sheets not reaching their destination in the cash binder, each sheet may be numbered and the sheet missing may be noticed immediately.

A number of concerns will keep a "cash account" and also a "bank account" in the ledger, so as to have every necessary amount to a trial balance in the ledger itself. This plan is not really necessary, for the cash book is virtually a ledger account bound in another book or file.

The Debit Side.

On the debit side we have a column for the amount of cash received either by cash or currency, and the amount deposited in the bank. These items are not posted to the ledger, but are simply checked off with similar amounts appearing on the credit side of the cash book under the title of "deposits."

The next column in order is for the account to credit—this being the account to be credited in the ledger with the amount of cash received. A column may be here introduced for the cash discount allowed the customer—this amount of discount may be posted in one amount with cash received to customer's credit.

Cash Sales—Dr. Side.

A column may be here introduced for the cash sales in each department of the business for each day. These daily sales should be totalled on a recapitulation sheet and compared with the recapitulation in the back of each cash sales book and may be entered individually in the cash book or in one amount for each department at the end of the day.

Cash Book

Amt. Received	Bank Deposits	Receipts acct. to Credit	Cash Discount	Sundries	L. Fo.	Cash Sales	Dept. A	Dept. B.	Dept. C.	Dept. D.	Dept. E.
65 00		J Smith	65	65 65	L55						
10 00		-	-			10 00	10 00				
20 00		-	-			20 00		20 00			
55 00		-	-			55 00			20 -	25 00	10 00
	100 00	Deposit	-								

Amt Paid	Bank Drawings	Payments Account to Debit	Cash Discts.	Sundries	L. Fo.	General Expense	Express	Expense Dept A	Expense Dept B	Expense Dept C	Expense Dept D
10 00		T. Jones.	50.	10 50	L701.						
50		Express.		50.	-		50				
	10 00	Advertising Dept A			-			10 00			
	10 00	" C			-					10 00	
100 00	-	Deposit									
75		General Office Exp	-	75	-	75					

The Credit Side.

The first column is for the amount paid out in cash; the next for the amounts of each cheque drawn on the bank and the third for the account to which either cash or cheque is to be charged.

If cash discount is earned, the amount should be entered in the next column and the amount posted along with the amount of cash paid, to the debit of the correct account in the ledger.

Following these columns, we have the various headings for expenses, suggesting—express, general expense, etc.; and if the business is departmentized, columns may be easily added for expenses of each department, so as to avoid posting more than one item each month.

Another Grocer Refers to Short Weight in Goods

Editor The Canadian Grocer,—B. W. Grant, of Dauphin, Man., in his letter re "Short Weight in Goods," should waken up every live grocer. Thousands of dollars every year are lost by short weight goods. I have often looked at the boxes of biscuits, with all the cardboard, tinsel, and paper, and batting, and wondreed if allowance was made every time for such. Let us test the matter thoroughly and report in The Canadian Grocer. It's bad enough to have the many inspectors of the Government come around and charge you up for scales being correct and yard-stick being the right length, etc., without other losses. To sum up, every article coming into a store should be checked and marked. Try it and you will be astonished.

ONE WHO KNOWS.

Kingston, Ont., Aug. 26, 1910.

TURMERIC, NOT TUMERIC.

Editor Canadian Grocer,—The other day a traveler wanted to bet me a five-dollar bill that "tumeric" was the correct way to spell the spice, which I call and spell "turmeric." I told him I did not have any money, but that I was sure I was right. Now, I see it in the columns of The Grocer "tumeric." Who is right?

RETAILER.

Editorial Note,—The correct spelling is "turmeric." This is the way The Grocer has it spelled in its regular grocery market report. Owing to a typographical error it appeared the other way in an article on spices in last week's issue.

What the Names of Some Grades of Flour Signify

Grocer Who Would Build up Trade in This Commodity Should Make Some Effort to Know the Essential Facts Regarding Various Grades, and Also Something About Merit of Different Brands—How the Term "Patents" was Derived — Other Grades and the Significance of Their Names.

By F. R. H.

Flour is one of the most important staples that many grocers carry. With some the trade concerns, almost entirely, pastry brands, while with others they not only have a good business in that class of flour, but they also have a good demand for those brands from which bread is made. The baker is far from being supreme. It is true that in many communities he has a large following, but there are still many homes that look with disdain on the product of the bakeshop.

Those who have examined the conditions have noticed that in every town or city there are some few grocers who have, as it were, cornered the flour market. In other words, the bulk of the local demand is shared by them. In the course of their growth they have gained the reputation for carrying a line of flour that makes good bread or good pastry, as the case may be.

Care is Necessary.

Grocers admit that care must be exercised with this department of their business, for it is almost impossible to win back a customer who has purchased a bag of flour only to find that it did not possess the qualities she had looked for. Just how some of these grocers build up their flour business is difficult to even guess at, but one grocer is known by the writer who made a careful study of different brands and their respective merits before he had his business beginning to show results.

He did not confine the brands to one single factory's make, but had two, and sometimes carried a third—because people often find out good brands, so far as they themselves are concerned, and are satisfied with them; and as another reason, flour is not a one-price article, and one mill's make may be dearer, but better than another. There are some who, even in the matter of flour, will take a chance on the quality just because there is a difference of fifteen or twenty-five cents. The majority, however, want the best.

Thus, there are good reasons for one grocer's success in handling flour in contrast to another's failure in the same attempt. The main essential is securing a brand or brands which make the best bread or pastry, as the case may be.

The Term Patents.

In the history of the evolution of flour-manufacture, grinding between stones was the only known method for countless years. The grain was placed in a hollowed stone and was reduced to flour by being ground by another stone. There was not much variation of this primitive system until rollers were first used in Hungary. The grain passed between rollers, which were operated by water power.

The reduction to flour as thus easily accomplished by harnessing water power. In this brief article it is not necessary to go into the history of the growth of those mills and their huge water-wheels, which every schoolboy remembers from "The Miller of the Dee" of his school days.

At any rate, the Hungarian idea was patented, and was known as the "Hungarian Patent." It was not long until the method became general, and the word Hungarian was dropped and almost forgotten. That, then, is the explanation of the word "patent," but in everyday use there are first and second patents, according to the quality of the flour.

Some Other Terms.

The wheat is broken by passing through the first pair of rollers. It is then carried by hoppers to another pair a little closer together, and is still further reduced. Thus the process continues, the flour being gradually reduced and cleaned until the best grade is reached.

As many as six reductions are used in some mills, and it is interesting to follow the wheat from its first to final stage, and to see the different constituents of the grain being separated in the various stages.

"First Patents" refer to any mill's choicest bread flour. It should be snowy white; and "Second Patents" are readily distinguished in contrast, because it is not as clean; it does not possess the same degree of whiteness. Nevertheless it is good flour, and is largely demanded by bakers. "Strong Bakers" and "Straight Rollers" contain less of the best flour in the wheat, and naturally are inferior to the first patents.

"Strong Baker" is a term applied to a grade that is even darker than second patents. "Blended Flour" might be termed "general purpose." It is composed of half Manitoba, or bread flour, and half Ontario (winter wheat), or pastry flour. It is naturally not as good a bread flour as are Manitoba patents, and not as good a pastry flour as Ontario patents.

The grocer who buys a particular brand because it is flour, neglecting to consider whether it is the kind his customers will want, can scarcely expect to build up a strong business.

The advice to know the goods that are handled and to be capable of intelligently talking about them, with the knowledge that they will prove just as stated, applies to flour in the same measure as to any other goods.

Shortage in Bean Crop Now Seems to be Quite Probable

Chatham, Ont., Aug. 26.—Reports just received from the vicinity of Blenheim, one of the important centres of the bean-growing industry in this country, indicate that there is a strong danger of this year's bean crop falling considerably short of the estimates based on favorable conditions earlier in the season.

The difficulty is that the beans are not podding out as they should. There is a splendid growth of vines, so that, viewed from the road, a bean field certainly looks well; but closer investigation is most instances will show that the pods are nothing like they should be in number or size. In a single field there will be stretches where the beans are podding out in first-class style; while immediately adjoining are other patches where the pods are hardly worth mentioning.

Growers state that the spell of wet weather in July, following a long drought, is to blame for this condition.

In June the general conditions surrounding the bean crop were pronounced most encouraging by local experts, and predictions were freely made that if these conditions continued equally favorable, the 1,000,000-bushel mark for which growers have been constantly aiming would be reached this year. It was not at that time anticipated that, in any event, the total Canadian crop, which is practically confined within the limits of Essex, Kent and Elgin, would fall below the record of last year, which was pretty nearly 850,000 bushels. Failure of the beans to pod, however, means not only that the 1,000,000-bushel mark will not be attained, but that there will possibly be a considerable shortage from last year's 850,000-bushel crop. Just what the shortage will amount to cannot be accurately told till the actual harvest.

Beans were quoted locally to-day at from $1.50 to $1.65 per bushel, the latter price, for hand-picked, being a 5c advance from last week.

New York City Wants Ontario milk and cream, and has sent one of the inspectors of its health department to inspect the dairies from which it is proposed to draw the supplies of milk and cream.

Owing to the largely decreased stocks of olives it is said that the 10 and 15-cent varieties will likely be taken off the market. In other words, cheap olives are passing.

The chance of your lifetime!

The Wonderful West, whose prosperity and greatness is only in its infancy, is in need of just the goods you manufacture.

Will you avail yourself of our services for the handling and disposal of these goods? We have grown and are still growing with the WEST, and have a thorough grasp of Western Trade, its developments and requirements. Large track warehouses at the leading strategic business points are ready to handle your wares! Get in touch with us to-day. We can offer you conscientious, thorough and reasonably-priced service.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY EDMONTON FORT WILLIAM

Storage for all classes of merchandise. Cars distributed at Calgary, Winnipeg, Regina, Edmonton, Fort William

Purity

Flavor

BE LOGICAL!

You wouldn't try to sell base metal for gold to a jeweller! Then, why try to palm off second-rate foodstuffs on the experienced housewife? You may sell other brands to her **once**, but you **must handle**

"E.D.S." BRAND

Jams, Jellies and Catsup

if you want to give satisfaction, and obtain the 'repeats.'

"E.D.S." BRAND Goods are perfectly pure (the Government Analyst has certified them to be 100% pure), they are skillfully preserved in an up-to-date sanitary factory, and they retain to a remarkable degree the natural flavor of the fruit.

See to your Stocks. It pays to feature pure foodstuffs.





Made by **E. D. SMITH** at his own Fruit Farms

WINONA, ONT.

AGENTS—N. A. Hill, 25 Front St. E., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.

We will have an exhibit of

Fresh Meats
Cooked Meats

AND OTHER

High-Class Food Products

All made under Government Inspection
in Canada's Finest Packing Plant

in the Industrial Building

Toronto Exhibition

We shall be glad to meet
our friends and customers.

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

Pure Lard
and
Lard Compound

We are quoting very reasonable prices on both Pure Lard and Lard Compound.

We put up the following packages:

350-lb. tierces	3-lb. tins
60-lb. tubs	5-lb. tins
20-lb. pails	10-lb. tins

and one-pound cartons.

F.W. Fearman Co.
LIMITED

Hamilton

THE MILK
Everywhere acknowledged to be
Richest and Best



Reindeer Condensed Milk

The dealer wins customers by selling reliable goods that give satisfaction

The Truro Condensed Milk Co., Limited, Truro, N.S.

HAMS, BACON
and Cooked Meats

We make a specialty of mild cured meats for choice family trade, just the kind you are looking for.

We are large handlers of

Butter, Eggs, Poultry

and can handle your shipments to the very best advantage. Give us a trial.

THE WM. RYAN, LIMITED

Packing House FERGUS

70-72 Front St. East TORONTO

Unsettled Prices Apparent in Provision Market

Some Varieties of Pork in the East Show a Decline, While Others are Slightly Higher—Compound Lard is Firm and Higher Quotations are Expected — Production of Butter and Cheese Has Not Been Diminished and Prices are Firm—Honey Situation Unchanged—Dealers Report Fairly Good Trade.

The production of butter anh cheese has not decreased to any appreciable extent yet and the output is close to the average with the prospects in favor of fairly good conditions for some time to come. Cheese men state that conditions have been very favorable this year for both butter and cheese. Reports from Montreal for the week show but a slight decrease in the production of butter and cheese as compared with the production of butter and cheese as compared with the production for the same time last year. In some quarters an advance in butter is looked for almost at any time.

Compound lard is firm owing to the advanced price of cottonseed oil. This kind of lard is likely to go higher. Owing to varying demands for different brands of pork the market has been variable of late. Extra large hams are easier but those of other sizes are advanced a cent. There has been a decline of fifty cents in all lines of barrelled porks according to a report from Montreal. Trade on the whole is quite satisfactory.

There is a good demand for select eggs with the supply being about adequate. A slight advance is reported from Montreal The export egg trade has declined gradually during the past decade and it is fully expected that the figures for 1910 will be even lower.

MONTREAL.

Provisions.—There are many changes in the provision market this week, and it is a puzzling matter to assign causes for some of them. Compund lards are ½c higher, owing to the high price of cotton seed oil.

Porks are mostly reduced 50c. The changes in hams are most irregular, some having advanced while others are lower. The only reason assigned is a slack demand for some lines, while others are brisk.

Onthe whole trade is satisfactory considering the time of year.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15¾
" " " 3 " "	0 15¾
Pails, wood, 20 lbs. net, per lb	0 15¾
Pails, tin, 20 lbs. gross, per lb	0 15¾
Tubs, 50 lbs. net, per lb	0 16
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 14
" 5 " " " "	0 13¾
" 3 " " " "	0 14
Pails, wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 13½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 13¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	28 50
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	29 00
Clear fat backs	31 00
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 200 "	35 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 16½
Long clear bacon, heavy, lb	0 15
Long clear bacon, light, lb	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16½
Large sizes, 18 to 25 lbs., per lb	0 18
Medium sizes, 13 to 18 lbs., per lb	0 21
Extra small sizes, 10 to 13 lbs., per lb	0 21
Bone out, rolled, large, 16 to 25 lbs., per lb	0 20
" " " small, 9 to 12 lbs., per lb	0 22
Breakfast bacon, English, boneless, per lb	0 21
Windsor bacon, skinned, backs, per lb	0 21
Spiced roll bacon, boneless, short, per lb	0 18
Hogs, live, per cwt	09 75
" dressed, per cwt	13 50

Butter—New milk creamery is ½c higher and is proving hard to obtain in the country. Buyers there are paying high prices, in fact almost as much as they are obtaining at present. In view of these conditions an advance seems to be the next thing in order.

Receipts for the week are 13,666 packages as against 13,583 same week last year. For the season they are 263,544 packages as against 239,048 same season 1909. For the season the increase is comparatively large, but for the week there is little difference.

New milk creamery	0 24	0 24½
Dairy, tubs, lb	0 21	0 22
Fresh dairy rolls	0 21	0 22

Eggs.—The heavy call for selects of late has forced the price up 1c. It is thought that new laids will feel the effect of a similar demand before many days have passed. While no actual shortage has occurred there is, nevertheless, a feeling among dealers that the supplies of first class stock are none too numerous.

Receipts for the week are 5,695 cases as against 4,898 cases same week last year. For the season they are 133,356 cases as against 135,463 same season 1909.

New laids	0 27
Selects	0 24
No. 1	0 20

Cheese.—There seems to be a strengthening in the export demand for cheese to England, but dealers say it is still far behind last year. The reason of course is not hard to find. New Zealand stock is on the market there in large quantities and is proving popular.

Locally trade is quiet at unchanged prices.

Receipts for the week are 78,809 boxes as against 81,494 boxes same week last year. For the season they are 1,102,830 boxes as against 1,131,294 boxes same season last year, in both cases showing a slight decrease.

Quebec, large	0 11¾
Western, large	0 11¾
" twins	0 12
" small, 20 lbs	0 12
Old cheese, large	0 13

Honey.—In spite of the bear stories regarding the honey crop it continues to come in remarkably well, and in this province at any rate there seems to be fully as good a crop as last year. Prices are practically the same and all seem to be able to fill their wants easily.

White clover comb honey	0 15	0 17
Buckwheat, extracted	0 08½	0 09
Clover, strained, bulk, 30 lb. tins	0 11	0 11½
Buckwheat comb	0 12½	0 13

TORONTO.

Provisions — There have been no changes in the quotations of local houses during the past week. Stocks are light, and although trade is fairly good, the weather at times has been detrimental to trade. The demand for pork is remaining firm. The Old Country bacon market sagged recently and this tendency has been, to a certain extent, reflected on these markets. Compound lard is firm, and is likely to go higher at any time. Cottonseed oil is dear, and as it is used in the production, compounds have been soaring. The supplies of live hogs have been fairly liberal.

Long clear bacon, per lb		0 15
Smoked breakfast bacon, per lb	0 20	0 21
Pickled shoulder		0 13½
Roll bacon, per lb		0 16½
Light hams, per lb		0 19½
Medium hams, per lb		0 19
Large hams, per lb		0 18½
Cooked hams		0 28
Fresh shoulder hams		0 13
Shoulder butts	0 17	0 18
Backs, plain, per lb		0 20
" pea meal	0 20½	0 21
Heavy mess pork, per bbl	26 00	27 00
Short cut, per bbl	30 00	31 00
Lard, tierces, per lb		0 14½
" tubs "		0 14½
" pails "		0 14¾
" compounds, per lb	0 12	0 13
Live hogs, at country points		8 25
Live hogs, local		8 60
Dressed hogs	12 00	12 25

Butter—The pastures throughout the country are in good condition and the milk supply has as yet showed no diminution. Butter is still arriving rather plentifully, and there has been no increase in prices. The market is firm. According to local dealers the quality is much improved, and this department of their trade is proving quite satisfactory.

	Per lb.	
Fresh creamery prints	0 24	0 25
Farmers' separator butter		0 21
Dairy prints, choice	0 18½	0 19
No. 1 tubs or boxes	0 19	0 20
No. 2 tubs or boxes	0 17	0 18

Eggs—The egg market has changed but little during the week. Receipts continue liberal, but there is a good demand and the market remains firm. Dealers have not altogether escaped from the effects of the weather, and the season is not yet passed. However, the quality of the goods now arriving is superior to that of several weeks ago. Eggs may take an advance at any time now, but it is hardly expected for the immediate future.

Selects	0 22	0 23
Fresh eggs, doz	0 20	0 21
Second grade, doz	0 17	0 18
Chips, doz		0 16

Cheese—The production of cheese is keeping well up to the average, and the season is expected to make a good finish. The average price being paid at country markets is 10½c, with colored cheese slightly dearer than the white. Locally, trade is normal. Prices have been unchanged.

New cheese—			Twins	0 11¾ 0 12
Large	0 11½	0 11¾		

Poultry—Trade is quiet in this market. Poultry jobbers prefer to receive live fowl rather than dressed, as in the latter case it is liable to deteriorate under existing weather conditions. The demand is about the same; deliveries are pretty liberal. Prices have not been altered.

Spring broilers, live	0 12	0 13
Hens, per lb. live	0 10	0 11
Turkeys, per lb., large, dressed	0 18	0 19
Spring duck, lb., live	0 09	0 10

Honey—Supplies of honey are coming in liberally and the reported scarcity is not borne out seemingly by local conditions. However, there has been no

change of prices as yet. The quality of the new make is reported highly satisfactory.

Clover honey, extracted, 60 lb. cans	0 10 0 10½
" " " 10 lb pails	0 10½ 0 11
" " " 5 lb. pails	0 10½ 0 11
" " comb, per dozen	1 75
Buckwheat honey, lb	0 06½

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

D. Hatton Co., Montreal, report a large sale of fish to Germany. The shipment will run fully ten carloads, and includes halibut, mackerel, and several other varieties. Previous purchases of Canadian fish by Germany have evidently proved eminently satisfactory when such an order as this is placed.

Leonard Bros., St. John, N.B., one of the largest packers of codfish, etc., have gone into the canning business, putting up sardines. The first car will arrive in a few days, which has been eagerly sought after by the trade. The samples already forwarded here have turned out fine. There seems to be a large demand for this article to retail at 5c. They expect to put up another grade finer than these, samples of which have not been forwarded yet. The agents for Leonard Bros. are W. H. Millman & Sons, Toronto.

Further investigation regarding the introduction of coco fruitine on this side of the Atlantic confirm the view that its use will produce a revolution that will distinctly benefit householders for all cooking purposes and all purposes where pure lard and cooking butter are employed. This article, which is manufactured from cocoanuts, and is a genuinely pure extract of cocoanut produced in Marseilles, and shipped from there under the name of coco fruitine. It is shipped to this country in a hardened form, although used in France in the form of oil largely. Coco fruitine is used in enormous quantities by the large biscuit makers in Great Britain and on the continent. It is singularly wholesome and nourishing, and its easy digestion, compared with similar articles, therefore commend it greatly. The nourishment contained in this article is greater than that from similar goods. It is made in such form that all moisture is eliminated, making it, therefore, more economical in use. Its absolute purity, its nourishing qualities, the economy in its use, and its agreeable taste, so far as there is any taste to it, all favor its large sale.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO., Montreal Agents.



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St, E., Toronto

The Grocery

that freely sells Fels-Naptha is most likely a store of progress.

Goods handled are a token of the class of customers. The class of customers is a guide to the kind of stock. No better success-stock than

Fels-Naptha Soap



NO FLAWS

in this Chain or Anchor, both have had the same care in manufacture as "The Flour of the Mark." **Anchor Brand**

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LEITCH BROS.
FLOUR MILLS
Oak Lake, Man.

LEITCH ANCHOR BRAND OAK LAKE

Sold by leading dealers in every lively town. 17



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WILSON'S

FLY PADS

are in their season as

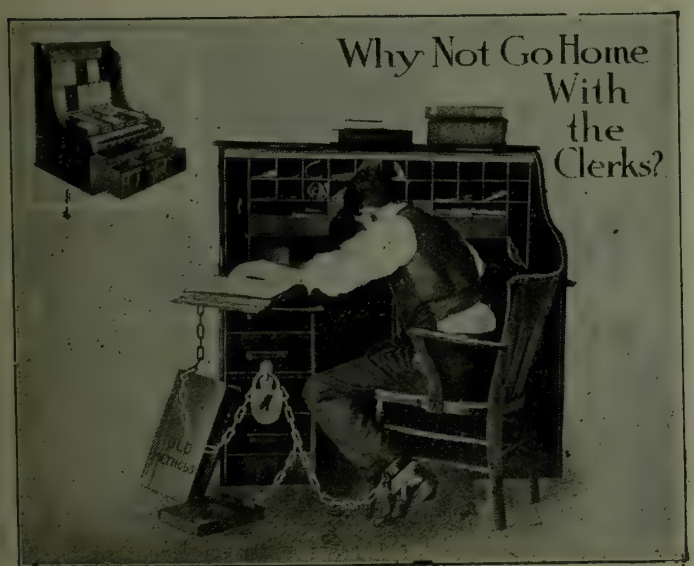
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MAGIC BAKING POWDER

We advise both Jobbers and Retailers to purchase these goods in proper quantity to secure special trade discount. Price list mailed promptly on application.

E. W. GILLETT CO., LTD., Toronto, Ont.



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Practical people like Clark's Pork and Beans both for their real goodness and their wonderful economic value.

Have you a good supply on hand?

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MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver — Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary



Fresh Supplies of

Carr's Biscuits

are received frequently by their distributing agents in Canada, and ALWAYS IN CARLOADS.

The retailer can therefore rest assured of the absolute freshness and condition of every biscuit he buys. Carr's biscuits reach the grocer in as crisp a condition as when they leave the factory.

Get hold of, and retain the family trade by means of Carr's specialties.

Ask our agents for them

Carr & Co., Carlisle, Eng.

Order from Agents—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg; L. T. Mewburn & Co., Ltd., Calgary; Standard Brokerage Co., Ltd., Vancouver, B.C.; T. A. McNab & Co., St. John's, Newfoundland.



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1304, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

CEREALS IN BULK

Pay You The Best Profit!

"Tartan" Brand Rolled Oats, Flaked Wheat, Corn Meal and Split Peas.

Add to the quality of these lines a little of your own salesmanship and the result will be very profitable to both of us.

"Tartan" Dairy Feed---"Crescent" and "Monarch" Cattle and Hog Feeds

You can make a lot of money by pushing these lines, because they enable you to offer your customers unusually good values for their money. We have a large output and can always ship quickly. Send us a trial order.

The Chisholm Milling Co., Ltd.

"TARTAN" BRAND
Rolled Oats, Oatmeal, Corn Meals, Corn Flour
No. "A" JARVIS STREET, South of



"TARTAN" BRAND
Flaked Wheat, Granulated Wheat, Graham Flour, Split Peas
ESPLANADE, - TORONTO

Reasons

why it would pay you to stock our brands of Condensed Milk and Cream.

1. The plant is admirably located in the heart of the finest dairying district of the Dominion. Pure, fresh milk is readily available and the farmers of the neighborhood are expert dairymen who make a specialty of raising milch cows.

2. The plant is equipped with the finest machinery known for condensing milk.

3. The milk is guaranteed absolutely clean and pure.

4. We can fill orders promptly.

Further information, prices, etc., will be gladly furnished.

In your next order include Canadian Milk and Empire Cream. If your nearest jobber does not keep these brands write us.

The Charlottetown Condensed Milk Company, Limited

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Eggs and Produce **Wholesale Grocers**

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We are doing the largest Egg Business in Canada
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Write or Wire Us for Quotations, Oats, Potatoes, Hay.

Charlottetown, P.E.I. - - - - - Canada

Estimate of Wheat Crop Almost 100 Million

Harvesting has Already Begun in the West, and New Wheat has Reached Fort William—Flour Market is Quiet, and Trade Seems to be Uncertain, Waiting for More Settled Conditions—Prices Have Not Changed — Rolled Oats Steady—Change in Prices not Expected for the Present.

Throughout western Canada harvesting is rapidly advancing and the work of threshing the new crops is slowly progressing. At one stage it seemed as if some sections of the press were not going to leave sufficient crops for a harvest. The estimates fell with a swoop, and it has taken weeks to re-establish a spirit of confidence akin to that which existed before the dry weather began to make itself felt. A recent estimate of the new crop has now exceeded the one hundred million-mark, and the daily press is making an effort to reassure the country that the statements they made were impulsive and uncalled for. It might also be remarked that they were neither wise nor patriotic.

The more conservative grain men look askance at reports of that character, suggesting that a surface examination of conditions is not sufficient. At any rate, the grain is being threshed now and some of it has found its way east. The western grain provinces were gone over with a fine-tooth comb, and as a result, there is a pleasing feeling of security abroad. Business houses are feeling it and the undertone of prosperity that is manifest may be attributed to this sentiment that conditions were nothing like what they were painted. Of course, one year's failure would hardly have the effect that some are inclined to expect, but Canada is not going to have a chance to try it this year. A despatch from New York says that the feeling of security there has recently manifested itself by a decline in the price of foodstuffs.

Among the trade there seems to be a feeling of uncertainey, as if they were waiting for the market to assume a settled condition.

Now, having passed the drought period, the Canadian crop must run the gauntlet of the frost. It may be taken as a fact that the wheat is so ripe that it cannot be affected by whatever frost is felt now. Regarding future prices, much depends upon the quantities of grain that are shipped before navigation closes.

Regarding Ontario wheat, there have been reports of smut, but just how true this statement is it is hard to tell. English and continental grain markets continue to recede. There seems to be an anxiety in some parts of European countries to market their grain as quickly as possible, and this has a tendency to depress prices. The oat crop in Ontario is much better than last season, according to reports to hand.

MONTREAL.

Flour—The tone of the flour market continues firm, and notwithstanding the rumors of increased prices, there should be no change for some time to come. Export demand continues fair, with local light.

Winter wheat patents, bbl	5 75
Straight rollers, bb	5 80
Extra, bbl	5 50
Manitoba spring wheat patents, bbl	6 30
" strong bakers, bbl	5 80

Rolled Oats—A quiet condition prevails in the rolled oat and cornmeal market. Trade did not receive the expected impetus from the recent advance, and as a result there seems to be a weaker tone throughout. However, as export trade seems to be keeping up well, this may save the situation.

Fine oatmeal, bags	2 70
Standard oatmeal, bags	2 70
Granulated " "	2 70
Golddust cornmeal, 98-lb. bags	2 10
Bolted cornmeal, 100-bags	1 90
Rolled oats, bags, 90 lb	2 45
" barrels	5 10

TORONTO.

Flour—The market is quiet to a certain extent, but there is also a fairly steady trade. Prices have not changed of late.

Manitoba Wheat.		
1st Patent, in car lots		6 20
2nd Patent, in car lots		5 70
Strong bakers, in car lots		5 50
Feed flour, in car lots	3 10	3 30
Winter Wheat.		
Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 15

Cereals—Rolled oats are steady. Millers state that they do not expect any change in prices, at least not for the present.

Rolled oats, small lots, 90 lb. sacks	2 45
" " 25 bags to car lots	2 35
Rolled wheat, small lots, 100 lb. brls	3 10
" " 25 brls. to car lots	3 00
Standard and granulated oatmeal, 98 lb. sacks	2 70

WEEKLY TRADE CHANGES.

New Proprietors in Old Stores and New Ventures Opened up Throughout The Dominion.

Ontario.

Carpenter Bros., grocers, Toronto, have assigned.

W. T. Green, grocer, Ottawa, has sold to Thos. Flynn.

S. Kiggins, grocer, Ottawa, is succeeded by G. Garrow.

G. A. McLaurin, general merchant, of Sauanne, Ont., has sold to Frank Edwards.

Quebec.

J. A. A. Vinet, grocer, Montreal, has registered.

The assets of E. V. Lafrance, grocer, Quebec, are to be sold.

Edouard L'Heureux, general merchant, Vincennes, Que., has assigned.

The assets of Wylie & Rice, grocers, St. Alexis de Monts, Que., are to be sold August 26th.

Maritime Provinces.

L. A. Poirier, general merchant, Campbellton, N.B., offers 25 per cent.

Western Canada.

Mrs. Throups, grocer, Vancouver, B. C., has sold out.

John Rich, general merchant, Gimli, Man., has assigned.

I. Braunstein, grocer, Winnipeg, Man., is succeeded by Leo Braunstein & Co.

A. A. Graham, general merchant, of Hayter, Alta., has sold to Fred Riley.

C. W. Erb, general merchant, Yellow Grass, Sask., has sold to H. Hay.

Biscuit Quality

is no less a matter of purity of materials and of skill and care in mixing and baking, than of the way in which the biscuits are packed.

Your absolute guarantee against soggy conditions is to sell exclusively—



This is the kind that always reaches you in the same crisp and fresh condition as it leaves our oven.

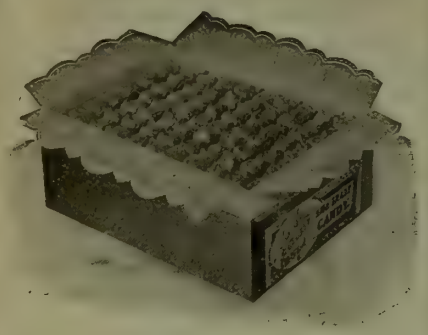
Your cracker business will be booming this summer if you are selling

MOONEY'S

Order to-day

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford, Can.



Chocolate "BORDO"

Registered

They keep perfectly —but are too good to keep long : :

"Bordo" Chocolates are just as firm, fresh and delicious in August as in January. Everywhere and at all seasons they are the best, and most profitable sellers in the Candy Specialty line.

Attractively packed, and most delightful in flavor and consistency. Your customers will take to them at first sight, and become partial to them at first bite.

The Chocolate that will give your customers perfect satisfaction.

The Chocolate that allows you good margin of profit.

The Chocolate that ensures you repeat orders.

Write us to-day for Samples and full particulars

The Montreal Biscuit Co.
(The Originators)
Brewster Ave.
MONTREAL
Manufacturers of Confectionery

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited
MAIL BUILDING, TORONTO

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

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Small's Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

Cheese for 5000 Grocers

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CORRESPONDENCE SOLICITED

52 Highest Awards In Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Limited
Established 1780, Dorchester, Mass.
Branch House, 86 St. Peter St.
MONTREAL, CANADA

ROLLED OATS

FLAKED WHEAT and OATMEALS
Bags or Barrels. Car or Broken Lots.
WRITE FOR QUOTATIONS.
Prompt attention to all orders.
J. W. EWEN - Uxbridge, Ont.

FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance
WRITE TO
P. POULIN & CO.
39 Bonsecours Market, - Montreal
WE SELL FEATHERS TOO

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.

Such is The Clear-Cut Sale

A SALE with a "come back" for *all* concerned—
Giving the Buyer Satisfaction,
Bringing the Seller Net Profit, Brother Grocer.

Becoming a Live Asset as a puller of Future Business.

Such a sale embraces *three* items always: Net Profit, Satisfaction, Goodwill.

Not all sales are Clear-Cut; nor are all grocers successful.
Poor quality sales may bring present profit, Brother Grocer, but they rarely repeat.
They lack one of the *essential* components of the *Real Sale.*

Says a very successful merchandizer:
"Thousands of dollars are lost annual-
"ly by the inordinate haste to snatch
"the passing profit, forgetting the cost-
"ly mortgage which may be given to
"the future. Frequently such orders
"are not indications of prosperity, but
"menaces against future prosperity.
"He is getting the business, but he is
"getting it on a mighty short leasc
"and at a tremendous price.

Only Quality compels "The Habit of Buying."
Which is essential to Business Building.
FIVE ROSES, Brother Grocer, will make *your* flour sales CLEAR-CUT.
Your every sale will be a seed, yielding Good Profit, Better Satisfaction, Best Turnover.
For it is an *all-service* flour, with the live selling points of a *bread-pastry* flour—

Unfailing Reliability,
Sturdy Strength,
Delicate Flavor,
Natural Color,
Unbleached Purity.

If YOU were to sell such flour, Brother Grocer, wouldn't it simplify your problems, wouldn't you enjoy your business better, life be better worth the living?

We think so—don't YOU?

Lake of the Woods Milling Company, Ltd., Montreal

LAKE OF THE WOODS MILLING COMPANY
UNIFORMITY & PURITY
KEEWATIN
TRADE MARK
REGISTERED

Five Roses Sales are Clear-Cut

An individual quality as delicious as it is distinctive is characteristic of

MOIR'S CHOCOLATES

We are advertising our chocolates so extensively that people are sure to ask for them. We would therefore advise you to place a trial order with us.

Moirs, Limited

HALIFAX, :: :: :: :: :: :: CANADA

The White Candy Co.

LIMITED

St. John, N.B.

MAKERS OF

"Rockwood" Chocolates
Caramels and Kisses

Correspondence solicited regarding exclusive control of our specialties in all the large towns.

Samples sent to any reliable person.

CHRISTIE

To The Grocers of Canada

Dear Sirs,

While you are visiting the Canadian National Exhibition this season you are cordially invited to visit our factory.

You will also favor us greatly by visiting our Exhibit---The Model Store ---in the Manufacturers' Building at the Fair grounds. As a practical merchant, an expression of opinion regarding our Exhibit would be highly appreciated.

Yours very cordially,
Christie, Brown & Co., Limited

BISCUITS

Early St. John Peaches

Good shippers. You will be safe ordering now, as they should carry without waste.

Bartlett Pears Fancy Plums

From now on these Canadian Fruits should be at their best.

Full Lines Imported Fruits

Oranges Lemons Bananas

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. - TORONTO
Carload Importers

Do You Think

that "St. Nicholas" brand would be looked upon as the "Standard" of quality in every market of the world that it is shipped to unless it was the "Standard?"

UNQUESTIONABLY

"St. Nicholas"

and

"Home Guard"

are the lemons you make money on the year around.

J. J. McCABE

AGENT

32 Church Street, Toronto.

Canadian Peaches are Receiving Most Attention

Fruit Men are Increasing Their Stocks — St. Johns Were the Leading Feature of a Busy Market This Week—Quality Good and Price Steady—Demand for Early Apples has Been Brisk —Tomatoes and Potatoes Features of Vegetable Market — Higher Prices for Fish, Owing to Limited Supplies.

Peaches are claiming most importance on Canadian fruit markets at the present time, and from all accounts the trade is quite satisfactory. Early varieties are being bought largely and apparently the retailers are finding many buyers, for the bulk of the fruit passes finally through their hands. Grocers are handling a great deal of fruit this year and are receiving, generally, good prices. Peaches are going to be a good crop, according to those who have investigated the conditions throughout the country, and prices should be fairly easy. Pears, plums and lawtonberries are also enjoying a good trade. Early apples have been in good demand, and dealers have stated that they could have sold many more had they been able to procure them. Demand for lemons is steady, but much easier than that of a month ago.

Potatoes seem to be a good crop and the quality of those the dealers are showing could scarcely be improved upon. Tomatoes are moving rapidly, and crop prospects are bright. The market, on the whole, is steady, with supplies coming in and going out readily.

MONTREAL.

Green Fruits—Limes are scarce, and the price has advanced 25c. Even at the advance there is a brisk trade passing. The present hot weather has undoubtedly increased the consumption of limes greatly. No weakening is expected. Outside of this one article the market is easier, and trade is not as good as at this time last year. However, September should prove a good month, with the large influx of visitors expected from the Congress.

Apples—		
Green, bbl.	2 25	3 50
Bananas crated, bunch	2 00	2 25
Blueberries, box.		0 75
Blueberries, large		1 50
Cranberries, bbl.		12 00
Cocoanuts, bags.		4 25
Grape fruit—		
Florida, box		9 00
Grapes, Delaware crate	2 50	3 00
Limes, per box		1 25
Cali. Malagas	2 00	2 50
Lemons		5 50
Musk melons, per basket		3 50
Melons, Montreal basket	6 00	12 00
Oranges—		
California, late Valencias		5 50
Pineapples—		
Floridas, case		5 50
Plums, basket	0 90	1 00
Peaches	1 25	1 50
Pears	3 00	3 50
Pears, bbl		6 50

Vegetables—This week the vegetable market has shown a slightly weaker tone in many of the lines. The only line showing an advance is spinach, which is now quoted at $2.50 per barrel. Scarcity of the first-class article is the cause of this advance. In anticipation of a large increase in consumption during the Eucharistic Congress, dealers have placed orders for extra supplies in all lines. There seems to be no doubt that trade will be large. At present trade is somewhat slack, the "calm before the storm," so to speak.

Beans, green, basket		0 50
Beans, wax		0 50
Beets, doz.	0 25	0 35
Carrots, doz.		0 10
Cabbage, new, dz	0 40	0 50
Celery, doz.	0 30	0 75
Cauliflowers, Montreal		1 50
Corn, doz.	0 10	0 15
Cucumbers, doz.		0 40
Garlic, 2 bunches		0 25
Green Peppers, basket		0 70
Lettuce—		
Montreal, doz.	0 35	0 50
Boston		1 25
Onions—		
Spanish, cases		2 50
Potatoes—		
Potatoes, new, per bbl		2 25
Parsley, dozen		0 15
Parsnips, new, dz		0 40
Radishes, dozen bunches		0 20
Rhubarb, doz		0 25
Spinach, bbl		2 50
Tomatoes—		
Jersey, box	0 30	0 50
Turnips, new, bunch		0 25

Fish—The fish business is improving with the approach of cooler weather. Lake fish still continue scarce, but some improvement is expected in the yield before long. Ocean fish are coming in fairly well. Frozen fish have already been contracted for for next season. The prospects are for a shorter output in general.

FRESH

Pike		0 08
Perch		0 07
Steak cod	0 05	0 06
B.C. salmon		0 18
Market cod		0 04
Sturgeon		0 10
Lake trout		0 12
Blue fish	0 15	0 18
Sea trout		0 12
Sea bass		0 12
Whitefish		0 12
Mullets		0 07
Haddock		0 04½
Halibut		0 09
Bullheads		0 10
Carp		0 08
Dore		0 12
Mackerel, each		0 25
Swordfish		0 12

FROZEN

Codfish	0 04	0 04
Dore, winter caught, per lb		0 10
Haddock		0 04
Halibut, per lb.		0 09
Herring, per 100		1 25
Market cod		0 04
Steak cod		0 05
Mackerel		0 10
Pike		0 07
Salmon, B.C., red,		0 09
Gaspe salmon, per lb		0 18
Smelts, 10 lb. boxes		0 07½
Whitefish, large, lb		0 09
Whitefish, small		0 07

SALTED AND PICKLED

Green cod, No. 1, bbl	6 00	6 50
Labrador herring, bbl	5 00	
" ½ bbl	3 00	
Labrador sea trout, bbls		11 00
Labrador sea trout, half bbls		6 00
No. 1 mackerel, pail		2 10
½ bbls		10 00
No. 1 pollock, ½		4 00
Salmon, B.C., red, bbl		14 00
" " pink, bbl		12 00
" Labrador, bbl		17 00
" " ½ bbls		8 50
" " trcs., 300 lb.		22 00
Salt eels, per lb.		0 07½
Salt sardines, 20 lb. pls		1 00
Scotch herring	6 50	7 00
" " keg		1 00
Holland herring, bbl		5 50
" " keg		0 75

SMOKED

Bloaters, large, per box	1 00
Haddies	0 08
Herring, new smoked, per box	0 13
Kippered herring, per box	1 15

SHELL FISH

Shell oysters, bbl	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 60
" "Sealshipt," standards, per Imp. gal	1 75
" " select, per Imp. gal	2 00

PREPARED FISH

Boneless cod, in blocks, 5½, 6½ and 7½c. per lb.	
Shredded cod, per box	1 80
Skinless cod, 100 lb. case	5 50

TORONTO.

Green Fruits—Peaches of an early variety are now claiming chief attention on the market. Yellow St. Johns, from the Queenston district, are looking particularly fine, and the wholesalers are receiving large stocks. The price varies considerably, some quoting from $1.35 to $1.75, while there are some houses that have them down as low as $1.25. From general opinions expressed, the peach crop is going to be quite satisfactory. The demand for peaches is good and the early stocks seem to be moving out rapidly. There are still importations of the U. S. varieties. Na-

turally, the demand for them has diminished to some extent in the face of the home-grown fruit that is now quite plentiful. Cherries, gooseberries and currants are all off the market. The receipts of Canadian plums are increasing and their quality is tempting. Cantaloupes have dropped in price. The demand is good. Lemons are firm at $5.50, and there are not many who expect an improvement in the price during the remainder of this month, although there is a possibility that the demand may be increased. Old fruitmen do not look upon August as a particularly good lemon month, but they believe that September will boost the demand for lemons. The new crop, according to reports, is ripening slowly, and holders of stocks are hoping that this statement will be realized, as they seem to fear that they may not be able to dispose of the lemons they have on hand. September, however, should make an inroad into their stocks. Oranges are held lightly, with late Valencias bringing a good price. In regard to pears the price varies according to the quality.

EXHIBITION
VISITORS WELCOME

We will be pleased to see any of our Out-of-Town Friends when in the City during Exhibition :: :: ::

WHITE & CO., Limited
Cor. Church and Front Streets - Toronto
Also at the Fruit Market, foot of Yonge Street

Plums
Are now at their best
All the fancy varieties
CRAWFORD
Peaches
BARTLETT
Pears
Grapes
Early Varieties
Musk Melons, Rocky Fords, Tomatoes, &c.
Wire, phone or mail your orders to
Stevens & Soloman
Growers and Shippers of
CANADIAN FRUITS
Phones 1990 and 2700
HAMILTON, - - - ONT.

CALIFORNIA
Late Valencia Oranges
GOLDEN ORANGE
BRAND
The Finest Orange Grown.
Fresh Cars Arriving Weekly.
Always Order
GOLDEN ORANGE BRAND
And get the very BEST from
HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



A Proper Test of worth is to be in direct competition and WIN. This is what we did the past week at the N.Y. Auction. Our customer decided to sell his Lemons in New York. They were not specially packed but were our regular pack for Canada. The highest price paid was for OUR BRAND. Why? Because our name is well and favorably known wherever Lemons are sold. Our pack is the Standard of Quality. Order Follina's brands of selected Lemons.

W. B. STRINGER
Sales Agent, Toronto

Buster Brown

Apples, Canadian, basket	0 30	0 40
Bananas	1 50	2 00
Blueberries, bas	1 25	1 35
Cantaloupes, Cal.—		
Large crates	3 50	4 00
Cantaloupes, Canadian		
Crate	1 25	1 50
Basket	0 40	0 75
Grapes, case	2 50	2 75
Grape Fruit—		
California	3 75	4 75
Lawton Berries	0 10	0 12
Lemons—		
Verdelli		5 50
Limes, box		1 25
Oranges—		
Valencia	4 50	5 00
Peaches—		
Early Canadian flat baskets	0 40	1 00
Leno covers	0 60	0 75
St. John	1 00	1 75
California	1 25	1 75
Pears, box		4 00
Pears, Canadian basket	0 30	0 75
Pineapples, case		4 00
Plums, box, Cal	1 50	2 50
Plums, bas., Can	0 35	0 60
Watermelon, ea.	0 40	0 50

Vegetables—Imported potatoes belong to the past, the Canadian variety being of splendid quality, and are plentiful. Prices all along the vegetable line are reasonable and a good business is being done. Tomatoes are receiving principal attention at present, and they are being received in good quantities these days. Asked as to whether they would get cheaper or not, a wholesaler gingerly remarked that he considered the price was low enough. Spanish onions are quoted below former figures, and the trade is receiving rather large shipments of late. On the whole, the fruit and vegetable markets are holding their own.

Beets, doz	0 25	0 30
Beans, wax, per 11-qt. basket	0 15	0 25
Cabbage, case—		
Canadian	1 00	1 25
Carrots, Canadian, doz		0 30
Cauliflower, dz.	0 75	0 85
Celery, basket		0 40
Cucumbers, bas	0 20	0 25
Lettuce, Canadian, head	0 25	0 30
Onions—		
Spanish, large	2 25	2 50
Potatoes, Ontario, new, bag	0 75	0 80
Parsley, per doz bunches	0 25	0 30
Radishes, doz		0 25
Peas, green, per 11-qt. basket		0 35
Green peppers, 11-qt. basket	0 35	0 40
Spinach, hamper		
Tomatoes, Can., basket 11 qt	0 30	0 35
New turnips, per 11-qt. basket		0 50

Fish—Prices in the fish market are firm. Whitefish and trout are both above last week's quotations, and are likely to hold those figures. The supply is small and the market is held firmly. The demand is good, but it cannot reach a large figure while the supplies are not more plentiful. From eastern Canada reports are received that the lobster catch is small and the amount canned is likely to be below the average.

FRESH CAUGHT FISH

Halibut	0 10	Steak cod	0 08
Salmon trout	0 12	Perch	0 07
White fish	0 12	Haddock	0 07
Herring	0 06	Mackerel	0 23

FROZEN LAKE FISH

Pickerel yellow	08	Pike	0 07
		Whitefish, frozen	0 09

OCEAN FISH (FROZEN)

Herring, per 100	1 50	Salmon, pink, per lb	0 08
		" red	0 09

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Cod, Imperial, per lb	0 05
Codfish, Bluenose, "	1 40	Fillets, per lb	0 11
Cod steak, per lb	0 07	Haddie, Finnan	0 07
		Quail on toast, per lb	0 05

NOT PTOMAINE POISONING.

Another Case Where an Erroneous Item was Circulated Through the Press re Canned Goods.

Editor Canadian Grocer,—A day or so ago our attention was drawn to the following item which appeared in a Hamilton paper under date of August 5th:

Poisoned by Canned Goods.

(G. N. W. Despatch.)

Toronto, Aug. 5.—James Hardy was brought to St. Michael's hospital to-day suffering from ptomaine poisoning, after eating canned goods. He is slowly recovering. Hardy arrived here from England two weeks ago. His wife and family are there yet.

Being largely interested in canned goods of all kinds, we took the trouble to investigate this case, and it would appear to have been reported by someone who apparently was not cognizant of the facts.

Upon inquiry we find Mr. Hardy at dinner at a restaurant at 12 o'clock noon, partaking of roast beef, and at 6 o'clock ate at the same restaurant, his meal comprising a beef stew and raspberry pie. At 8.30 on this evening he had severe pains and sent for a doctor, who prescribed for him and sent him to St. Michael's hospital. The next morning the patient was very much better and in the course of two or three days, discharged, and is now in normal health again.

Mr. Hardy had neither eaten canned vegetables, canned meats or canned goods of any description for a period of at least a week previous to his attack. A number of similar cases have been reported recently and the cause ascribed to canned goods, whereas on investigation the cause has been found to be entirely different.

The doctor in the Hardy case advised the writer that in his opinion Mr. Hardy's attack was not caused through ptomaine poison.

As the canned goods business in this country has grown into a large industry, it seems unfair that items such as the above should be published without careful evamination of facts.

Yours truly,
W. H. Millman & Sons.

The shipping of Ontario fruit to the west is growing. An attempt was made with a car of strawberries early in the season. The success of its trip accounts for the cars of red currants, cherries, gooseberries, peaches, tomatoes, etc., which have been sent out by the St. Catharines Cold Storage Co.

Perishable fruits exposed for sale in Kansas City must be covered by wire screen or netting or placed in a glass case, otherwise the law will show its strength against those who refuse to comply. Even commission men are to be included. Bacteria and flies will have a hard time of it under these conditions.

CARTER'S
EXTRA CONCENTRATED
LEMON SYRUP
"BIG WHEEL"
LEMONADE.
CRYSTALS OR POWDER.
H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.

SEASON 1908-9
Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1856
Ingersoll - Ontario
Would you like our Weekly Circular

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Bluenose Butter

Certainly Is Selling!

That's why we have increased our space in "The Canadian Grocer."

All sections of Canada, as well as foreign countries, receive supplies weekly.

If it were not all that we claim it to be, it would not sell so steadily.



Smith & Proctor
Halifax, N.S.

Sardines That Sell

are those that have a guarantee on each tin!

Concord Norwegian Sardines

are finest small autumn fish only, packed, when freshly caught, in high-grade oil. Each tin is provided with an extra cover for use after it has been once opened. The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree. Order from any wholesale grocer, and don't forget the name CONCORD.

CCC
Norwegian Canned Goods

LIST OF AGENTS:

R. S. McIndoe, Toronto; A. H. Brittain & Co Montreal; W. A. Simonds, St. John, N.B. Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.





The next time you are wanting Canned Fish, be sure your Jobber has the name right :—

Brunswick Brand

This will be your guarantee that the contents of each can will be such that you can confidently recommend them to your customers. Sea foods, owing to the greater care which is now bestowed on their selection and packing, are growing in favor each season. See that you are fully stocked with BRUNSWICK BRAND to meet the coming demand.

CONNORS BROS., LIMITED

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovit Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macauley & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; R. Robertson & Co., Vancouver, B.C.; The Alf. Denis Co., Ltd., Edmonton, Alta.

Newsy Notes Done Up in Brief for Busy Grocers

What is Happening Among Trade Associations—Something About the Growth of Allspice—Origin of Marmalade— Time for Collections Near at Hand.

The stock of a grocer in Washington, Ind., has been purchased by the congregation of a church, who will cater to the residents of the neighborhood under the caption of the "Square Deal Grocery."

The French sardine pack is reported light so far and there are no indications of an increased run of fish in the near future.

The new ordinance passed in Cleveland enacting that all displays made on the sidewalks are prohibited has brought a protest from the retail grocers' association of that city. Several of the members have been arrested for breaches of the law which was suggested to the council by a grocer and a member of the association.

The Supreme Court of Minnesota recently delivered a decision to the effect that the jobber or manufacturer who sells an adulterated or poisonous cooking oil to a retail merchant, is liable to the retailer for his consequent loss of business in selling the product to his customers.

Don't forget that rice has many qualities which should recommend it to the housekeeper. It is fairly cheap, nourishing, is easily digested and with but little trouble can be prepared for the table in a tempting form. Rice will stand boosting.

Don't be a grouch. Men of that class will never make a big success in the grocery business. The big business is generally built on big ideas.

Jamaica is the only country in the world that regularly exports allspice or pimento, as it is also known, being the small dried unripe berries of the pimento tree. Just before the berries begin to ripen they are picked and then they undergo a drying process in the sun, lasting about five days. Rain at this time is damaging. When brown they are cleaned, that is, the twigs and leaves are removed. Allspice has many uses in the home and during the pickling season is in great demand.

Marmelo is the Portugese name for quince and from that word comes our English expression "marmalade." The quince was first used in making that confection, but now oranges, lemons and other fruits are employed although the genuine quince marmalade can be purchased.

The grocer must realize that this is one of the best times in the year to plan a collecting campaign. The summer and spring have been for the most part excellent for general business and there is a feeling of prosperity among all classes. The grocer should get his due and now is the time to make a beginning before winter approaches and the family tighten up the strings of their little hoards.

The southern acreage in Japan rice will be about 35 per cent. short, with Honduras rice showing a large increase.

The average grocer must sell fifteen dollars worth of goods in a day before he has made one dollar net, for himself.

By a new ordinance New York grocers are forbidden to sell eggs by the dozen. In future they must sell them by the pound. A fine of $100 is the penalty.

It is not bad business to leave the window lights burning for an hour or two after dark. Particularly in summer people like to stroll down town and if the windows are in the least attractive they stop and intently examine them. This often leads to sales the next day or in the near future.

When a merchant, be he grocer, hardware, etc., begins to get jealous of a neighbor, then does he begin to neglect his own business. There is more truth than fiction in the old saying that it takes all a man's time to look after his own affairs.

In 1909 Canada produced 19,711,801 pounds of beet sugar. Altogether there were 11,100 acres of beets grown producing 79,056 tons of beets.

The Mistress.—"Mary, don't let me catch you kissing that grocer's man again."

Mary.—"Lor' mum, I don't mean to, but you do bob aroun' so."

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
A perfect article. Sell it.
Insist upon having McDougall's.
D. McDougall & Co., Ltd.
Glasgow, Scotland

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

TANGLEFOOT

The Original Fly Paper
For 25 years the Standard in quality
All others are imitations

Black Watch
The Big Black Plug Chewing Tobacco

"A Trade Bringer"
Sold by all the Wholesale Trade

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENTS WANTED.

WANTED—Grocers to sell Nation's Custard Powder. Retail 5 cents per packet. ½ and 1-lb. patent measure tins. Gives big profit. Satisfies customers. Increases sales. Wholesale Agents:—Green & Co., Toronto; W. H. Escott, Winnipeg; W. H. Malkin Co., Vancouver. (34)

ACCOUNTS WANTED.

TWO GOOD ACCOUNTS WANTED—Two manufacturers requiring representation in Montreal are requested to write. Box 359, CANADIAN GROCER, Toronto. Wants independent canner particularly. (35p)

MALE HELP WANTED.

WANTED—At once, first-class catsup maker. Give references and full particulars.. Box 64, Hamilton, Ont. (tf)

BUSINESS CHANCES.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

RENT OR SALE—A first-class store for hardware and tinsmith at Crysler, Ont. One opposition. Public would need one more. Includes living apartments. Reasonable price. Apply to H. A. DUPUIS, Embrun, Ont. (36)

SITUATION VACANT.

WANTED for Winnipeg wholesale commission house, intelligent young man who has had experience in brokerage business. Reply, with reference, and state salary expected, care Box 360, CANADIAN GROCER, Toronto. (34)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

MISCELLANEOUS.

AUTOMATIC COMPUTING SCALES — THE ANDERSON. Worth knowing about, especially the improvements and price. Not in a combine. W. F. HARRIS, General Agent, Windsor, Ont. (37)

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

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ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 20 Alice Street, Toronto.

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EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

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FOR THE MONTH OF AUGUST ONLY we offer some exceptionally good values in rebuilt Smith Premier Typewriters. Do not fail to write us for prices. They will astonish you; so will the high quality of the machines. THE MONARCH TYPEWRITER COMPANY, LIMITED, 98 King Street West, Toronto

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

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SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

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WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

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THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

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CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

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Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3 " "		1 25
¼-lb. tins 4 " "		0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz }	Per case
1 "	12 " }	$6 00
1 "	16 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	3 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 80
" 5 lb.	22 85

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 90	Jellies	
Raspberry	1 90	Red currant	2 40
Black currant	1 80	Black currant	2 40
Red currant	1 80	Crabapple	1 70
Raspberry & red currant	1 80	Plum	1 70
		Grape	1 70
Raspberry and gooseberry	1 80	Marmalade	
Damson plum, stoneless	1 70	Scotch	1 40
		Orange Jelly	1 75
Greengage plum, stoneless	1 70	Green Fig	2 25
		Lemon	1 80
Gooseberry	1 80	Pineapple	2 25
		Ginger	2 25

Pure Preserves—Bulk

5's & 7's per lb.	14's & 30's per lb.
Strawberry 0 11	0 10½
Black currant 0 11	0 10½
Raspberry 0 11	0 10½
Other varieties 0 09	0 08½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

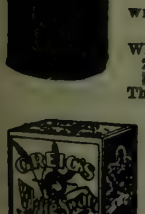
White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz $1 00



Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" ¼'s " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., ½-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb 0 35

Smaller quantities 0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz 0 90



Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoas, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.

	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
½ and ¼ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes	0 28
½ lb. packages, assorted, in 5 lb. boxes	0 29
½ lb. packages, assorted, 5, 10, 15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 13	0 21	0 17
Best Shredded	0 18	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	.. .	0 15
Macaroon	0 17	....	0 17
Desiccated	15	....	0
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Feathers trip, pails	0 16
Shredded	0 15
In packages 2-oz., 4-oz., 8-oz., lb.	0 30

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED.

"Jersey" brand evaporated cream per case (4 doz.)	$4 00
Reindeer" brand per case (4 doz.)	5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees:

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb	
Mo-Ja, ½-lb. tins 30c. lb.	
Mo-Ja, 1-lb. tins 28c. lb.	
Mo-Ja, ½-lb. tins 29c. lb.	

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 2 tumblers, $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz.. $ 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large bloats, dozen	2 25
Medium bloats, dozen	1 40



	W.S.P.	Ret. P.
Ground or bean,	0 32	0 50
"	0 33	0 50
"	0 29	0 40
"	0 30	0 40
"	0 22	0 30
"	0 23	0 30
"	0 25	0 35

Packed in 30s and 50-lb. cases. Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 35
Milk Chocolate Sticks, 36 in box, "	1 35
" " 10c cakes, 36 in box "	3 60
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 30
" " No. 2, "	0 25
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal

$2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts.

SHIRRIFF'S

1 oz. (all flavors), doz.	1 00		
2 " "	1 75		
2½ " "	2 00		
4 " "	3 00		
5 " "	3 75		
8 " "	5 50		
16 " "	10 00		
32 " "	18 00		

Discounts on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 30
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails, per lb	0 06½

Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails	0 06½

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen, $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. 1 80. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 00 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 do

FRIENDS—NOT GROWLERS



RISING SUN Stove Polish in Cakes never comes back to you with growls from the housekeeper. It is always up to the same high standard maintained for forty years, and is always just right. That's why we have the thousands upon thousands of grocers pushing it everywhere. Grocers don't wish to run the risk of losing a good customer by passing out an inferior stove polish, which is wrong more often than it is right. RISING SUN makes friends for you and for us in every household where you put it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

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2 IN 1 Shoe Polish

The Polish OF Preference

It pays to handle a quick-selling line like "2 in 1" Shoe Polish—a line that's always in demand and that always gives satisfaction.

"2 in 1" is positively waterproof, preserves and softens the leather, does not clog or stain the clothes, and is free from acid or turpentine.

Get a generous supply and display it well.



The F. F. DALLEY CO.
LIMITED
Hamilton, Can., and Buffalo, N.Y.

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE, ONT.

NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

R. B. Wiseman & Co.

123 Bannatyne Avenue East **WINNIPEG, MAN.**

Reference—Bank of Ottawa, Winnipeg

Molassine Meal

Molassine Dog and Puppy Cakes

Molassine Terrier, Hound and Puppy Meal

Molassine Chicken and Poultry Food

Are reliable foods for horses, cattle, dogs and poultry.

Sole Canadian Importer:

ANDREW WATSON

91 YOUVILLE SQUARE, MONTREAL

BROOMS OF QUALITY

WE make them! **YOU** should sell them!
YOUR customers will appreciate them! **OURS** do

and keep our factory going on FULL TIME

A postal will bring you information.

Walter Woods & Co. - **Hamilton and Winnipeg**

WESTERN ASSURANCE COMPANY. Incorporated 1851

FIRE AND MARINE

HEAD OFFICE—TORONTO, ONT.

Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary



YOUR PROFITS

in the handling of your perishables, such as butter, eggs, etc., are secured if you are using an

ARCTIC Refrigerator

The 'Arctic' is the 'last word' in scientific refrigerator construction, and is moreover a handsome ornament to any store.

Arctic Refrigerators for All Purposes.

JOHN HILLOCK & CO
Queen and George Sts., TORONTO
Agents for Western Provinces: Ryan Bros., 147 Bannatyne Ave., Winnipeg

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap
The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Fly Pads.
WILSON'S FLY PADS



In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.80; 5 boxes $2.75.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard
E. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 13
½-bbls.	0 13½
Tubs, 60 lbs.	0 13¾
20-lb. Pails.	2 70
20-lb. tins	2 60
Cases 3-lb.	0 14
" 5-lb.	0 13¾
" 10-lb.	0 13¾



F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 12¾
Tubs	0 13
20-lb. pails	0 13¼
20-lb. tins	0 12¾
10-lb. "	0 13¼
5-lb. "	0 13¾
3-lb. "	0 13¾
1-lb. cartons	14

Licorice
NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 60), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, ½-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1
" " 100 sticks	....
Dulc, large cent sticks, 100 in box	

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.
T. UPTON & CO

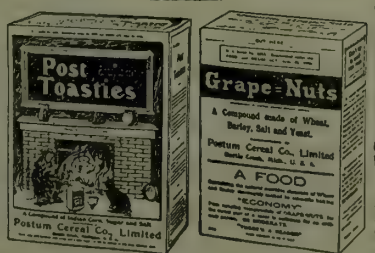
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7½c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.

ST. CHARLES CONDENSING CO



PRICES:

St. Charles Cream, family size, per case	$3 50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard
COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb. tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ¼-lb. tins	per doz.	0 85
" ½-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Olive Oil
LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 5 75
" pts. 24's	3 50
" ½-pts. 24's	4 25

Sauces
PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 5 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda
COW BRAND



Case of 1-lb. containing 60 packages, per box, $3 00
Case of ½-lb. containing 120 pkgs. per box, $3.00
Case of 1-lb and ½-lb. containing 30 1-lb. and 60 ½-lb. pkgs, per box $3.00
Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, " 120 ½ lb.	"	2 60
No. 3, " {30 1-lb. / 60 ½ lb.	"	2 60

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 25
5 cases	2 25

TRADE MARK BRAND



REGISTERED

WOOD'S

HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. Montreal

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd. Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg.	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 07
Barrels, 200 lb	0 06½
Kegs, 100 lb	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 7½
6-lb. toy trunks, 8 in case	0 06
6-lb. toy drums, with drumsticks in case	0 08
Kegs, ex. crystals, 100 lb	0 07
Brantford Gloss—	
1-lb. fancy boxes, cases 35 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	1 60

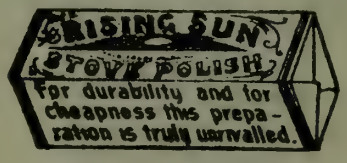
Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD
6a size, gross, $2.40. 2a size, gross, $2.50

Boot Polish

PACKARD'S BOOT AND SHOE POLISHES



Mon-Ami, $9 gross; Black "O," $9 gross; Large Combination, $20 per gross; Pony Combination, $10; French Glycerine, $9; Ladies' Special, $20; Pat. Lea. Cream $20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03½ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼-barrels, 175 lbs	0 03¾ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 [illegible]
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.



EMPIRE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c	1s, 20c.; ½s, 21c.
30c	1s and ½s, 23c.
40c	1s and ½s, 28c.
50c	1s and ½s, 35c.
75c	1s and ½s, Vulcan, 50c.

100 lb. lots freight paid.



Blue Label, 1's	1	0 30
Orange Label, 1's and ½'s	0 32	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 32	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	007	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

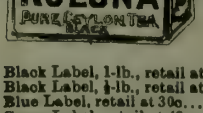
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	36c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

Black, green, mixed—¼s, wholesale 70c., retail $1; ½s, 55c. and 80c.; 1s, 44c. and 60c.; 1 lbsand ½s, 40c. and 60c.; ½s, 38c. and 50c.; 1 lbs. and ½s, 35c. and 50c.; 1 lb., ½s and ¼s, 30c. and 40c.; ½s, 25c. and 30c.; 1 lbs., 24c. and 30c. We pack Japans in all grades at same prices. We pack in 60 and 100 lb. cases. All delivered prices.



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c.; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80

	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20

	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75

	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, bris., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

CASH or PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will install a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.

HOTEL DIRECTORY

HALIFAX HOTEL

HALIFAX, N. S.

THE GRAND UNION

The most popular hotel in

OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

ACCOUNTANTS

Jenkins & Hardy — Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto 52 Canada Life Building, Montreal

The West Indies

If you have anything to ship to the West Indies we will handle it promptly and get you the top price.

If you are a manufacturer and wish to place your goods on the West Indian markets our travellers will do it for you.

If you want information of any kind about the West Indies do not hesitate to write us for it.

T. Geddes Grant

Port of Spain - Trinidad

The Cook's Favorite !

Keep a liberal supply on your shelves of



Order from your Jobber.

"COW BRAND"

BAKING SODA

No other line on the market can approach it in strength, purity and reliability.

"Cow Brand" is a line you can handle and stock without hesitation.

SEE TO YOUR STOCKS.

CHURCH and DWIGHT

Manufacturers LIMITED

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

WHY NOT?

make sure of your

SALT

Supply in good season,

by writing

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

WETHEY'S
Condensed
Mince Meat

Wrapped in sanitary packages.
Absolutely dust-proof.
3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO



Business is very Good.
Use the Phone when Needing Goods in a Hurry.

Specials for Pickling Season

Imperial Vinegar Mustard Seed
Whole Pickling Spices, mixed, bulk and packages.
Allspice Cloves Cinnamon
Chilies Ginger Mace
Coriander Turmeric
Ginger---Preserved in Jars, Candied, Dry in Bulk, Green in Bulk.
Parker Catsup Flavor and Pickle Mixture,
10c. tins Wax, Paraffine Wax

GEO. E. BRISTOL & CO.
Wholesale Grocers, Hamilton, Ont.

Father Morriscy's Remedies . . .

Less than two years ago, Father Morriscy's Remedies were put up in popular form and placed on the market in Eastern Canada. They met with a splendid reception from the public and dealer alike, not only owing to the merits of the preparations, but on account of the extensive advertising campaign. Arrangements are now being made to extend our territory to cover all Canada, backed up by strong and effective advertising, which is sure to create an immediate demand in the new Provinces; practically every paper in Canada will carry our ads. Distributing depots will be established at different points to enable the retail dealer to procure the goods readily, and with the minimum of expense.

Retailers who handle patent medicines will make no mistake in stocking the remedies, as the sale is absolutely guaranteed.

The Father Morriscy Medicine Co., Limited

CHATHAM - - New Brunswick

"Quality Counts" is our business slogan
—our goods, our methods, match

If Your Store is in the Maritime Provinces—Why not Avail Yourself of Our Specialized Service?

To supply you quickly, conveniently, with just those grocery lines which offer the surest profit in your particular locality—this is what our specialized Maritime Provinces service has made possible.

Years of our close study and experience were necessary to bring this service to its present perfection.

Unusual discrimination was required in our buying, in our manufacturing; equally critical methods had to be established in the filling of orders.

Even in our packing and shipping departments we had to expensively build up a system which would eliminate to the minimum possibilities of the slightest inconvenience to our customers.

Now—long since these methods have justified themselves in increased business—we are proud of our service. We invite you to take profitable advantage of it with your very next grocery order—large or small.

As Importers, Manufacturers and Wholesale Distributors we are Ready to Serve You—to Your Profit

Everything that you will ever want in the grocery line you can get here from stock in our big warehouses. Some lines we manufacture ourselves; for instance:—

FLAVORING EXTRACTS, COFFEES,
PURE SPICES, BAKING POWDER,
ICINGS, LIME JUICE,
FRUIT SYRUPS, PULVERIZED SUGAR

Other lines we import at the closest possible prices because of our large handling capacity. These lines include:—

MOLASSES, PORK, LARD, RICE,
DRIED FRUITS, SALT AND PICKLED FISH

Then we are distributors for many prominently reliable brands of readily selling goods:—

"GOLD BOND" CANNED GOODS
WM. P. HARTLEY'S JAMS and MARMALADES
LEA'S PICKLES and KETCHUPS
GOODWILLIE'S FRUITS IN GLASS
HOLBROOK'S PICKLES AND SAUCES
"PRIDE OF CANADA" MAPLE GOODS
SNOWSHOE BRAND RED SALMON

But in every single instance the goods must conform to our high quality standard or they cannot find a place in our stock. So that no matter when or what you buy from us you can feel positive as to quality, even though our quotations are close If you have an enquiry to make we will gladly reply immediately if you will write us now.

G. E. BARBOUR CO., LIMITED

WHOLESALE GROCERS, SAINT JOHN, N.B.

"Quality Counts" is our business slogan
—our goods, our methods, match.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. London, Eng.: 88 Fleet St., E.C. Toronto: 143-149 University Ave. New York: Rooms 1109-1111, 160 Broadway. Winnipeg: 511 Union Bank Building

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OXFORD

Keen's Blue



At home and abroad enjoys a unique reputation for purity

It is the most perfect and satisfactory Blue made

It's money to you, Mr. Grocer, to make it your leading laundry blue

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

The Leading Laundry and Cooking Starches in Canada are

Benson's "Prepared" Corn

AND

Edwardsburg "Silver Gloss" Starch

They are purity personified, and are in demand by up-to-date housewives throughout the Dominion. See to your stocks. For sale by every jobber.

Edwardsburg Starch Co., Limited

ESTABLISHED 1858.

53 Front Street East, Toronto, Ont. Works: Cardinal, Ont.
164 St. James Street, Montreal

You Can Sell These With Satisfaction and Profit

SURPRISE SOAP



A SURE, STEADY PROFIT IS WAITING FOR THE GROCER WHO PUSHES THE SALE OF "SURPRISE"—BE ONE OF THEM

The St. Croix Soap Mfg. Co.

Factory at St. Stephen, N.B.

Branches: Montreal, Toronto, Winnipeg, Vancouver, West Indies

COCO FRUITINE:

An absolutely pure extract of Cocoanut. Can be used with great advantage in every species of cooking and pastry.

Pure, - Nourishing, - Economical, - Palatable

Superior to Lard—Equal to Butter.

ADDED TO THIS, IT IS MOST AGREEABLE TO THE TASTE.

A PURE VEGETABLE BUTTER

TRADE  MARK

COCO FRUITINE

The QUALITY of COCO FRUITINE is quite remarkable.

First—It is superior to Butter, Oil or Lard, owing to its extremely delicate taste and flavor.

Second—It is peculiarly nourishing, being superior to any other similar product.

Third—It is extremely easily digested and assimilated by the most sensitive stomachs.

Fourth—Owing to its great richness and purity, it is more economical.

Packed in ½ kilo. tins, 1 kilo. tins, 5 kilo. tins, 25 kilo. tins. SEND FOR FREE SAMPLE.

ARTHUR P. TIPPET & CO., - - Sole Agents for Canada



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 2?

TRY A CONDENSED AD. IN THE CANADIAN GROCER.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Get our Prices for

IMPORT

Raisins and Currants

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents

Established 1865

Canadian Manufacturers and Exporters

Are you aware of the fact that there are 4½ millions Irishmen prepared to buy Canadian Goods?

Don't you want some of this business?

You can get into touch with 5,000 distributors every week by advertising in THE IRISH GROCER, DRUG, PROVISION and GENERAL TRADES' JOURNAL, the best known general store and grocery paper in Ireland. Write for sample copy and particulars to

10, Garfield Chambers, Belfast, Ireland

When writing advertisers kindly mention having seen the advertisement in this paper.

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

RAW SUGAR ON SPOT

Barbadoes, Muscovado, Jamaica Light and Dark Crystals

Lind Brokerage Company

73 Front St. E., Toronto

THE HARRY HORNE CO.

Grocery Brokers and Manufacturers' Agents.

309-311 King St. West. - - Toronto

Leading manufacturers of Grocery Specialties desirous of extending their business, should write us at once. Correspondence solicited from Foreign Firms.

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

United Kingdom and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

BUSINESS IS BOOMING IN

WINNIPEG

BAWLF, DAVEY & CO.

Wholesale Grocery Brokers.

AGENCIES WANTED WINNIPEG MAN.

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to the Retailer Track connections with all Railroads.

PAPER

J. F. EBY—President HUGH BLAIN—Vice-Pres.

We are headquarters for all kinds of WRAPPING PAPERS

To be up-to-date you must use our

Broadstripe Sealing Paper—

All weights
LIGHT
MEDIUM
HEAVY

IN ROLLS—9, 12, 15, 18, 20, 24 and 30 inches

The finest and yet most economical paper you can use.

Genuine Vegetable Parchment Paper

FINEST QUALITY GERMAN MAKE

Get our quotations on 5, 10, 25 and 50 ream lots

TOILET PAPERS—Square or Rolls

WE HANDLE THESE ON A VERY CLOSE MARGIN
YOU CAN SAVE MONEY BUYING TOILET PAPERS FROM US

EBY-BLAIN, LIMITED

Wholesale Grocers - - - Toronto

THERE ARE TWO ADEQUATE REASONS FOR STOCKING AND PUSHING

Ram Lal's Pure Tea

It maintains a uniform high quality suited to your better-class trade.

It gives to the drinker all that is required in superior flavor and strength.

SEND TO US FOR SAMPLES AND PARTICULARS

RAM LAL'S PURE TEA CO., Limited

MONTREAL, :: :: :: **CANADA**



Cut of 100 Customer Size, without hood, showing alphabetical arrangement of books.

SAVES YOU TWO HOURS' HARD WORK EACH DAY.

How many hours each day or night must you put in working and worrying over your accounts? Let us be conservative and say it takes two hours of your valuable time each night during the week to post your accounts. That means you spend one day out of every week, or

52 days out of the year on your books

Ever think how much this time would be worth to your family and to your own health if spent at home or at some pleasant diversion?



Cut of 100 Customer Size, showing hood locked to cabinet.

HERE ARE SOME THINGS THE KEITH SYSTEM WILL DO FOR YOU:

1. Enable you to settle with a customer at any time without any delay or confusion in checking up accounts and still be sure you have made no mistakes.
2. Fully protect your accounts in case of fire.
3. Permit any number of clerks to make a charge or settle with a different customer at the same time without conflicting with each other and without any possibility of mixing accounts or bringing forward the wrong past balances.

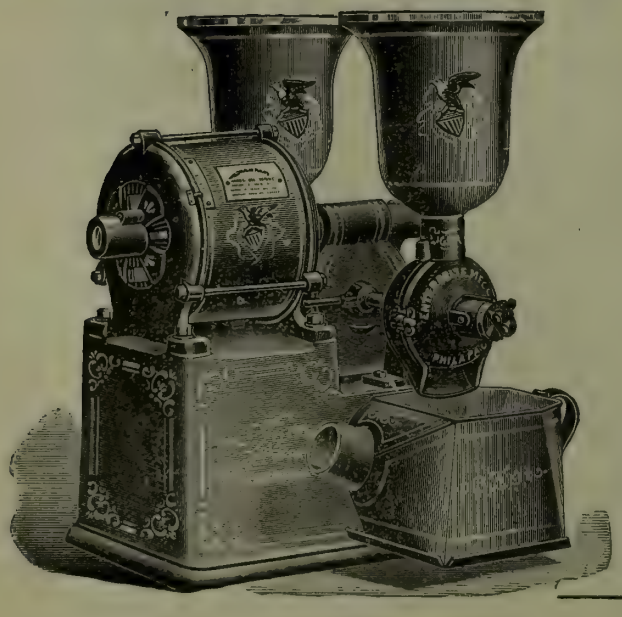
WRITE US AT ONCE AND LET US TELL YOU MORE ABOUT AN EASIER DAY'S WORK FOR YOU.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

101-125 Jackson Street - - Fremont, Ohio

"Enterprise" Economy



An Enterprising grocer, who does things *right*, uses an **"Enterprise" Electrically-Driven Coffee Mill**

The right way is also the cheapest way in the end. It always *pays*. Take the experience of the Philadelphia grocer who grinds 15,000 pounds of coffee a month with an "Enterprise" Mill electrically-driven at a cost for current of $3.00.

He bought the Mill as a great convenience—a time and labor saver, and an up-to-date attraction for his store. Its economy astonished him.

Look through our catalogue and you will find Mills of any capacity, any power required, for direct or alternating current. Your local power supply company will co-operate with advice and assistance.

The Mill illustrated here is No. 08712, fitted with ½ horse power motor for alternating current. Capacity of each iron hopper, 6 pounds of coffee. One Mill is fitted with grinders for granulating, the other for pulverizing. Granulates 2 pounds of coffee per minute, and can be regulated for fine or coarse grinding while mill is running. If you haven't the catalogue showing all our Mills, write for a copy to-day.

The Enterprise Manufacturing Co. of Pa.
Philadelphia, U.S.A.

21 Murray Street, New York — 544 Van Ness Ave., San Francisco

Early June Peas



IT IS A FACT that you can make a greater profit by selling our finer grade peas than you can out of the lower grades. A little extra selling talk with your good customers as to the superior flavor and tenderness of the better grades will land a trial order in nine cases out of ten. Generally, customers of fair means who have been persuaded once to try the better grades will never again be content with lower priced lines. As the profit is greater, and the satisfaction of the customer is unfailing, why not push our better grades of peas? Ask your wholesaler for our Early June (sifted) and Sweet Wrinkle (extra sifted).

Dominion Canners, Limited

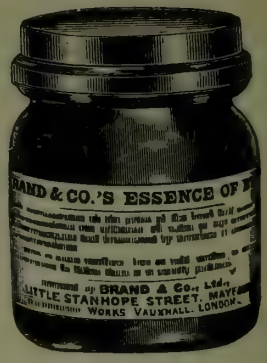
Head Offices: Hamilton, Canada

NOT "JUST THE SAME"



There's nothing similar to the meat extracts with which you are familiar, about

BRAND'S ESSENCE OF BEEF



We issue a hearty invitation to every Canadian grocer visiting the Exhibition to call at our stand in the Manufacturers' Building and get particulars of our **Special Introductory offer.** Brand's Essence is specially recommended by leading physicians the world over for invalids, and although immense quantities are sold by druggists, a much larger amount is handled through grocery stores. There is a very good margin of profit for the dealer, and every assistance will be given and no expense spared by the manufacturer to help you to dispose of Brand's Specialties.

READ WHAT ONE DELIGHTED DEALER SAYS:

Peterboro, 9th July, 1910.

Thos. O. Baxter

Dear Sir,—Would you please send us by Express, one dozen Brand's Essence of Beef in tin, same as we had before. There is a growing demand for it. Two new customers are waiting for this lot to arrive. The case of one man with the worst type of Anaemia has been a great advertiser. It has been a great thing for him, and all his friends are talking about it, so it has a good start now. You will find enclosed Express Order in payment of last lot. Your kind attention will oblige.

Yours truly,
A LEADING GROCER. (*Name on request*)

T. O. BAXTER, 25 Front Street East, TORONTO or **H. HUBBARD, 27 Common Street, MONTREAL**

BRAND & CO. **Purveyors to H.M. the King** **London, Eng.**

THE FAMOUS DAYTON SCALE

NOTE THE SPECIAL FEATURES; also note that no other maker can use these but the Dayton. SWIVEL BASE, making the scale to revolve to either side of the counter. LOW PLATFORM, only 7½ in. from the counter. AUTOMATIC THERMOSTATS, regulating the scale in any temperature. DIAL FITTED with BALL BEARINGS, making it very sensitive for small weighings. These Special Features alone make the DAYTON SCALE superior to all others.

There are more DAYTON SCALES sold than all other makes of Computing Scales combined.

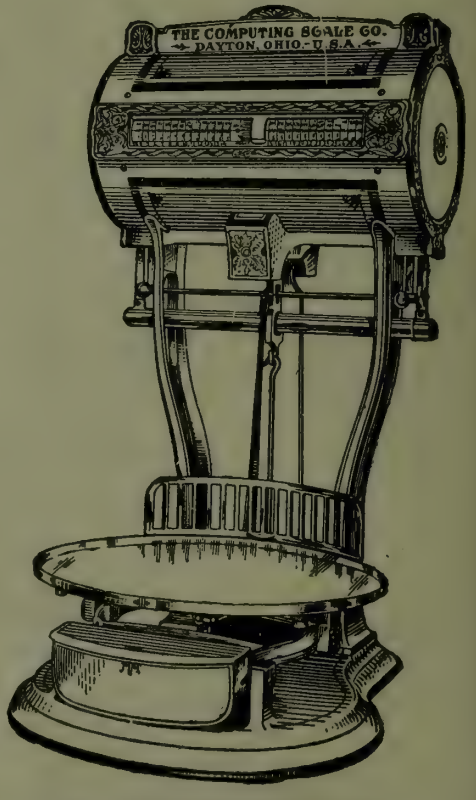
We make a generous allowance for your old Computing Scale.

Write us and get our quotations.

MADE IN CANADA

The Computing Scale Co. of Canada, Limited

164 West King Street, TORONTO, ONT.



Dayton Moneyweight Scale
Note the low platform

Liven Up Your Business

with a line of Preserves that pleases the palate, is attractively packed and of unrivalled purity.

"KOOTENAY" BRAND

JAMS AND JELLIES, in Bottles

are made solely from the most luscious British Columbia fruits and the purest cane sugar and retain to a remarkable degree the natural flavor of the fruit.

See to your stocks ! There's money in handling
a ready seller like "KOOTENAY" BRAND.

Kootenay Jam Co., Limited

Nelson, B. C.

AGENTS :

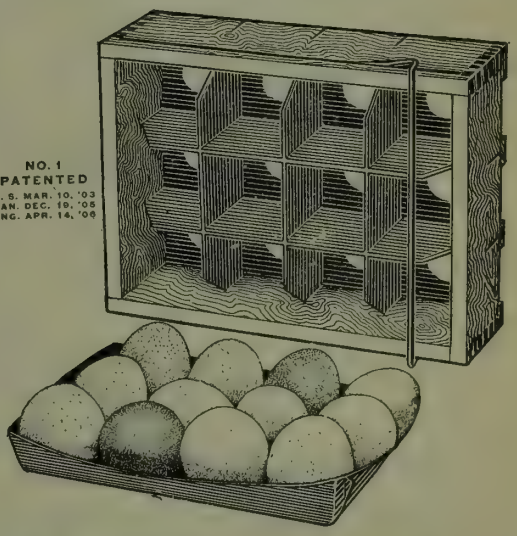
Donnelly, Watson & Brown, Ltd., Calgary and Vancouver

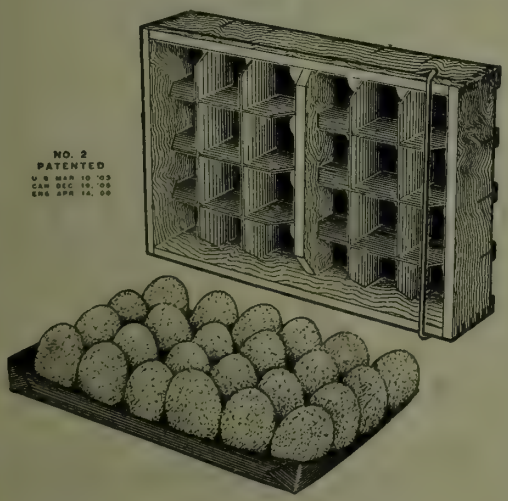
A Broken Egg Means Loss

a smeared package and a Dissatisfied Customer

Star Egg Carriers and Trays

assure safe egg delivery and Satisfied Customers





For Sale by Wholesale Grocers

MacLaren Imperial Cheese Co.
LIMITED

TORONTO, - - - ONTARIO

Selling Agents

PERRIN'S BISCUITS

THREE



SELLERS



AND ALL TRADE KEEPERS





SATISFIED CUSTOMERS

OUR BIGGEST ASSET

Give your customers

Balaklava Brand Baked Beans

And you can rest assured that the merits of these goods will bring repeats and satisfied customers.

Write us for Information and Prices. Your Interests are Ours.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

When at the Canadian National Exhibition

DON'T FAIL TO SEE THE EXHIBIT

OF

H. P. SAUCE

AND

Midland English Malt Vinegar

IN THE MANUFACTURERS' BUILDING

Remember, when in the city, we will appreciate a visit from you; our office and staff are at your disposal.

W. G. PATRICK & CO., 77 York Street

CANNED GOODS

We are now booking orders for 1910 pack of our celebrated

"Rex Brand Canned Goods"

WE ARE NOT IN THE COMBINE

and guarantee our goods to be equal to any on the market.

SEE OUR TRAVELLERS BEFORE PLACING YOUR ORDER

GORMAN, ECKERT & CO., Limited

HIGH-GRADE FOOD PRODUCTS

LONDON WINNIPEG

Gossages' Magical Soap



The Best, The Sweetest
and The Cheapest
Free Lathering Soap
in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



You MUST push the Best Goods if you would hold your trade permanently.

The "Best Goods" in a grocery stock always includes



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary

Canada National Exhibition

Wagstaffe Limited

Everybody is heartily welcome to visit their display in the

Manufacturers' Building

acknowledged by the press and the public to be the finest and most luscious exhibit of preserved fruits ever displayed by a Canadian firm.

Get in the Guessing Competition

FIRST PRIZE, VALUE - - $5.00
SECOND PRIZE, VALUE - $2.00

given to the one who guesses the nearest number of plums and pears in the two large display glasses.

Wagstaffe Limited

PURE FRUIT PRESERVERS

Hamilton - - - - - Ontario

It is worth something to a grocer to sell the most famous coffees in America. Such, beyond question, are the products of Chase & Sanborn.

CHASE & SANBORN
MONTREAL

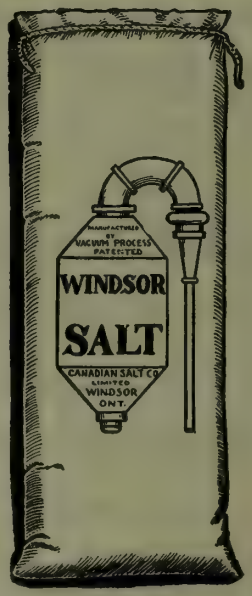
Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.
Branches at Victoria, Vancouver, Nelson, B. C., and Calgary, Alberta



Why Not

concentrate on

Windsor Salt

—the best Salt sold.

—the Salt nearly all your customers already use.

—the Salt that is widely advertised.

Why carry a slow-selling or dead stock of other Salts ?

The Canadian Salt Co., Limited
WINDSOR, ONTARIO

"JAMES DOME"

This is the brand of STOVE POLISH that will give satisfaction all the time. The old reliable BLACK LEAD that has been used for more than 60 years. It will stand the test every time. Gives a clean, bright, quick shine. Pays a good profit and sells well.

Canadian Agents:

W. G. A. LAMBE & CO.

When you buy

Redpath

Extra Granulated Sugar, you secure the results of the latest process, of modern machinery and of years of experience.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.



Tell this to the WOMEN

By using Minute Tapioca a first-class, delicious summer dessert can be produced in fifteen minutes.

Minute Tapioca does not require soaking—ready for instant use right from the package. One package of

MINUTE TAPIOCA

makes six full quarts of a pudding that is unusually delicious in taste and appetizing in appearance. MINUTE TAPIOCA is absolutely pure and is put up in the largest and most sanitary tapioca factory in the world.

Ask your jobber for MINUTE TAPIOCA

Minute Tapioca Co., Orange, Mass.

JAPAN TEAS

We can accept a few more import orders for low grade at reasonable price. Jobbers, who have not yet given us their order, please write for samples at once.

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN

Grocers

of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our Customers are doing so;

Why not you?

The Young Company

LIMITED

North Bay and Sudbury

Everything About--

Wonderful Soap

will show you that it is the Washday Wonder Soap. The Friend of the Household.

The packing, the make-up and the quick sales have made it the friend of the grocer.

We Have a Proposition to Offer You

One that will work to our mutual advantage. It isn't a long story, but it will prove an interesting one. Write for particulars.

The Guelph Soap Co.,

GUELPH, : : ONT.

TORONTO AGENTS:

MacGREEGOR SPECIALTY CO.

Perfection Cheese Cutter Made in Canada



Every Slice is a Fresh, Even Cut.

Accurate in Weight. Pleasing to the Eye.

It pays to buy a Perfection Cutter.
It is built to last; made substantial and strong.
It prevents overcuts, scraps and waste.
It saves its cost in time, labor and money in less than twelve months.

Patented and Manufactured by

The American Computing Co. of Canada

Hamilton, - Ontario

SOLD BY THE WHOLESALE GROCERS.

HAVE YOU

SHIRRIFF'S

FLAVOURING ESSENCES



on your shelves? They are unequalled for strength and purity, and are good all the year round.

IMPERIAL EXTRACT CO., 8-10-12 Matilda St., Toronto, Can.

If your Jobber cannot supply you, write us direct.

The kind that is different!



There's a "something" distinctive about the flavor of our RED LABEL SODA CRACKERS that commends them to your particular customer. No soda biscuit is at once so crisp, fresh and appetizing.

We are also makers of all kinds of dainty and high-grade biscuits.

TELFER BROS., LIMITED, - COLLINGWOOD, ONT.

Branches: - Toronto, - Winnipeg, - Hamilton, - Fort William

THREE THINGS ARE REQUIRED OF

COUNTER CHECK BOOKS

They must be **Convenient, Speedy** and **Safe**

By Convenient, we mean they must be of such style as to be handled easily.

They must permit of fast work on the part of the clerk.

They must produce good copies.

The most Convenient, the Speediest and the Safest Counter Check Book is made of

Surety Non-Smut Paper

We make Surety Books in duplicate and triplicate. In the duplicate book the original is of white paper, coated on the back with a non-smutting carbon, the duplicate is of yellow. In the triplicate both the original and duplicate are white, coated on the back, the triplicate being of yellow.

Every Copy is 100 Per Cent. Perfect

There are no loose carbons to become wrinkled or torn or to give poor copies. We make many other varieties of Counter Check Books, and will be glad to quote prices upon application.

Dominion Register Co., Limited

Manufacturers of

The McCaskey Account Register System

Toronto, Ontario

DID YOU EVER

come across a woman who wasn't glad to save labor on wash day? Sell her

ASEPTO

Soap Powder The Enemy of Dirt

Asepto will lighten her labor and earn for you the housewife's goodwill.

Order to-day through your wholesaler

Agents: **Rose & Laflamme, Ltd.**
MONTREAL

Asepto Mfg. Co. - St John, N.B.

SWEET PICKLES

Here's a line for YOU!

For distinctiveness and excellence of flavor and for purity and quality of contents no line you handle will give you greater satisfaction than



SWEET PICKLES

They're warm favorites among SWEET PICKLE EATERS, and are a proposition worth handling.

See to your stocks.

The T. A. Lytle Co.,
LIMITED
Sterling Road, TORONTO

Tartan BRAND

We have Specials in—

Salmon, Canned Goods and other lines

See our travelers or phone at our expense

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . HAMILTON

St. Lawrence

GRANULATED and GOLDEN YELLOWS

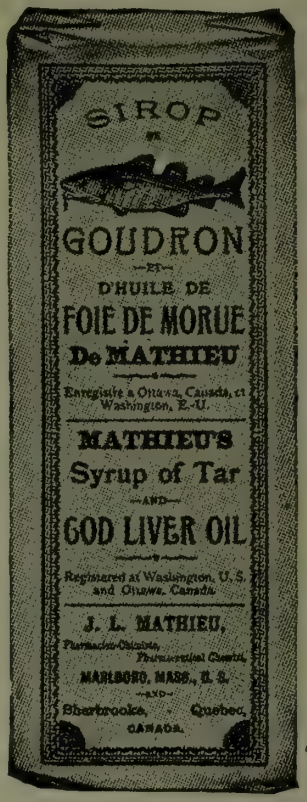
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd., Montreal



A COLD CURE EVERY Dealer Can Recommend

To be able to recommend an article because of its success in the past makes selling easy.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

has been a wonderful success.
The testimonials received by the proprietors tell of marvellous cures.
Thousands of households are never without it.
Its sales have multiplied in every community where it is sold.
Dealers never find it a slow seller.
During the Fall and Winter seasons large sales are assured.
Keep a good supply on hand and when ordering order also

MATHIEU'S NERVINE POWDERS

which are necessary to reduce fever and remove pains in connection with colds.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:
Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.
L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

Government Report—Bulletin No. 208

shows eight samples tested



Canada First Evaporated Cream

Test proves this brand to be the Richest on the Market



Manufactured and Guaranteed by Canadians

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., *"the other fellow"* will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound.

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Limited, Calgary, Alta.
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

GROCERY



A Sign of Success

It's a sure sign that you are pleasing your customers when you sell

PURITY SALT

It is pure—that's why the women think so highly of it. Purity Salt is never a "sticker" but always a seller.

THE
WESTERN SALT CO., Limited
Mooretown — Ontario

The Commercial Account Register

The Only Perfect One Writing System

Does away with Bookkeeping, Posting, Statements and Trouble. THE BEST COLLECTOR KNOWN.



Time Saver

SAVES FULL TIME of ONE MAN in your store, and PAYS FOR ITSELF in few months.

FITS ANY SAFE

Fire Protection

Books of sheets made to fit any safe. INDISPENSABLE ADVANTAGE.

Thousands in successful use in Canada and the U.S. Send postal for catalogue and testimonials of Canadian merchants.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

The West India Co., Ltd.

The Canadian house of
Sandbach, Parker & Co., Demerara, B.G. **Sandbach, Tinne & Co., Liverpool, Eng.**
and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building, - - - MONTREAL

THE WORTH OF

WHITE SWAN

PERFUMED **100%** POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS

OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

Banish Trouble!

How? Handle "Quality" Goods! Sell

Crest Brand Olives

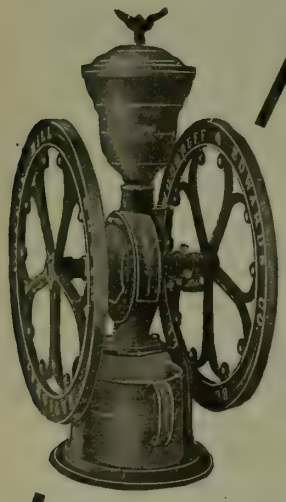
They are "Quality" through and through. No culls or blighted fruit under our label. Particular people will thank you for recommending this line, and the satisfaction it invariably gives will add to your reputation for handling none but "Quality" goods.

Your jobber can supply you; if not, write us direct.

Canada Spice & Grocery Co., Limited

LONDON, ONT.





Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN

NATIONAL COFFEE MILL

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability. Prompt shipments our specialty.

Ask any of the following jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W.H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
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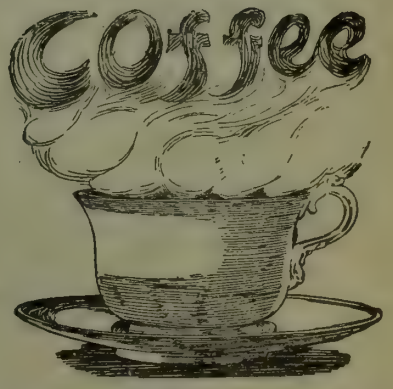
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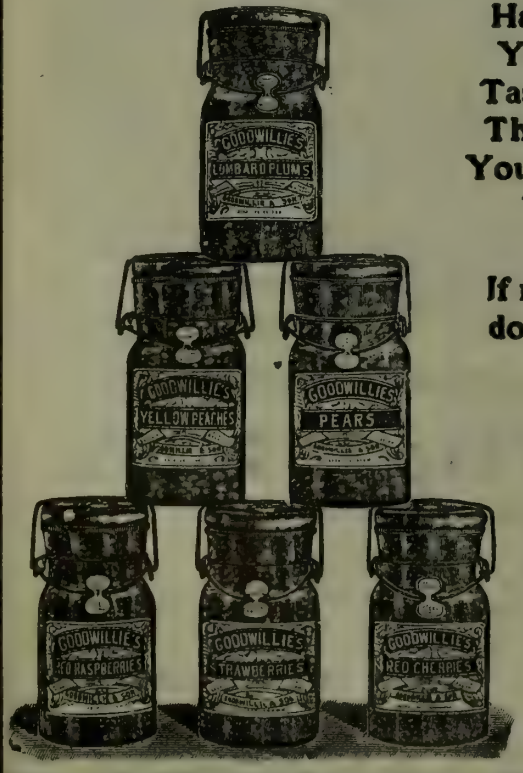
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The "Salada" Tea Co.

Office and Warehouse,
32 Yonge Street, Toronto.

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Close Study of the Relation of Cost to Retail Price

Henry Johnson Jr., Gives the Retailers Some Sound Advice in This Article—Shows Why 25 Per Cent. on is Equal to 20 Per Cent. off—The Grocery Department of the Catalogue House—Grocer Must Not Pay More Than an 80-Cent Average for Goods Selling at $1—Cost Price Should be Figured on Replacement Value.

By Henry Johnson, Jr.

Many years ago, when I was learning the true inwardness of the grocery business in the hard school of experience, an old wholesale grocer said to me, impressively: "Know what things cost—KNOW what things COST—that's the most important thing you can learn." And, being necessarily the basis of the entire structure, surely this knowledge is fundamental.

The trouble is that figures do lie so badly that we must watch them every minute or they will deceive us; and as for tapping the till—why, figures are the greatest thieves you ever saw. But, like the "trusty" in prison, the reformed set of figures is the best and most reliable friend any merchant can ever hope to tie up with. Therefore, let us reform our set of figures without delay.

Some Vagaries of Figures.

Maybe you have tried some of these experiments. Take $1 and add 20 p.c., then deduct 20 p.c. and see if you have your dollar. You surely have not. Take 65 cents and add 25 p.c., then take away 20 p.c., and see what you have. You will have 65 cents. Let me see: 65 plus 25 p.c. is 81¼ cents. 20 p.c. of 81¼ is 16¼, which being deducted, leaves us with the original 65 cents. This illustrates, to some extent, that we must be careful from which end we figure our profits and our expenses.

Department stores are things we do not like, yet they are wonderful organizations. If they were not well organized, they could not live because their average of expense is killingly heavy. It is not uncommon for them to carry a burden of upwards of 30 p.c. on the average. Now, figuring your way and mine, we would say that, in order to "get by" those people would have to make a profit of 33 1-3 p.c. or better; and, to get any velvet, they must work the average up to nearly 40 p.c. But the department store does not figure things that way. They determine that they "must not pay to exceed 60 (or 65) cents for their goods." That means that merchandise to be sold for $1 must cost only 60 to 65 cents on the average.

Not a Profitable Department.

This is what is meant by the Relation of Cost to Retail Prices. But let us follow the department store a little further, just to demonstrate that we grocers have no monopoly of trouble. In the department store there is a grocery department. It is put there as a leader, the intention being to carry it for the advertising, etc., or to plan things so that it will carry itself. But the truth is, it never really carries itself, in a department store, for that is not in the nature of the grocery business. With all the "buying power" in the world and unlimited markets, etc., to draw from, no grocer can work up an average profit of much over 22 to 23 p.c.—and he is a bright grocer who can get it above 20 p.c. The reason is obvious—competition will not admit of wider margins. Thus the department store must work things out so as to carry the grocery department.

To begin with, then, there is the millinery department, with actual, direct expense of, say, 27 p.c., though really I do not know just what it is. To this 27 p.c. must be added, say, 8 p.c. to cover the owner's salary; the office help, general telephone service, the "rest room", the children's school, and sundry other things which must be "spread around" to be carried. In this way the grocery department on the face of things shows an expense account of 24 p.c.—an impossible figure. So the management arbitrarily deducts 8 p.c. from the burden of the grocery department, leaving 16 p.c. of an expense account, and this 8 p.c. is credited on the sales of groceries and apportioned onto the other departments pro rata.

Cost 80 Cents; Selling Price, $1.

The figuring of the proper margins, etc., on all these departments, keeping track of returned goods, credits, and "mark-down" sales, and all that, is a stupendous and exceedingly intricate task; and, to simplify things, so the matter might be clear to the ordinary man, the plan of working on the Relative Cost basis came into vogue. Thus, the grocer, who is the man we are interested in, finds that, to make any showing at all, he must not pay over 80 cents for his goods.

And this is a system not without merit for our consideration. And its management is simple, once we get accustomed to it. Suppose you start to work that scheme now. Your first step will be to inventory your stock, and figure up the list at retail prices in a first column. Then, in a second column, put down your cost prices, always using replacement values as your cost. Now, add up your columns and you can see at almost a glance what you are paying for a dollar's worth of goods.

Shrinkage in Figuring Profits.

Taking round figures, suppose your first column foots up $6,000 and your second column produces $4,800, you have right before you the "answer" that you are paying 80 cents for your goods. And one vast and helpful advantage here is that you know this is the average of your cost-relation. Such an example, honestly followed out, would set you thinking hard, very hard indeed. I am satisfied it would set you about the task of raising the average materially, for I believe you would agree with me that such a high cost-relation was too dangerously near the limit at which the margin might be lost entirely. For it must be remembered that, in all such processes, one takes the full value of each package. One estimates 100 lbs. of sugar in a bag; 49 lbs. of flour in the quarter barrel sack; 119 lbs. in the bag of nuts just in from the jobber. But, in selling these things there is the inevitable shrinkage with which we are all theoretically familiar, but which we do not always remember when we get to "figuring profits."

Now, therefore, let us examine things. We have arrived at the average cost-relation and it has been a revelation to us; let us profit by the lesson. If we find that our cost-relation on our best grade of canned goods has been 70, maybe we can find ways and means to reduce that to 65 or even 60. If we have been giving undue prominence to a breakfast food which we have been told "pays 20 p.c.," but which our critical study demonstrates yields only 16 2-3 p.c. gross, let us lay that away and devote our attention to a line that yields better money.

Absolute Knowledge Obtained.

The point is, that such critical, analytical study of the facts of our business will tend to put us on the sure ground of absolute knowledge, give us our bearings and enable us to read the sextant correctly.

Such thought and accurate care will prompt us to constantly aim to buy and push more profitable goods, which means better goods; which means better trade; which means a higher class business all the way through. I know because I have been there to see. I may say, in fact, that the store of Johnson & Son, which was formerly one of many, is to-day the place where the "best people" like to trade; it is the "fashion" to trade at Johnson's. And, much as we may feel like smiling at such notions, we can usually find a solid basis for the preference. While a lot of women are chattering in a sort of aimless way about how and why they like this or that better than the other, you may properly and correctly conclude that the store they prefer to go to, passing many others on the way, has character and abiding merit.

And that comes about in just one way, gentlemen. It is the result of honest effort along all the various avenues of work, thought, study and business analysis. What say you?

Grocers' Section R.M.A. Ask for Consideration

Send Out Argumentative Letter to Food Stuff Manufacturers in Reference to Retailers' Profits—Question of Manufacturers Selling Cheaper to the "Favored Few" Taken up—Large Retailers Destroy Profit on Some Lines of Groceries, They Claim.

The Grocers' Section of the Retail Merchants' Association, through its Dominion secretary, E. H. Trowern, sent out recently the following letter to manufacturers of food products; it explains itself:

"As you are doubtless aware, the retail merchants of Canada are now incorporated by Act of Parliament, the association being known as "The Retail Merchants' Association of Canada," which consists of the various sections of trade such as dry goods, groceries, hardware, drugs, boots and shoes, general stores, etc.

"The Grocers' Section of the Retail Merchants' Association of Canada have met recently to discuss the situation as regards the relations between the manufacturers, wholesalers, and retailers, and we address you now with a view to giving you an expression of our views, having an acknowledgement from you, and, if possible, a fair understanding as to your position with regard to the retail trade.

"For your information we beg to say that the association is now several thousand strong, and in a short time we expect that the membership will comprise fully ninety per cent. of the retail trade in the Dominion.

"One of the greatest difficulties the trade have to contend with is the lack of fairness on the part of the manufacturers in their dealings with the retail trade. We refer particularly to sales by manufacturers direct to large retail buyers at wholesale prices, also of sales by manufacturers to so-called jobbers who are indirectly connected with retail establishments, and to sales by manufacturers to jobbers who violate their selling contracts with manufacturers by cutting prices to favored retailers. If the legitimate and honest channels of trade are interfered with, the effect is very disastrous upon the very great majority of retailers. At the present time through conniving with some dishonest wholesale houses, some large retailers have succeeded in securing concessions that the ordinary retailer would not stoop to obtain. When manufacturers are a party to a large retailer obtaining goods on as low a basis as the wholesaler, you must readily see the serious effect this has upon the retail trade of the country, and The Retail Merchants' Association of Canada desires, therefore, to put itself on record with you as being strongly opposed to manufacturers who directly or indirectly supply large retailers on a favored basis.

Grocery Business Suffering.

"On some lines of goods the profit of the retail trade is absolutely destroyed through the action of some large retailers who use these goods as a medium to attract consumers for the purchase of their more profitable lines, and the grocery business is, therefore, suffering on this account, and largely because of the assistance rendered by some manufacturers, directly or indirectly.



Some of those who attended the British Columbia Retail Grocers' Association Convention at Vancouver, a report of which appeared in last week's issue. The names are from left to right:

Top Row—George M. Thrift, J. S. Foran, W. E. Tolson, Sidney J. Heale, A. Tait, T. H. White.
Second Row—T. S. Futcher, J. W. Thompkins, A. M. Tolson, C. R. Aetzel, G. N. Kelly.
Third Row—T. F. McDowell, T. Redding, Fred W. Welch, E. J. Wall, W. Clark, Wm. B. Hall.
Bottom Row—A. G. Main, R. D. Dinning, C. Clark, J. J. Efford.

"The situation is so serious to the retail trade of this country that The Retail Merchants' Association of Canada have passed resolutions and determined upon a course that they hope and believe will lead to a better understanding between the trade and the manufacturers.

"We believe that the business of the manufacturer should be done entirely through the wholesale trade and that all proprietary lines controlled by the manufacturer should be distributed on a basis that will ensure a reasonable margin to all those concerned in the distribution of the goods. Manufacturers who consider it in their interests to sell large retail concerns and lend encouragement to the conduct of business on lines hurtful to the retail trade have, of course, the right to continue doing business that way, but to be frank with you it is the intention of the retail trade throughout the country to drop the sale of goods the manufacturer of which is unmindful of the interests of the retail trade. It will be our special effort to keep in touch with the consumer on lines of goods that show the retailer a fair margin, and on lines upon which there is no profit there will be an organized effort on the part of the retail trade to entirely dispense with the sale of the same.

Want Manufacturers' Views.

"We speak plainly in this matter so that you will thoroughly understand the situation, that it is the desire of our association to put ourselves in communication with all the Canadian manufacturers and get their views so that they can in turn post all the members of The Retail Merchants' Association of Canada as to the sale of the products of manufacturers who will properly protect the interests of the trade generally.

"We would be pleased if you would give this matter your serious thought and reply at an early date, giving us your views on the subjects referred to."

Manufacturer and Retailers Have Conference

Item in Canadian Grocer re Purchasing Canned Goods Brings Them Together—Entire Pack of Peas Sold—Was Only 62 per Cent. of Orders—Why Goods Advance on Dec. 1st Explained.

Toronto, Sept. 1.—In the issue of The Canadian Grocer of August 19, there appeared a report of a meeting of the Toronto Retail Grocers' Association under the heading: "Retailers Not Satisfied—Toronto Grocers have Complaints Against Canned Goods Manufacturers' and Jobbers' Methods."

The report in part was as follows:

"The trouble is due to what the grocers claim to be a 'hold-up' on the part of the manufacturer and jobber. Now is the time when they usually contract for their canned goods for fall delivery. In the case of peas, however, they are not going to be able to secure their entire orders. Some talked of only being able to get 25 per cent., or whatever the wholesaler cared to give them. But when it comes to corn and tomatoes, on which there is likely to be a good pack, they will be given the entire amount that their contracts call for.

"What the retailers actually claim is that the other parties to the transaction are holding back peas in anticipation of higher prices later on. Retailers, too, say they cannot contract for peas without contracting for equal quantities of corn and tomatoes, but they can order corn or tomatoes separately.

"There is still another grievance. When an order is given for fall delivery, the entire order arrives, and the retailer has to pay for the whole amount. He thus ties up a considerable sum of money in canned goods, which he has to stock about his premises, and take all risks."

On Monday of this week the Dominion Canners, Hamilton, Ont., invited representatives of the Grocers' Association and a representative of The Canadian Grocer to take a trip to Hamilton and have a look at their books with reference to the question of holding back goods for higher prices. This invitation was accepted and on Tuesday, D. McLean, president, Toronto R. G. A., and D. W. Clark, one of the members, with a Grocer representative from the Toronto office, went to Hamilton.

The books showed that in the case of peas the total pack was a little less than 62 per cent. of the goods ordered by the wholesale trade. The pack was short. There was a good acreage of peas and there was a good crop expected until June, when dry weather set in. The contract between the canners and the wholesale trade calls for delivery of 60 per cent. of the goods ordered in case of a short pack, and this has been done by the canners, who have delivered their entire pack of peas.

The deputation asked why it was that prices were slated to go up 2½ cents per dozen on Dec. 1. To this the canners replied that it was because they wish to get rid of their pack before that date. If they were not able to do this it meant loss of interest on money tied up in unsold stock, storage risks, etc. They would, however, prefer to clear out stocks at the opening prices.

Purchasing in Advance.

The retailers also brought up the matter of the retail trade having to take its entire supplies of canned goods as soon as they were shipped. It was pointed out that this meant that the retailers had money tied up in stock in the autumn which would not be all sold for almost a year. They also carried the risk of storage during the winter. What they would like was that they should be able to buy their canned goods supplies when needed and at the same time be assured against price changes during the year. It was suggested by one of the retailers that a sufficient price to the retail trade be made on the goods when opening prices were named to cover the expense of manufacturer or jobber in carrying the unsold stocks and the interest on the money tied up in them. This is a question that will call for further consideration; it was merely suggested.

There were several other matters talked over, the conference being of a harmonious character, and illustrated to both manufacturer and retailer the value of coming together occasionally for a friendly conversation on business matters. By such meetings each is able to understand more clearly the difficulties of the other.

What a Retailer Should Know About Credit Customers

A merchants' association in the United States which has a credit department points out some things each merchant should know about a customer. Among them are:

"Be sure to get his name in full, his occupation, where employed, residence, with whom he traded previous to you, the amount of his income.

"To this should be added, whether or not he is a property holder and also how he draws his money, whether weekly, every fortnight or once a month. An applicant for credit who has good intentions and is responsible will have no reason to withhold from you any of the above information. Appearances are often misleading. The man who enters a locality, has good furniture, dresses well and to all intents and purposes may appear prosperous, possibly is in debt for most of what he possesses, and is less worthy of credit than the man who goes to work in an old suit of clothes, but believes in paying promptly for what his moderate income enables him to purchase.

"Fear of offending a prospective customer is a factor which often times gets the retailer into trouble. He is so blinded by appearances that he is afraid that if he mentions terms of settlement, references, etc., the applicant for credit will leave the store and become the customer of some competitor in the vicinity. No merchant, of course, wants to turn away trade, and it is not hard to do this if he fails to use reasonable judgment in handling a new customer, but when a man gets to the point that he will take chances on trusting a customer for fear of offending him by asking pertinent questions relative to his ability and disposition to pay his accounts, that merchant is bound to accumulate a very sizeable list of old and slow accounts."

The Canadian Grocer

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SITUATION IN BROOMS.

While it is rather early in the season to give any definite report on the broom corn situation, it is now well known that a large acreage has been planted.

Reports differ slightly as to the probable outcome of the crop, which will not be all harvested until October. Some state that the weather has been favorable and that there is good reason to expect a fairly good crop. Another report says there has been little rain in the west, and that it is possible the growth will be stunted and light per acre. Harvesting is going on now.

Some of the manufacturers have already placed orders for corn, but the shipments will likely be small before the middle of October, as it is necessary that all corn, except that for immediate consumption be air dried, as otherwise it gets mouldy, rots and becomes discolored.

The foreign corn which has been imported and used by some manufacturers, is somewhat coarse in quality, and unprofitable for the manufacturer, on account of its great length and consequent waste in making up into brooms.

The Illinois corn is claimed to be the best in the world, as it makes the most durable brooms. Oklahoma and Kansas are other big producing States.

While broom prices are weaker, and in some cases lower, than they were last winter and spring on account of last year's partial crop failure, there is not likely to be any big general reduction before the middle of October. Prices then will depend entirely upon how the new corn turns out, as the market is now practically bare of old stock.

EATONS AT FALL FAIRS.

The fall fairs held in county centres during September have great advertising value. This fact is recognized by one at least of the large city mail order houses. The Canadian Grocer is reliably informed that this house has been making arrangements to run a series of free moving picture shows of their stores, factories and service equipment on the country fair grounds, simultaneous with the display of local products.

Such a show is, of course, intended to strengthen the hold of the mail order house upon its local customers and encourage the long-distance shopping habit, as well as suggesting the initial step to others who perhaps had never tried it.

Now, the local merchant contributes to these fall fairs. When there is not sufficient money in hand or receipts fall shy of the prize money, he it is who has very often to go down into his pocket to help out the deficit. The local merchant, too, recognizes that the fair has an advertising value to the town as well as to his store. He helps decorate and uses and pays for any advertising spaces that may be available to him. The fair brings his country people to town and he does everything possible to convert the occasion into a good business opportunity. Into every feature of it is introduced local loyalty.

There are some avenues of mail order ingress which cannot be very well controlled by local merchants, but the local fair is not one. If they are alive to their interests the merchants will not only see that the directors entertain no such proposition, but that no donation is solicited or accepted from the mail order houses. Every effort should be put forth to preserve the local character of the fair and to make it a local success. The merchant has the situation entirely in his hands. He will see that it is a stepping stone to his and not the mail order house's success.

THE GROCERY BARGAIN COUNTER.

A grocer in a flourishing western town recently advertised a bargain counter with one price for any of the goods displayed thereon. He looked over his stock and found some lines that were not moving out satisfactorily.

They were in fact becoming stale and he felt that he might better realize something from them than to hold them longer. Hence the bargain counter scheme.

The systematic and scientific grocer of to-day may not approve of this scheme. In the first place he would say that it is an evidence of poor judgment in buying. Either too much of these several lines was bought at once or they were of such a quality that they would not bring trade.

The modern grocer is careful to buy in moderate quantities in the most cases in order not to become overstocked. In the bargain counter sale the grocer was offering his customers goods which did not have the quality stamp character about them that brings the customer back for more.

However, even the best of grocers sometimes make mistakes and it is better to sell the goods than to throw them away. Besides there is a class of customer who will be quite content to take the cheap goods because they are cheap. As a class these are becoming less numerous, but there are generally sufficient to clean up a bargain counter stock.

Customers who are known by the store staff to be particular about the quality of the goods they purchase should be told the exact nature of the bargain goods. If they need anything in this line they can be easily persuaded to accept a fresher and better brand.

It remains, therefore, that the bargain counter in the ordinary grocery store is something that should be carefully handled if it is inaugurated. It might be successful in one store where it would drive away trade in another.

Are you trying to perfect yourself along the line of your work, or are you sitting back with a self-satisfied feeling that you can't improve upon yourself very much?

YOU OUGHT TO READ IT.

The first article in this issue is another from the pen of Henry Johnson, Jr. It deals with some problems which are uppermost in the minds of retail merchants and therefore it ought to be read most carefully by every reader.

The question of buying and its relation to the selling price is one which cannot be ignored. Henry Johnson, Jr., has been in the retail business for 28 years and has made a pronounced success. He talks with authority.

He will be glad to have any merchant drop him a line in reference to any statement he makes. If it is doubted, or if you want it elucidated in any particulars, write him through The Canadian Grocer. He wants to hear from you.

The Markets—New Crop Currants Shipped Sept. 2nd

Price Was Much Above That of Last Year and Some Wholesalers Believe That for Shipments After the First the Price will be Easier and They are Playing a Waiting Game—The Other Side of the Argument—Market, at Any Rate, is Very Strong—Sugar Market is also Interesting.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

POINTERS

Sugar—Weaker.

Dried Fruits—Firm and advancing nearly all lines.

Nuts—Firm and advancing nearly all lines.

Beans—Now $2.40.

Montreal, Sept. 1, 1910.

The feature of the week here is of course the approaching Congress, and the preparations for largely increased trade being made with this in view. It is thought that there will be fully 200,000 visitors to the city and naturally this will prove the harvest time of restaurant men and caterers generally. Their stocks are being rapidly replenished, and the general city trade has boomed for some time past as a direct result. Many tourists are stopping over and hotel accommodation is already almost exhausted. It will be a great benefit to the city trade in many different lines.

Sugar has weakened sufficient to discount what was at first expected, that a rise was in prospect. It is too early to say whether this is only a temporary reaction or not, and until that is assured one way or the other buyers are only filling their immediate requirements.

Beans are higher and seem likely to stay there for some time to come. The supply seems to have vanished.

Sugar.—The raw market shows signs of weakening, according to the latest New York and European dispatches. This is rather hard to reconcile with the recent firm holding of the raw article. However, this precludes the immediate possibility of the advance dealers were looking for last week.

The sale of refined is brisk in small lots at present, though the weakening of the raw market has had a bad effect on the trade generally.

Granulated, bags	5 05
" 20-lb. bags	5 15
" Imperial	4 9
" Beaver	4 90
Paris lump, boxes, 100 lbs	5 85
" " " 50 lbs	5 95
" " " 25 lbs	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 75
" " 100 lb. boxes	5 85
" " 50 lb. "	5 95
" " 25 lb. "	6 15
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 50
" " 50-lb. boxes	5 70
" " 25-lb. boxes	5 90
Powdered, bbls	5 30
" 50-lb. boxes	5 50
Phoenix	5 00
Bright coffee	4 90
No. 3 yellow	4 80
No. 2 "	4 65
No. 1 " bags	

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—There is a decided falling off in the demand for both syrups and molasses during the past week, and the bright outlook is somewhat the worse for wear. However, with the approach of cooler weather there should be a decided improvement for molasses in this province as it forms one of the greatest foods of the French Canadian farmer.

Several fair sales of molasses are reported by local importers for future delivery, and there seems to be a bright lining to the present cloud.

Tea.—The demand for Japans continues strong, and the market is firm. There has been a large increase in outside business of late, which has helped matters considerably.

The demand for gunpowders is on the increase, though Japans have still the cream of the business.

Ceylons are quiet at present, and there seems to be little immediate likelihood of any material improvement.

Coffee.—Coffee demand is again on the increase, and the market as a result shows a decidedly firmer tone. The present cool weather has undoubtedly had a beneficial effect, and should it continue there will undoubtedly be a still further improvement.

Mocha	0 18½	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices.—While spice men report good business for all lines, there is not quite the volume passing that was the case a few weeks ago. Still it continues remarkably well in view of its steady flow during the greater part of this summer.

Prices show a slightly weaker tendency except in gingers and peppers. These continue to be firmly held.

	Per lb.			Per lb.	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits.—Valencia raisins are scarce, and the few appearing are snapped up on the instant. It looks like an advance.

New York advices point to a scarcity of dates this season, and local dealers look for an advancing market.

Owing to the crop situation of currants in Greece this year, New York importers have raised their prices ¼c and will only book for immediate delipery at these prices. It seems certain that local prices will have to go up in sympathy, and at present all indications point that way.

Figs also show an advancing market, in fact practically all lines of dried fruits are on a very firm basis.

Currants, fine filiatras, per lb., not cleaned	0 05¾
" " " cleaned	0 06¼
" Patras, per lb	0 07½ 0 08
" Vostizzas, per lb	0 08 0 09
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 06
90-100	0 05½
Raisins—	
Australian, per lb., (to arrive)	0 08½ 0 09
Old seeded raisins	0 90
" fancy seeded, 1-lb. pkgs	0 09
" loose muscatels, 3-crown, per lb	0 07½ 0 08
" " 4-crown, per lb	0 08½ 0 09
" sultana, per lb	0 07½ 0 10
Malaga table raisins, Rideau clusters, per box	2 25
Valencia, fine off stalk, per lb	0 05
" select, per lb	0 06
" 4-crown layers, per lb	0 06

Nuts.—Tarragona almonds are firm, and will likely go higher shortly, as they are scarce, and those who have them will not let go, waiting for an advance.

Walnuts are also scarce, and stocks are limited. The quality of the new crop is not known as yet, but it seems a certainty that as far as quantity goes it will be very short. Speculators in European centres have picked up large quantities, and are trying to force a higher market. Whether they do or not depends largely on the quality of the crop.

The Naples filbert crop is reported a partial failure in a recent cable.

Brazils show an advancing market, as do almonds. Thus it may readily be seen that the whole range of prices this year will be higher than last.

In shell—	
Brazils	0 13½ 0 14½
Filberts, Sicily, per lb	0 10 0 12
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 14 0 15
Walnuts, Grenobles, per lb	0 13 0 14½
" Marbots, per lb	0 12½ 0 13
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 32½ 0 35
" 3-crown " "	0 31½ 0 33
" 2-crown " "	0 30
" (in bags), standards, per lb	0 26 0 27
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb	0 65
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 32½ 0 35
Brokens	0 25 0 30

Beans and Peas.—First-class beans are selling at a premium, and even at the present high price there is little stock to be had. Only a short time ago they were selling at a trifle over $2 and now the dealers are getting $2.40.

Peas are quiet at present, at unchanged prices.

Ontario prime pea beans, bushel	2 40
Peas, boiling, bag	2 50

Evaporated Apples.—One or two small lots of inferior grade new crop have made their appearance, but no one seems to be greatly interested so far. It looks as if the export end of the trade will be one to occupy most of the dealers this coming season.

Prices are steady, with little or no old stock to be had.

Evaporated apples, prime	0 08

Rice and Tapioca.—Sales of rice are good indeed, and improving every day. It looks as if the approach of fall was already forcing dealers to prepare for the cold weather trade. Prices are firm, but unchanged.

Tapioca is quiet, but there is a firm undertone to the market.

CANNED GOODS

MONTREAL.—In canned fruits and vegetables the demand is brisk, a continuation of what it has been for some time past. Fruits particularly show a decidedly healthy condition.

In canned fish, Canadian sardines present the feature. There are practically none to be had and the demand is very strong. What few shipments find their way to the local market are snapped up on the spot. Canned salmon stocks are running low, while the demand continues good.

Sales of meats are large and seem to be rapidly increasing. Fall hunting parties and, locally, the Eucharistic Congress are the causes assigned.

Peas, standard, dozen	$0 97½
Peas, early June, dozen	1 12½
Peas, sweet wrinkled, dozen	1 10 1 12½
Peas, extra sifted, dozen	1 75
Peas, gallons	3 87½ 3 92½
Pumpkins—3 lb., $1.00; gallon, $3.00.	
Beans, dozen	0 92½
Corn, dozen	0 90
Tomatoes, dozen (Ontario and Quebec)	0 95
Strawberries, dozen	1 50
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb talls, per dozen	2 02½ 2 65
½-lb. flats, per dozen	1 30
1-lb. flats, per dozen	2 20 2 22½
Other salmon—	
Humpbacks, dozen	1 00
Cohoes, dozen	1 40 1 50
Red Spring, dozen	1 75 1 80
Red Sockeye, dozen	1 90 2 00
Lobster Futures—	
½-lb. flats, doz., $2.40; 1-lb. talls, doz., $4.25.	
1-lb. flats, doz., $4.50.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	10 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO—The canned goods situation has not changed to any extent during the past week. There is a strong demand for salmon, but stocks are almost done. It is practically impossible to get salmon of the first quality and jobbers say that all there is to be had are those stocks which some fortunate retailers may be carrying. In regard to canned fruits and vegetables, business is good. It is expected that the new prices for corn and tomatoes will be given out about the latter end of next week or some time during the following week. Canned peas are pretty well cleaned up and are almost all in the hands of jobbers and retailers already.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" " (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 90	0 92½
" " Midgets, 2's	1 25	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's	0 90	0 92½
" Refugee Midgets 2's	1 25	1 27½
" " " 3's	1 35	1 37½
Beets, sliced, blood red, 2's	0 95	0 97½
" whole, blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, Rosebud, 2's	1 25	
" " " 3's		1 50
Peas, Standard, size 4, 2's	0 95	0 97½
" Early June, size 3, 2's	1 10	1 12½
" Sweet Wrinkle, size 2, 2's	1 15	1 17½
" Extra fine sifted, size 1, 2's	1 72½	1 75
Spinach, table, 2's	1 25	1 27½
" " 3's	1 75	1 77½
" " gal	5 00	5 02½

FRUITS		
Cherries, black, not pitted, heavy syrup, 2's	1 50	1 52½
" black pitted, heavy syrup, 2's	1 90	1 92½
" red, not pitted, heavy syrup, 2's	1 50	1 52½
" red pitted, heavy syrup, 2's	1 90	1 92½
" white, not pitted, heavy syrup, 2's	1 60	1 62½
" white pitted, heavy syrup, 2's	2 00	2 02½
" red pitted, gal.	8 50	8 52½
Raspberries, black, heavy syrup, 2's	1 75	1 77½
" black standard gal.	7 00	7 02½
" red, heavy syrup, 2's	1 75	1 77½
" red, standard gal.	7 00	7 02½
" red, solid pack, gal.	9 25	9 27½
Rhubarb, preserved, 2's	1 50	1 52½
" 3's	2 25	2 27½
" standard, gal	3 25	3 27½
Strawberries, heavy syrup, 2's	1 47½	1 50

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 02½ 2 05	Red Spring, doz	1 85
½-lb. flats, dozen	1 27½ 1 30		
1-lb. flats, dozen	2 20 2 22½		
Other salmon prices are:		Lobsters, halves, per dozen	2 00 2 25
Humpbacks, doz	0 95 1 10	Lobsters, quarters, per dozen	1 40
Cohoes, per doz.	1 50 1 55		

ONTARIO MARKETS

POINTERS—

Rice.—Firmer.

Currants—Open high.

Shelled Walnuts—Firm.

Toronto, Sept. 1st, 1910.

Sugar and dried fruits are attracting attention among the trade this week owing to the uncertainty in regard to prices. Trade in sugar is steady but brisker buying is expected in the near future. Opinion is divided to a certain extent as to how the market will go and it seems to be most strongly supported that prices will be easier and that there will be no higher prices before the decline.

First shipments of new crop currants will be made from Greece this week and the price at which they were secured was almost of the record variety. In regard to Valencia raisins, it was explained that the Spanish farmers have the idea that they can get a certain price and they are holding out for it. Raisins are not being brought to Denia, at least not in large quantities. The market is interesting particularly as the reports that have been sent out during the past three or four months are borne out by present conditions.

Sugar.—Opinions on the street are divided over the sugar question. One idea that holds is that raw sugars are already beginning to be affected by the new crop and that there is a tone of weakness to the market on that account. Those who hold this idea state that they expect a decline at any time. It may be delayed for six weeks or so and it may come in the meantime. A prominent wholesaler said that retailers would be wise in buying only for their actual requirements. On the other hand some state that the market is strong and that there are tendencies which would indicate a rising market. It is described as a waiting market and the consensus of opinion was that higher prices at this season are the more improbable.

Paris lumps, in 100-lb. boxes	6 05
" in 50-lb. "	6 15
" in 25-lb. "	6 35
Red Seal	7 10
St. Lawrence "Crystal Diamonds," barrels	5 85
" " " ½ barrels	5 95
" " " 100 lb. boxes	6 05
" " " 50 lb. boxes	6 15
" " " 25 lb. boxes	6 35
" " " cases, 20-5 boxes	7 60
" " Dominos, cases, 20-5 boxes	7 60
Redpath extra granulated	5 20
Imperial granulated	5 00
St. Lawrence granulated, barrels	5 20
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 10
Wallaceburg	5 10
St. Lawrence golden, bbls.	4 80
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 "	4 75
Granulated and yellow, 100-lb. bags 5c. less than bbls.	

Syrup and Molasses.—This market is still quite. Molasses are likely to be cheaper.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 50	Gallons, 6 to case	4 80
5 lb. tins, 2 doz. in case	2 85	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 75	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 70	Pints, 24 "	3 00
Barrels, per lb.	0 03½	Molasses—	
Half barrels, lb.	0 03½	New Orleans, medium	0 28 0 30
Quarter " "	0 03½	New Orleans, bbls.	0 26 0 28
Pails, 38½ lbs. ea.	1 80	Barbadoes, extra fancy	0 45
" 25 " "	1 30	Porto Rico	0 45 0 62
		Muscovado	0 30

Dried Fruits.—"Going up" has been the by-word of late in both the raisin and currant market. Locally the greater part of the trade has been excited by the rush to get a supply of currants by the first direct steamer which leaves Patras, Greece, on Friday, September 2nd. The retailer will be chiefly interested in the raisin prices by the statement of one wholesaler to the effect that if the opening prices hold there will be no more three for a quarter raisins. They will have to sell at least at 10 cents a pound straight, according to him. The same is true of currants. All along it has been pointed out in these columns that the dried fruit primary markets were going up. Everything that has been said is borne out by the present condition of the markets. However, there is a feeling among the wholesale trade that the opening prices will not long obtain. They state that after the first shipment there will be a reaction and that the price on later shipments will be lower. For that reason they are not buying first shipments. They claim that they will gain nothing nor will the retailer be a gainer by taking the first shipment fruit at the price quoted. The brokers on the other hand and some wholesalers claim that prices are not going to drop back. They have figures to support them that the production of currants and raisins is greatly below the average and further that the new stocks are coming onto a market that is pretty well depleted. They believe that prices are going up instead of any receding movement. There is the situation, practically, as it is viewed by those holding the two opinions and all admit that raisins and currants are undoubtedly firm for reasons that have hitherto been pointed out.

	Per
Prunes—	
30 to 40, in 25-lb. boxes	0 11 0 11½
40 to 50 " "	0 08½ 0 09
50 to 60 " "	0 06½ 0 07½
60 to 70 " "	0 06 0 07
70 to 80 " "	0 05½ 0 06½
80 to 90 " "	0 05 0 06
90 to 100 " "	0 05½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard	0 14 0 15
Choice, 25 lb boxes	0 15
Fancy, " "	0 17 0 20
Candied and Drained Peels—	
Lemon 0 09 0 11 Citron	0 14 0 17
Orange 0 11½ 0 12½	
Figs—	
Elemes, per lb	0 08 0 10
Tapnets, "	0 03½ 0 04
Bag figs	0 03½ 0 04
Dried peaches	0 08 0 08½
Dried apples	0 08
Currants—	
Fine Filiatras 0 07 0 07½ Vostizzas	0 08½ 0 09
Patras 0 07½ 0 08	
Uncleaned ½c less	

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London, Ontario

Raisins—		
Sultana	0 06½	0 07½
" fancy	0 07	0 08
" extra fancy	0 08½	0 09
Valencias selected	0 06	0 06½
Seeded, 1 lb packets, fancy	0 08	0 08½
" 16 oz. packets, choice	....	0 07½
" 12 oz. " "	....	0 06
Dates—		
Halloweens	0 05	0 05½
Fards choicest	....	0 10
Sairs	0 06	....

Coffee.—Coffees are strong. Santos are particularly firm and higher prices are fully expected.

Rio, roasted	0 12	0 15	Mocha, roasted	0 25	0 28
Santos, roasted	0 14	0 17	Java, roasted	0 27	0 33
Maricaibo, "	0 14	0 20	Rio green	0 10	0 11

Spices.—The market in spices is steady with a good demand. The season is beginning to get well underway and pickling spices will soon be bearing the brunt of the trade.

Peppers, black	0 15	0 18	Cream of tartar	0 25	0 28
" white	0 22	0 25	Allspice	0 14	0 16
" whole, black	...	0 16	" whole	0 14	0 16
Peppers, whole, white	....	0 23	Mace, ground	0 75	0 80
Ginger	0 20	0 25	Mixed pickling spices, whole	0 15	0 16
Cinnamon	0 21	0 23	Cassia, whole	0 20	0 25
Nutmeg	0 20	0 30	Celery seed	....	0 24
Cloves, whole	0 22	0 35	Turmeric	....	0 20
			Curry powder	....	0 30
			Mustard seed	0 15	0 18

Nuts.—The market in nuts continues firm, practically all varieties being included. Shelled walnuts are particularly steady and are being sold around 35 cents with but little other option.

Almonds, Formigetta	....	0 11
" Tarragona	0 12½	0 13
" shelled	0 32	0 35
Walnuts, Grenoble	....	0 13½
" Bordeaux	....	0 11
" Marbots	....	0 12
" shelled	0 33	0 35
Filberts	0 11	0 12½
Pecans	0 16	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 08	0 12½

Rice and Tapioca.—There is a general firmness to this market. There is an improved feeling in rice buying. This season is favorable for rice and trade is expected to be better. Tapioca is also firmer.

	Per lb.	
Rice, stand. B	0 02½	0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	....	2 80
Rangoon	0 03	0 03½
Patna	0 05½	0 06½
Japan	0 04½	0 05
Java	0 06	0 07
Carolina	0 10	0 11
Sago	0 05½	0 06
Seed tapioca	....	0 06
Tapioca, medium pearl	0 05½	0 06

Beans.—There is a marked firmness to the bean market owing to the reports of decreased crops. Higher prices have not yet been announced, but an advance at any time would not be unexpected.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—

Coffees—Advancing.

Raisins and most dried fruits—Advancing.

Winnipeg, Sept. 1, 1910.

Business conditions continue to improve. There has been a marked revival of confidence during the last fortnight now that a good average crop is absolutely assured. Merchants are ordering more freely and the wholesale houses report more active business than at the corresponding time last year. For the season of the year, payments are being made satisfactorily.

Sugar.—No change since last report. The market is reported strong.

Montreal and B.C. granulated, in bbls	5 65
" " in sacks	5 60
" yellow, in bbls	5 25
" " in sacks	5 20
Icing sugar, in bbls	6 25
" " in boxes	6 45
" " in small quantities	6 45
Powdered sugar, in bbls	6 05
" " in boxes	6 25
" " in small quantities	6 40
Lump, hard, in bbls	6 55
" " in ½-bbls	6 65
" " in 100-lb. cases	6 55

Foreign Dried Fruits.—There will be several advances in this list when the new season goods arrive. Raisins are soaring and new currants will be higher in price.

Smyrna Sultana raisins, uncleaned, per lb	0 07	0 12
" " cleaned, per lb	0 09	0 13
Valencia raisins, f.o.s., per case, 28's	....	1 45
" " selects " 28's	....	1 55
" " layers " 28's	....	1 75
California raisins, choice seeded in ¼-lb. packages per package	....	0 06
" " fancy seeded, in ¼-lb. packages per package	....	0 07
" choice seeded in 1-lb. packages per package	....	0 07½
" " fancy seeded in 1-lb. packages per package	....	0 08½
Raisins, 3 crown muscatels, per lb	....	0 06
" 4 " " "	....	0 06½
Prunes—		
25lb.box,90-100,lb	0 06½	
" 80-90 "	0 06½	
" 70-80 "	0 07½	
" 60-70 "	0 08	
Prunes, 50-60 "	0 08½	
Prunes, 40-50, lb	0 09½	
Silver prunes, ac. to quality	0 10	0 13
Currants uncleaned, loose pack, per lb		0 06½
" dry, cleaned, Filiatras, per lb		0 06½
" wet, cleaned, per lb		0 06½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb		0 08
Pears, per lb	0 09	0 15
Peaches, standard, per lb	....	0 08
Peaches, choice	....	0 09
Apricots, standard, per lb	....	0 14½
Apricots, choice per lb	....	0 15½
Plums, pitted, lb	0 11	0 12½
Nectarines, lb	..	0 12
Dates, per lb., Hallows, bulk	....	0 05½
Dates, packages 30 in case	....	0 06½
Figs, per lb	0 04½	0 05
Peel, lb., lemon	....	0 10
" " orange	....	0 11
" " citron	0 14	0 18

Rolled Oats.—The oat market is firm and the advanced prices on rolled oats noted last week are being firmly maintained.

Rolled oats, 80 lb. sacks, per 80 lbs	2 25
" 40 " " 40	1 15
" 20 " " 20	0 59
" 80 " (8, 10s)	2 65

BRITISH COLUMBIA MARKETS.

Vancouver, Sept. 1, 1910.

Advance orders from retailers are being sought for eastern eggs, the quotations being 31 cents for September and 32 cents for October and November. Eastern eggs now sell for 26 cents for culls, 28 for straight from the car and 30 cents for selected. Locals are nominally about 42 cents, but they are hard to get at any price. Guaranteed freshly laid eggs for boiling purposes are a rarity more so this summer than in the past. The retail price is 50 cents, but even this is gladly paid if good eggs can be got.

Potatoes are plentiful now, with a price of $20 to $25 a ton. Quality is good, with prospect of fair prices during the winter. The lesson learned last year of holding potatoes too long will hardly be duplicated again this season.

Sugar, standard granulated	....	5 80	Butter, Eastern dairy, choice	0 28	0 29½
Sugar, Imported	....	5 25	Butter, local creamery	....	0 30
Val. raisins, lb	....	0 05½	Eggs, Eastern	0 26	0 30
Cal. "	....	0 07½	Eggs, local	0 42	0 45
Prunes	0 05½	0 07½	Cheese, Ontario	0 14½	0 15½
Currants	0 06½	0 08½	" Manitoba	....	0 14
Dried apricots	0 11	0 13	Bacon	....	0 31½
Flour, Standard, bbl	....	7 40	Ham, cooked	....	0 30
Cornmeal, p. 100 lbs	....	2 60	Lard, pure	....	0 18½
Beans, per lb	0 03½	0 04½	Lard, compound	....	0 17½
Rice, per ton	68 00	76 00	Potatoes—		
Tapioca, per lb	....	0 03½	Ashcrofts, ton	20 00	25 00
Apples, box	2 75	3 00	Canned Goods—		
Apples, Cal Grav	2 25	2 50	Peas, Early June	....	1 35
Evaporated apples	....	0 08½	Tomatoes	....	1 27½
Butter, Eastern dairy in tubs	....	0 25	Corn	....	1 02½
			Apples	....	3 42½
			Strawberries	....	1 75
			Raspberries	....	2 02½
			Canned salmon	....	6 50

NEW BRUNSWICK MARKETS.

St. John, Sept. 1, 1910.

From all parts of the province come reports of a bountiful crop of hay, grain and vegetables. The first shipment of new season Carleton county potatoes was received in the city last week, a record for early shipment. It was a carload lot and the price paid was a dollar a barrel at Hartland. The yield is large and so far the crop is untouched by rust. Oats, wheat, barley and buckwheat are yielding good.

New prices of canned peas are quoted below. These prices are subject to a discount of 2½ per cent. in ten-case lots.

Sugar—			Peaches, 2's, dozen	1 75	1 85
Standard gran.	5 30	5 40	Peaches, 3's, dozen	2 85	2 95
Austrian "	5 20	5 30	Raspberries, dozen	....	1 85
Yellows	4 70	5 10	Strawberries	....	1 15
Flour, Manitoba	7 05	7 15	Rice, lb	0 03½	0 03½
" Ontario	6 05	6 15	Beans, hand picked, bus	2 25	2 30
Cornmeal, bags	1 50	1 60	Beans, yellow eye, bus	3 50	3 65
" bbls	3 15	3 25	Cheese, new, lb	0 14	0 14
Oatmeal, bbls	5 50	5 60	Lard, compound lb	0 14	0 14½
Std. oatmeal	6 10	6 20	Lard, pure, lb	0 17	0 17½
Buckwheat, west. grey, bag	2 90	3 00	Bacon	0 18	0 20
Val. raisins, lb	0 05½	0 06½	Pork, domestic mess	27 50	28 00
Cal. raisins, seeded	0 08	0 08½	Pork, American clear	26 00	26 50
Currants, lb	....	0 07½	Salmon, case—		
Prunes, lb	0 05½	0 09	Red spring	6 50	6 75
Molasses, fcy. Barbados, gl	0 30	0 31	Cohoes	6 00	6 25
Butter, dairy, lb	0 18	0 20	Baked beans, dozen	1 20	1 30
Butter, creamery, lb	0 23	0 24	Fish—		
Eggs, new laid	0 25	0 26	Cod, dry	3 00	4 25
Eggs, case	....	0 19	Herring, salt, bbls	4 75	5 00
Potatoes, old	1 25	1 50	Bloaters, box	0 85	0 90
new, bus	0 15	0 80	Harbour salmon, lb	....	0 16
Canned goods—			Fresh Gaspereaux, cwt	....	1 00
Peas, No. 4	....	1 17½			
" No. 3	....	1 25			
" No 2	....	1 30			
" No. 1	....	1 77½			
Corn, doz	0 90	0 95			
Tomatoes, dz	1 00	1 05			

NOVA SCOTIA MARKETS.

Halifax, Sept. 1, 1910.

Some of the dealers purchased large stocks of rolled oats before the recent advance, but these have now been pretty well cleaned up. Pork is firmer and the price was advanced fifty cents per barrel this week. It is predicted that another advance will follow shortly.

All stocks of dried fruits are rapidly being cleaned up. The dealers are now on the tail end of last year's crop, and by the time that the new crop arrives, the market will be bare. The purchases last season were unusually heavy, but the demand was also heavy, and as a result everything in this line will be cleaned up.

The dealers here do not expect any of the new pack of salmon to arrive on the market before October. The stocks now held are small and at present the outlook is that there will not be sufficient salmon left in store to carry the dealers over.

Pure lard remains unchanged in price but compounds have been advanced ⅛ cents per pound.

Butter—			Pineapples	2 75	3 50
Creamery prints per lb	....	0 26	Pork, American per bbl	....	26 00
Creamery solids per lb	0 23	0 24	Pork, clear bbl	....	29 00
Dairy, tubs, lb	0 22	0 23	Hams smoked	....	0 18½
Bananas	1 75	2 50	Beef, American	....	22 50
Beans, box, wax	....	2 50	Codfish, quintal	....	5 50
Fresh eggs, doz	....	0 21	Herring, pickled per bbl	....	5 00
Sugars—			Potatoes, new, per bbl	....	1 75
Extra Standard, granulated	....	5 20	Onions, Spanish per lb	....	0 02½
Unbranded Fellow	....	4 55	Onions, American, per lb	....	0 02½
United Empire	....	5 10	Lard	....	0 17½
No. 1 yellow	....	4 70	Molasses, fancy Barbados, gal	....	0 36
Flour h. wheat per bbl	....	6 75	Molasses, fancy Barbados, gal	....	0 32
Flour, Ontario blends, bbl	....	6 00	Canned goods—		
Cornmeal, bag	1 60	1 65	Peas, std	....	1 00
Rolled oats, bbl	....	5 50	Peas, early June	....	1 15
Fruits—			Corn beef, 1's	....	1 85
Lemons, Verdilli	....	6 00	Corn beef, 2's	....	3 25
Oranges—					
Valencias	6 25	7 50			
Mediterranean	4 50	4 75			

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We will have an exhibit of

Fresh Meats
Cooked Meats

AND OTHER

High-Class Food Products

All made under Government Inspection
in Canada's Finest Packing Plant

in the Industrial Building

Toronto Exhibition

We shall be glad to meet
our friends and customers.

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

Short Rolls

While prices for Hams and Bacon are high, and may be higher, we can offer the trade a splendid line of Short Rolls at very reasonable prices. These are new-cured goods; very mild sugar cure and boneless. Smoked or out of pickle.

Write, wire or phone us for quotations.

F.W. Fearman Co.
LIMITED

Hamilton

Jersey Cream
Brand
Evaporated Milk



THE RICHEST
By Government Test

The Truro Condensed Milk Co., Limited, Truro, N.S.

EGGS

We want your regular shipments of fresh gathered eggs.

Our increasing trade demands our looking for new shippers.

It will pay you to get acquainted with us. We pay the highest price going. We are handlers of all kinds of farm produce—

Butter, Eggs, Poultry
Etc.

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Advance in Price of Eggs; Supplies Drop Off

Slightly Higher Quotations—Wholesalers State That Receipts Have Shown a Little Decrease—Supply of Honey is Better Than was Reported—Milk Supply is Heavy and Production of Butter and Cheese Should be Maintained for Some Time—Provision Market has Been Rather Quiet.

A feature of this season as far as butter and eggs are concerned is that the pastures have never been better. Some dealers state that the farmers tell them that it is nearly two decades since similar conditions existed. The result is that the flow of milk continues, not only unabated, but even better than it has been, that is, judging from some of the reports. It all means that the Ontario farmer has had a splendid year. His fields have returned him a splendid harvest. He has received good prices for his flocks. Eggs have brought a good price and the dairy department of the farm should be well up to the average, if it does not surpass it. The orchard alone has failed in some parts of the country, but the loss is not expected to be very serious. What may be said of this one province may be said practically of all. British Columbia has had a good year. Reports from Quebec indicate prosperous conditions, and the middle west is going to be much better off than was first thought.

The butter market is firmer and in some localities a slightly higher figure is being asked. Cheese is showing a brisker market and the export trade has improved. With the production of milk keeping up it is possible that the output of cheese will be up to last year's figures.

The provision market has been quiet. The market has remained steady, but supplies have been free and the demand well met. Eggs are slightly higher, owing to a heavy demand. The market should hold its own, according to dealers, who do not expect prices to fall back again. Receipts have fallen off during the week.

Receipts of honey have been larger than expected, and the high prices spoken of are not likely to materialize. In Toronto, clover honey in the comb is quoted as high as $2 a dozen, although there are some houses offering it lower.

Poultry is coming in much freer now and as reports from the country indicate good supplies of fowl prices should go lower when they are shipped to the market. In fact, the quotations will have to be dropped to attract trade, as at present dealers describe it as too high for general demand.

MONTREAL.

Provisions—The present cool weather, combined with the number of out-of-town visitors coming into town, have put new life into the provision trade, and local men report a brisk trade at former prices. Live and dressed hogs are somewhat easier, and are coming in freely. The prospects seem to be for a steady market for the next few weeks.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15¾
" " " 3 " "	0 15¾
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 15½
Tubs, 50 lbs. net, per lb	0 15
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 14
" 5 " " " "	0 13¾
" 3 " " " "	0 14
Pails, wood, 20 lbs. net, per lb	0 12¾
Pails, tin, 20 lbs. gross, per lb	0 13¼
Tubs, 50 lbs. net, per lb	0 12¾
Tierces, 375 lbs., per lb	0 13¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	28 50
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	29 00
Clear fat backs	31 00
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	25 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 16
Long clear bacon, heavy, lb	0 15
Long clear bacon, light, lb	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16½
Large sizes, 18 to 25 lbs., per lb	0 18
Medium sizes, 13 to 18 lbs., per lb	0 21
Extra small sizes, 10 to 13 lbs., per lb	0 21
Bone out, rolled, large, 16 to 25 lbs., per lb	0 20
" " small, 9 to 12 lbs., per lb	0 22
Breakfast bacon, English, boneless, per lb	0 21
Windsor bacon, skinned, backs, per lb	0 21
Spiced roll bacon, boneless, short, per lb	0 18
Hogs, live, per cwt	09 25
" dressed, per cwt	13 00

Butter—Creamery butter is on the up-grade, owing to the large demand existing. It may be only temporary, but as receipts are light they will undoubtedly have a bullish effect on prices. Receipts for the week are 13,262 packages, as against 13,855 packages same week last year. For the season they are 276,806 packages, as against 253,034 same season last year.

New milk creamery	0 24½	0 25
Dairy, tubs, lb	0 21	0 22
Fresh dairy rolls	0 21	0 22

Eggs—New laids are now selling as high as 28c. owing to the heavy demand in which they are now held. All other grades show a decided firmness, and the prospects of an advance look good. Receipts are falling off to a slight degree, which has also helped to firm the market. Receipts for the week are 5,968 cases, as against 6,256 cases same week last year. For the season they are 139,324 cases, as against 142,139 cases same season last year.

New laids	0 27	0 28
Selects		0 24
No. 1		0 20

Cheese—The usual September briskness is already putting in an appearance, and not only is the increase local, but export demand also is on the up-grade. However, shipments to date are still less than last year at the corresponding time. This is partially accounted for by the fact that receipts are also less. They are 1,173,146 boxes, as against 1,212,453 same season last year. For the week they are 70,316 boxes, as against 81,184 same week last year.

Quebec, large	0 11¾
Western, large	0 11¾
" twins	0 12
" small, 20 lbs.	0 12
Old cheese, large	0 13

Honey—Honey is easier this week, due to the much larger receipts than were expected. According to the early prophecies, there was to be a short crop this year. Local men say there is no difficulty whatever in filling their requirements at lower prices than last year. In this province, at any rate, there is a good crop.

White clover comb honey	0 15
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions.—The provision market is much the same as a week ago. The prices of live and dressed hogs are the same and supplies have been coming in freely. The various houses apparently have sufficient supplies on hand to meet the demand which has only been normal. It is expected, however, that prices may go up slightly during the next two weeks as there is bound to be a heavy demand.

Long clear bacon, per lb		0 15
Smoked breakfast bacon, per lb	0 20	0 21½
Pickled shoulder		0 13½
Roll bacon, per lb		0 15½
Light hams, per lb		0 19½
Medium hams, per lb		0 19
Large hams, per lb		0 18½
Cooked hams		0 28
Fresh shoulder hams		0 13
Shoulder butts	0 17	0 18
Backs, plain, per lb		0 20
" pea meal	0 20½	0 21
Heavy mess pork, per bbl	26 00	27 00
Short cut, per bbl	30 00	31 00
Lard, tierces, per lb		0 14½
" tubs "		0 14½
" pails "		0 14¾
" compounds, per lb	0 12	0 13
Live hogs, at country points		8 25
Live hogs, local		8 60
Dressed hogs	12 00	12 25

Butter.—Although there is an apparent firmness to the butter market, there has been no advance in prices. From Montreal, reports have been received that prices have gone slightly higher and the same movement is not altogether improbable locally. The country was never in never condition at this time of the year. Farmers are receiving a heavy production of milk and it is expected that it will not show any diminished returns for some time to come. There is a good demand for butter.

	Per lb.	
Fresh creamery print	0 24	0 25
Farmers' separator butter		0 21
Dairy prints, choice	0 18½	0 19
No. 1 tubs or boxes	0 19	0 20
No. 2 tubs or boxes	0 17	0 18

Eggs.—The egg market is firm and has shown an advance. Receipts have been falling off recently and there is a noticeable firmness to the market. It is stated that there will be no dropping back to lower prices and that the market's movement henceforth will be upward.

Selects	0 23	0 24
Fresh eggs, doz	0 21	0 23
Second grade, doz	0 18	0 19
Chips, doz	0 16	0 17

Cheese.—Locally the cheese market is firmer. The factories should have an excellent month this September as the pastures are in splendid condition, and the yield of milk has not yet begun to fall off. In fact it is increasing. The cheese business will likely vindicate itself and finish the year with as good a

showing as in 1909. The demand from the local houses is satisfactory.

New cheese—		Twins	0 12	0 12½
Large	0 11½ 0 12			

Poultry.—Receipts of ducks and chickens are coming in more freely and are meeting a good demand. The business has not yet begun to reach its full strength, and prices will have to sag a little more before buying becomes heavy.

Spring broilers, live	0 12	0 13
Hens, per lb. live	0 10	0 11
Turkeys, per lb., large, dressed	0 18	0 19
Spring duck, lb., live	0 10	0 11

Honey.—There is an improvement in the demand for honey. The presence of the new honey has made itself felt and there has already been a call for it. The supply seems to be pretty free, much better than was expected from the reports that had been sent out. The price of clover honey in comb has undergone an advance.

Clover honey, extracted, 60 lb. cans	0 10	0 10½
" " " 10 lb pails	0 10½	0 11
" " " 5 lb. pails	0 10¾	0 11
" " comb, per dozen		2 00
Buckwheat honey, lb.		0 07

He Has to Face an Expense of $25 Every Morning

By F. H. S.

A Winnipeg grocer speaking of his cost of doing business told me the other day, that every morning when he opened his store for a day's business he saw before him an expenditure of $25



Building of The Reed Co., Ltd., Wholesale Grocers, Moncton, N.B.

which included the wages of his clerks, his own wages and the cost of delivery. Neither was this his entire cost of doing business. When his profit had reached twenty-five dollars he had not then made anything.

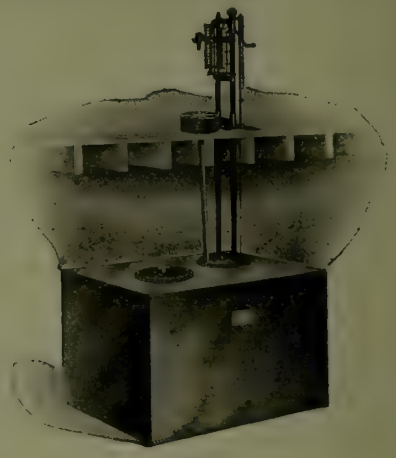
It will thus be seen that he had to sell many dollars worth of goods before he even commenced to get any returns on his investment. The grocer will realize by considering his work from this standpoint that it is most important to him that he should receive a profit on every sale.

Grocers and others in Indianapolis consider that selling eggs by the pound, instead of by the dozen, is impractical, due to the difference in the size of the eggs, even pointing to the fact that an egg that has been in cold storage will weigh less than a fresh egg.

BUSINESS OPPORTUNITY.

FOR SALE — An old established manufacturing business of grocers' and confectioners' sundries, comprising such lines as flavoring extracts, jelly powders, catsups, fluid beef, egg products, etc. Reason for selling—winding up estate. A good proposition to the right man. Small capital only necessary. Write ESTATE LYON SILVERMAN, 313 Notre Dame St. East, Montreal.

Are you sure of a reasonable profit on your gasolene and kerosene business?



Many successful grocers realize that oil is one of the most uncertain items on their balance sheet. It is a fact that evaporation alone may rob you of from 5 to 25% of the gasolene or kerosene kept in ordinary barrels. Leakage, dripping faucets, overflowing measures and funnels, etc., further combine to eat the vitals out of your profits.

You can make the retailing of oil just as easy, clean and profitable as selling tea or coffee, by using a

Bowser Self Measuring Oil Tank

It is absolutely evaporation—leak—and fire-proof. It can be placed inside or outside, in the cellar or under the ground, and you can place the pump in the front of the store, if you prefer, for it is as clean, neat and odorless as a pair of scales. You can wait on ten customers in a minute—the oil being pumped and measured in *one operation* directly into your customer's can, with a quick and easy turn of the handle. There can be no overmeasure, no drip, no overflow, no sloppy funnels and measures, no oil on your hands.

Let us tell you more about it.
Write for Bulletin No 5.

S. F. BOWSER & CO., Inc.

66-68 Frazer Ave. TORONTO



THERE ARE MORE OF

WILSON'S

FLY PADS

sold in September than any other month, because the cool evenings drive the flies into the houses.



MAPLEINE

(Maple Flavor)

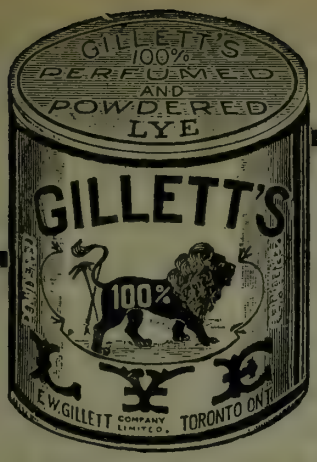
This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St, E., Toronto



Millions of People Use Gillett's Lye.

The fact that Gillett's Lye is so favorably known and well advertised makes it the best cleaner to sell.

GILLETT'S LYE EATS DIRT!

It cleans baths, sinks, pans, cans, dishes, drains, closets, etc., and everything pertaining to the home. It is a fine disinfectant.

E.W.GILLETT COMPANY LIMITED
WINNIPEG. TORONTO, ONT. MONTREAL.

GILLETT'S CHEMICAL WORKS ESTABLISHED 1852.

YOUR TIME

is too valuable to expend in "talking" any particular product. We do all the "educational" work for Shredded Wheat. We aim to sell it before it is placed on your shelves. But nearly every grocer has a fussy customer "from Missouri." When she asks you about breakfast foods, here are three things you can tell her about

Shredded Wheat Biscuit

First—It is the cleanest, purest, most nutritious cereal food, made in the finest, cleanest food factory in the world.

Second—It contains all the rich, body-building material in the whole wheat grain—not merely the white flour, which is mostly starch.

Third—Being in biscuit form, it makes delicious combinations with fruits—in fact, it is the only cereal breakfast food that makes wholesome and natural combinations with fruits.

Memorize these three points and be ready for the customer who asks questions.

The Canadian Shredded Wheat Co., Ltd.
Niagara Falls, Ontario

Clark's Potted Meats

The modern housekeeper is quickly being educated to the merits of Potted Meats

CLARK'S POTTED MEATS are the favorite; their quality warrants it.

Packed in assorted cases if so ordered.

Your jobber handles them.

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers
EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Opinion Divided as to Strength of Wheat Market

Considerable Decline Expected by Some, While Others Believe the Market Will Remain Steady — Feeling of Prosperity Obtains in Western Canada, Resulting From the More Optimistic Estimates of the Yield of Grain—Oat Crop did not Suffer as Much as Wheat.

It is now assured that the reports of the damage to the wheat and oat crops of the west were greatly exaggerated. The yield of wheat will, of course, be less than that of last year, but the difference is not going to be as great as at first expected. The injury to the standing oats has not been as great as that which the wheat suffered, and, as is now generally admitted, the conditions are not as bad as was expected.

There is a new feeling of prosperity as the result of the changes. Prospects and reports from the wholesale houses in Winnipeg and the west indicate that one and all are looking forward to and are preparing for a big volume of fall business. There has been an increase in the export demand of late, and it is stated by some that the extent of the demand for export will reach such a figure that cheap wheat will be unheard of this year. On the other hand, some who are equally conversant with the situation claim that the reports of diminished crops in foreign countries are not as grave as they were at first thought to be.

With opinion divided at this stage it is not easy to say which opinion is likely to be borne out. Developments in the near future should indicate which way the market is going. It is generally admitted that wheat has to decline before there is a heavy export trade.

MONTREAL.

Flour—Flours seem to be holding their own. This is probably due to a considerable increase in export trade of late. Also, local demand is showing some improvement. As yet no change has been made in previous quotations, and there does not seem to be much immediate probability of any such change occurring.

Winter wheat patents, bbl	5 75
Straight rollers, bb	5 80
Extra, bbl	5 50
Manitoba spring wheat patents, bbl	6 30
" strong bakers, bbl	5 80

Rolled Oats—There is only a fair demand passing at present for these lines. There are some symptoms of a revival in local demand, however, and dealers hope to find a brisk trade during the coming month. The situation is unchanged at present.

Fine oatmeal, bags	2 70
Standard oatmeal, bags	2 70
Granulated " "	2 70
Golddust cornmeal, 98-lb. bags	2 10
Bolted cornmeal, 100-bags	1 90
Rolled oats, bags, 90 lb	2 45
" barrels	5 10

TORONTO.

Flour—Deliveries of wheat are coming more freely just now, and thereby the millers are much pleased. It is not easy to predict what movement the flour market will take. There has been a feeling that the price was going to drop, but local millers state that they cannot see it that way. One dealer, who fancied he saw a decline, remarked that he expected to see Manitoba flour drop 50 cents. It is a question. There was a report this week that France had called 300,000 bushels of wheat, but it was not generally substantiated. Recent influences on the market have been bearish. Previously it had been understood that France would have to import a large quantity of wheat, but of late the outlook has become more hopeful. In fact, the general wheat market has brightened, and, as before stated, the influence has, if anything, been toward lower prices. It is also held that with an increased export demand and decreased home supplies, that cheap wheat is almost out of the question, and, therefore, that flour will not go to lower figures. Those are the respective viewpoints, but in view of the heavy winter wheat supply it would not be entirely unlikely for a slight decline, which might or might not be maintained. The general feeling among the trade is that the market possesses strength, although it may not be felt for the present.

Manitoba Wheat.		
1st Patent, in car lots	6 20	
2nd Patent, in car lots	5 70	
Strong bakers, in car lots	5 50	
Feed flour, in car lots	3 10	3 30
Winter Wheat.		
Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 15

Rolled Oats—The market in rolled oats has been moving along steadily, but without any features. A change in prices is not expected for the present.

Rolled oats, small lots, 90 lb. sacks	2 45
" " 25 bags to car lots	2 35
Rolled wheat, small lots, 100 lb. brls	3 10
" " 25 brls. to car lots	3 00
Standard and granulated oatmeal, 98 lb. sacks	2 70

EXPRESS COMPANIES AMALGAMATE.

St. John, N.B., Sept. 1.—Merchants throughout the maritime provinces and also in Ontario and Quebec will hear with a good deal of interest the announcement that the Dominion Express Company has absorbed the Maritime Express Co., the merger taking effect on September 1. This has followed the taking over of the Dominion Atlantic Railway lines by the C.P.R. The result of the absorption is that the Dominion Express will operate by steamer between St. John and Digby, N.S., and between Yarmouth and Boston, and also on the D. A. R. lines between Yarmouth and Halifax.

One claimed advantage of the merging of the two companies will likely be that merchants in Upper Canada will be able to get a through rate on goods consigned to points served by the D. A. R. system, and fish dealers and others in Nova Scotia will also get a through rate on their shipments instead of having to pay two rates as heretofore. The Dominion Express Co. will also get an entry into Boston.

PERSONAL NOTES.

H. B. Cowan, of the Cowan Co. Ltd., has just returned from a trip to the Pacific Coast.

Mr. Tindale, of Tindale Bros., general merchants, Arthur, Ont., was in Toronto during the week and was among the visitors at the new publishing house of The Canadian Grocer.

Fred Mason, formerly assistant general sales manager of the Diamond Match Co. is now general manager of The Shredded Wheat Co. His duties began yesterday, Sept. 1. He was once secretary of the National Retail Grocers' Association.

Biscuit Quality

is no less a matter of purity of materials and of skill and care in mixing and baking, than of the way in which the biscuits are packed.

Your absolute guarantee against soggy conditions is to sell exclusively—



This is the kind that always reaches you in the same crisp and fresh condition as it leaves our oven.

Your cracker business will be booming this summer if you are selling

MOONEY'S

Order to-day

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg

It Pays to Sell Quality Goods!

and it will pay you well to feature the "Quality" Products of Poulton & Noel.



Stock a Full Range of

ROLLED
OX TONGUES
POTTED MEATS
and
GALANTINES
etc.



We can highly recommend these goods for their quality and the attractiveness of their packages.

PUT UP BY

POULTON & NOEL, Limited, London, Eng.

Malaga Raisins

When you order your MALAGA TABLE RAISINS or "Blue Fruit," you want to secure the finest quality.

The undersigned packer, whom we represent, last year shipped far and away more raisins to Canada than any other Malaga firm.

This is a sure proof that his raisins are appreciated at their true worth.

Stocking this brand ensures satisfactory sales and satisfactory profits.

JOSE SEGALERVA

MALAGA—SPAIN

Prices on application to

Rose & Laflamme
Limited
Montreal - Toronto

Between the Business Getter and the Business Builder

THERE'S this difference—
QUALITY.

If you willingly throw your Personal Recommendation and Salesmanship into the balance, you can sell *poor quality flour* ONCE, maybe twice, according to your wealth of explanations.
This is Business Getting, otherwise "Pedlar Salesmanship," engendering antagonism.

But it *isn't* Business Building—the difference comes in *after* the flour is sold, when She tries for success. Future sales are in the kitchen oven, depending on the housewife's pleasure or displeasure.
It's just as easy to *Build* Business as to merely *Get* Business—you don't have to choose—you can do BOTH at the same time.

Why not back your real selling abilities, your enthusiasm, with FIVE ROSES quality?

And after this flour is sold, the quality is so good and your service so excellent that the feeling of satisfaction will happen inevitably in the mind of the buyer. Engendering the "Habit of Buying."

We see no money in "one-time" sales, no hope for nimbler turnovers.

For poor flour in the past, Brother Grocer, the only apology is *better* flour in the future.

Otherwise, your flour profit will maintain its peanut proportions, while steadily undermining your goodwill, lessening the weight of your Personal Guarantee —your strongest asset.

Can't YOU see the difference to you between FIVE ROSES flour and cheap stuff?

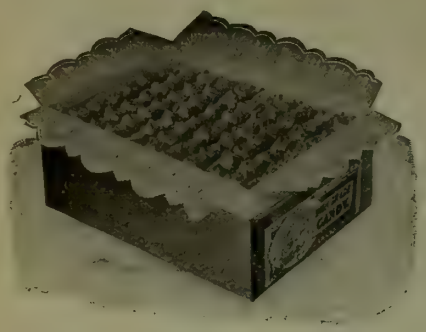
It's the same difference to your custom.

Sell flour with an eye to futurity, profit, permanence. Consider this awhile and you will inevitably sell FIVE ROSES.

Lake of the Woods Milling Co., Limited, Montreal

LAKE OF THE WOODS MILLING COMPANY KEEWATIN
TRADE MARK REGISTERED

FIVE ROSES FLOUR



"BORDO" Chocolates

We do not like to boast, but we certainly do not think that there is another chocolate equal to our "Bordo" in America.

Read on

We have such confidence in the goods, that we will guarantee the sale of this Specialty.

There is a reason

"Bordo" is something entirely different to any other line; both in ingredients and the unique flavor that has never been equalled.

After you once stock this line, no urging on our part is necessary.

Read on

One trial will settle the chocolate question for you.

Packed: 5 lbs. boxes.

Costs you 25c., sells at 50c.lb.

Remember we guarantee the sale

Send along your order to-day.

Trial order. Express prepaid.

Samples at least will cost you nothing, and a line of enquiry will bring you all details.

The Montreal Biscuit Co.

"Originators"

MONTREAL

"The House of High Quality"

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited

MAIL BUILDING, TORONTO

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal

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MAPLE SYRUP!

Small's Maple Leaf Brand

is the Standard the world over.

CANADA MAPLE EXCHANGE

Montreal

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

Cheese for 5000 Grocers

Roquefort, Gruyere, Camembert, Oka, Parmasan, Edam, Stilton.

WE ARE SPECIALISTS FOR THE TRADE.

Write, Wire or Phone.

THE ST. LAWRENCE GROCERY

395 St. Lawrence Boulevard Montreal

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ***ESTABLISHED 1871***

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order our expense

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, MANAGER

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.

Prompt attention to all orders.

J. W. EWEN - Uxbridge, Ont.

W. H. ESCOTT

WHOLESALE

Grocery Broker

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO., Montreal Agents.

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

CHRISTIE

To The Grocers of Canada

Dear Sirs,

While you are visiting the Canadian National Exhibition this season you are cordially invited to visit our factory.

You will also favor us greatly by visiting our Exhibit---The Model Store ---in the Manufacturers' Building at the Fair grounds. As a practical merchant, an expression of opinion regarding our Exhibit would be highly appreciated.

Yours very cordially,
Christie, Brown & Co., Limited

BISCUITS

Early St. John Peaches

Good shippers. You will be safe ordering now, as they should carry without waste.

Bartlett Pears Fancy Plums

From now on these Canadian Fruits should be at their best.

Full Lines Imported Fruits

Oranges Lemons Bananas

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. · TORONTO

Carload Importers

"St. Nicholas"

and

"Home Guard"

are the closest graded lemons that have yet been offered to the Canadian dealer—that is why the grocer can sell an entire box at full price. No culls to throw away.

J. J. McCABE

AGENT

32 Church Street, Toronto.

First Bartlett Pears are Now on the Market

It is Believed That the Crop is Well up to the Average and That the Market Supply Will be Liberal—Government Report is not Optimistic—Tomatoes are Coming in Freely and Have Dropped to a Low Quotation—Lemons are Quiet—A Review of Conditions as They are at Present—1910 Will Not be Termed a Good Fruit Year.

"A poor fruit year," are the words by which an Ontario government report refers to the present season, and it must be admitted that up to the present the conditions have not been really up to the average in some crops and the prospect for the future are not of the brightest. Apples may not be up to the average and prices for good stock are likely to be high. The Ontario crop is none too promising as has already been pointed out, but British Columbia is fortunate in having a splendid crop. Apples prospects in England and on the continent are poor and the crop in the United States is not going to be as good as expected. Plums have borne unevenly according to the degree of spraying practiced. Pears are doing better than apples although the yield will not be of the heaviest. Peaches, while they will be about an average crop, should be of good quality. Cantaloupes are good buying as there is a good demand for them now. Already the Duchess apple has reached the market although not in a large quantity. Grapes are looking well and promise a good crop.

On the whole prices are likely to range higher than last year especially in the case of plums, apples and grapes. From the vicinity of Ottawa and Montreal reports have been sent out that cabbage, beets, carrots and cauliflower are affected by vermin.

MONTREAL.

Green Fruits.—Lemons are easier this week, selling as low as $4.25 in some cases. The whole tone of the fruit market shows decided weakness and this in spite of a very large volume of trade being done. The reason assigned is the tremendous quantity of new stock on the market. Dealers report that many lines are costing as much to lay down here as they can hope to receive for them. For this reason new orders are being placed very cautiously, although it is hoped that the Eucharistic Congress visitors will bring relief.

Bananas and oranges are lower, and there seems a prospect of a still lower range during the next few days.

Apples—		
Green, bbl	2 25	3 50
Bananas crated, bunch	1 75	2 00
Blueberries, box		0 75
Blueberries, large		1 50
Cranberries, bbl		12 00
Cocoanuts, bags		4 25
Grapes, Delaware crate		2 50
Limes, per box		1 25
Cali. Malagas		2 75
Tokays		3 00
Lemons	4 25	5 00
Musk melons, per basket		3 50
Melons, Montreal basket	6 00	12 00
Oranges—		
California, late Valenciaa	4 00	5 00
Pineapples—		
Floridas, case		5 50
Plums, crate	2 25	2 75
Peaches	1 50	1 75
Pears	2 50	3 00
Pears, bbl		6 00

Vegetables.—In the vegetable market it is very much a repetition of the fruit situation. What few changes in price have been made are downward, and the market can hardly recover under present arrivals of stock until new consumers appear. All look for a very busy time after the first of the month.

Beans, green, basket	0 40	0 50
Beans, wax	0 40	0 50
Beets, doz	0 25	0 35
Carrots, doz		0 10
Cabbage, new, dz	0 40	0 50
Celery, doz	0 30	0 75
Cauliflowers, Montreal		1 50
Corn, doz	0 10	0 15
Cucumbers, doz	0 30	0 35
Garlic, 2 bunches		0 25
Green Peppers, basket	0 50	0 70
Lettuce— Montreal, doz	0 35	0 50
Boston	1 00	1 25
Onions— Spanish, cases		2 50
Potatoes—		
Potatoes, new, per bbl		2 25
Parsley, dozen		0 15
Parsnips, new, dz		0 40
Radishes, dozen bunches	0 20	0 25
Rhubarb, doz	0 25	0 30
Spinach, bbl		3 00
Tomatoes— Jersey, box	0 35	0 50
Turnips, new, bunch		0 25

TORONTO.

Green Fruits.—Business of late has been largely centred upon peaches, pears and plums, with other fruits also drawing good trade. There is a strond demand for apples especially of the eating varieties and there are also Canadian grown Duchess coming in. They are principally a cooking apple and there is likewise a good business doing with them. Cantaloupes are moving briskly and the section of the province that grows them best has of late been sending in a plentiful supply. Lawton berries seem to have been a good crop judging by the amount that passed over the local market. There are still some coming in but their season is about done. The lemon market is inclined to be steady, but the price is firm. The peaches and plums that have been received moved out rapidly. It is learned that the shipments of fruit from the Niagara district to the west have been rather extensive. Peaches will be about an average crop and there is no likelihood of record low prices being offered this year.

Some have hinted at peaches being more plentiful than last year, but this will hardly be borne out as the crop of Albertas is not as heavy as a year ago and they must be considered in estimating the crop.

Bartlett pears are now being shown on the Toronto market and from all reports the Niagara district has a good crop. The better class of plums, pears and peaches are now practically ready for the market and will soon have the bulk of the trade.

Apples, Duchess bbl	2 25	2 75
Apples, Canadian, basket	0 30	0 40
Bananas	1 50	2 00
Blueberries, bas	1 25	1 35
Cantaloupes, Canadian— Crate	0 75	1 25
Basket	0 35	0 85
Grapes, case	2 50	2 75
Grape Fruit— California	3 75	4 75
Lawton Berries		0 10
Lemons— Verdelli		5 50
Limes box		1 25
Oranges— Valencia	4 50	5 00
Peaches— Early Canadian flat baskets	0 40	1 00
Leno covers	0 60	0 75
St. John	0 75	1 50
Pears, box		3 50
Pears, Canadian basket	0 30	0 75
Pears, Bartletts basket	0 50	0 75
Pineapples, case		4 00
Plums, bask	0 35	0 75
Watermelon, ea.	0 40	0 50

Vegetables.—There is a steady trade in the general line of vegetables. Cabbages are not moving any too freely although there is a fair demand. Tomatoes are coming in more plentifully and the price has dropped accordingly. They are of good quality. The majority

of the early potatoes are about done. From the district of London it is reported that there is a scarcity and higher prices are expected before long. It is generally believed that the crop will be nothing much above the ordinary.

Beets, doz.....	0 25	0 30	Ontario.....		1 00
Beans, wax, per 11-qt. basket...	0 15	0 25	Potatoes, Ontario, new, bag.	0 75	0 80
Cabbage, case—Canadian.	1 00	1 25	Parsley, per doz bunches.....	0 25	0 30
Carrots, Canadian, doz.....		0 30	Radishes, doz...		0 25
Cauliflower, dz..	0 75	0 85	Green peppers, 11-qt. basket..	0 35	0 40
Celery, basket..		0 40	Tomatoes, Can., basket 11 qt...	0 30	0 35
Cucumbers, bas	0 20	0 25			
Lettuce, Canadian, head....	0 25	0 30			
Onions—			New turnips, per 11-qt. basket.		0 50
Spanish, large..	2 25	2 50			

BIG WINNIPEG GROCERY CHANGE.

W. Georgeson, of W. Georgeson Co. Ltd., Calgary, and formerly manager of the Codville-Georgeson Co., Winnipeg, has organized a new million dollar company to purchase the wholesale grocery business of Foley Bros., Larson & Co., Winnipeg. The Canadian Grocer has been informed on good authority that the deal has been completed.

OYSTERS

LONG ISLAND NATIVES

We are again handling this high class brand this season. Shipments are arriving daily. Quality finer than ever. Shipped in clean, sanitary packages. Ice and oysters separate. Order in any quantity—2, 3 or 5 gallons solid meats.

We will supply to good customers one of our fancy display cases without charge for the season. Make application early.

WHITE & CO., Limited

Wholesale Distributors Fruit, Fish and Oysters

Toronto and Hamilton

Musk Melons

Rocky Fords

We are large shippers in this line.

Grapes

Sample is fine and our prices right.

Peaches

Crawfords—large supply.

Bartlett Pears

Plums

Fancy stock.

Late, firm stock

Tomatoes

Wire, phone or mail your orders to

Stevens & Soloman

Growers and Shippers of CANADIAN FRUITS

Phones 1990 and 2700

HAMILTON, - - - ONT.

We are Big Receivers of Canadian Fruits and Vegetables

PEACHES
PEARS
PLUMS

Now arriving in large quantities every day

All of good quality and at reasonable prices

FANCY

ORANGES **LEMONS** **and BANANAS**

at lowest prices

SEND US YOUR ORDERS

HUGH WALKER & SON

(Established 1861) **GUELPH, ONTARIO**



BUSTER BROWN

LEMONS

Are the World's Best. Mention this Brand when ordering



PACKED BY FOLLINA BROS., ITALY

SOLD BY W. B. STRINGER, TORONTO

Are Retailers Ready for Fish Season Opening?

First of September Marks the Time for Oysters and Smoked Fish Particularly—Pickled Fish Also Attracting Notice—Lobster Crop Reported Short—The Salmon Run.

With September opens the season for all kinds of fish generally, but particularly smoked fish and oysters. There is always a rush for these lines at this time of year, perhaps due to the fact that most people who can afford to spend their summers in the country do so, and when they return to the city, tired with a round of boarding houses and hotels, with the monotonous bill of fare served in the average summer resort, they wish for something different—fresh oysters, kippered herring, or finnan haddies, something with a flavor of the sea.

Pickled and prepared fish also come in for their share of patronage. The outlook so far is for a good busy season. Every preparation is being made to cater to the wants of the trade, and yet at this time of year the fish business is largely a speculation. All the local dealers seem to have plenty of confidence in the future of the present season. Stocks of frozen fish, particularly from the west coast, are said to be ample to cover the wants of the trade, although it is reported that some lines from the east will be short, particularly frozen mackerel and haddock.

In the line of salt fish it is yet too early to forecast the crop, as, for instance, codfish. Fishing is at its best in certain localities about this time of the year. As the demand for new fish is abnormally good, it seems pretty certain that the price of green cod will be higher. This would of course affect similarly the prices of all the prepared lines of cod, such as boneless, shredded and skinless. However the situation may be now the fish business is a hard one to be sure, as regards future prices. Stormy weather, changes in demand, and other possibilities have to be taken into account.

It is reported that the lobster crop will be far below that of former years, and as European markets were depleted long ago, the new crop price seems sure to advance considerably.

QUEBEC.

Montreal, Sept. 1.—Local fish men are trying to figure out just which way "the cat is going to jump" as regards the opening of the fish season. One feature of the market is that dry fish are higher than for the past ten years. It is also reported on good authority that the Labrador catch this year is a failure.

Taken all in all, however, the outlook is for a very good season unless something unforeseen occurs to change the prospect.

FRESH

Pike	0 08	Whitefish	0 12
Perch	0 07	Mullets	0 07
Steak cod	0 05 0 06	Haddock	0 04½ 0 05
B.C. salmon	0 15	Halibut	0 09
Market cod	0 04	Bullheads	0 10
Sturgeon	0 12	Carp	0 08
Lake trout	0 12	Dore	0 12
Blue fish	0 15 0 18	Mackerel, each	0 25
Sea trout	0 12	Swordfish	0 12
Sea bass	0 12		

FROZEN

Codfish	0 04 0 04	Pike	0 07
Dore, winter caught, per lb	0 10	Salmon, B.C., red, per lb	0 09
Haddock	0 04	Gaspe salmon, per lb	0 18
Halibut, per lb	0 09	Smelts, 10 lb. boxes	0 07½
Herring, per 100	1 25	Whitefish, large, lb	0 09
Market cod	0 04	Whitefish, small	0 07
Steak cod	0 05		
Mackerel	0 10		

SALTED AND PICKLED

Green cod, No. 1, bbl.	6 00 6 50	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" " ½ bbl	3 00	" " pink, bbl	12 00
Labrador sea trout, bbls	10 00	" Labrador, bbl	17 00
Labrador sea trout, half bbls	5 75	" " ½ bbls	8 50
No. 1 mackerel, pail	2 10	" " trcs., 300 lb.	22 00
½ bbls	10 00	Salt eels, per lb	0 07
No. 1 pollock	4 00	Salt sardines, 20 lb. pls	1 00
Scotch herrings, bbl.	5 00	Scotch herring	6 50 7 00
		" keg	1 00½
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box	1 00
Haddies	0 08
Boneless haddies	0 08½
Herring, new smoked, per box	0 14
Kippered herring, per box	1 20

SHELL FISH

Shell oysters, bbl	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 6
" "Sealshipt," standards, per Imp. gal	1 75
" " select, per Imp. gal	2 00

PREPARED FISH

Boneless cod, in blocks, 5½, 6½ and 7½c. per lb.	
Shredded cod, per box	1 80
Skinless cod, 100 lb. case	5 50
Dried cod, large, bbls	6 00
Dried cod, medium, bbl	5 50
Dried haddock, medium, bbl	5 00

ONTARIO.

Toronto, Sept. 1.—General business in fish during the past week has been fairly good, but has been quite similar to that of the past few weeks. Prices have not changed. Supplies are coming in about the same, but the prospects are that business will be much improved in a short time.

FRESH CAUGHT FISH

Halibut	0 10	Steak cod	0 08
Salmon trout	0 12	Perch	0 07
White fish	0 12 0 13	Haddock	0 07
Herring	0 06	Mackerel	22 0 23

FROZEN LAKE FISH

Pickerel yellow	08	Pike	0 07
		Whitefish, frozen	0 09

OCEAN FISH (FROZEN)

Herring, per 100	1 50	Salmon, pink, per lb	0 08
		" red	0 09

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Cod, Imperial, per lb	0 05
Codfish, Bluenose, "	1 40	Fillets, per lb	0 11
Cod steak, per lb	0 07	Haddie, Finnan	0 07
		Quail on toast, per lb	0 05

BRITISH COLUMBIA.

Vancouver, Aug. 31.—With the closing of the sockeye season on the 25th instant, the estimated pack was 546,000 cases. This estimate will be about correct as it is based on figures that are received from time to time, and it is easy to compute the total for the last few days. On the Fraser the pack was 140,000 cases; Rivers Inlet, 124,000; Skeena river, 180,000; Naas river, 30,000; other canneries at odd places along the coast, 70,000 cases. This is not more than was expected by the canners, though at the first of the year there was stated in the press that the pack would be a large one. As last year was the big year, it could hardly be expected that again this year the pack would be more than the average of years outside the quadrennial.

In 1906, the season in the cycle corresponding to 1910, the pack was 629,460 cases, which indicates that the salmon run is steadily diminishing. Each year, the pack is less than before, and the so-called big years are now not much larger than the old-time common run. It is true that on the Skeena river and at other northern canneries the season has been a banner one, but even with a pack there larger than usual, the total is not encouraging to those who have money invested in the industry. The big run on the Skeena is calculated to be the result of the destruction of the barricades erected by the Indians on the Babine river five years ago. Some of the old fishermen believe that the August run is yet to take place and that the fish will come up the river during the closed season, that is before September 15th, but this is thought hardly probable. The canners are not looking for them, but if they do come in it will mean more for the spawning grounds and consequently more four years hence.

A report from Bracebridge, Ont., states that the wild thimble berry crop in the Muskoka district was a good one this year. These berries have replaced to a great extent the blueberries that failed to materialize in as large quantities as usual.

Every user of your goods that goes by the store is a possible customer and amenable to the influence of your windows. Are you making your window displays count?

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Something New in Herring

Every Grocer knows the OLD method of putting up Salt Herring. The barrels leak, and the fish are NOT selected, just put up as they run.

We are now putting on the market our own brand of

LARGE FAT JULY SALT HERRING

and are using a **SPECIALLY MADE IRON HOOP BARREL,** which is Guaranteed not to leak, and we are filling it with nothing but

INSPECTED FISH

Of course we pay a little more for this grade of stock, and so will you, but YOU GET THE ***BEST***

Each barrel branded with our name

Ask your supply house for OUR HERRING or write us direct

The Halifax Cold Storage Co., Limited

Selling Branch

45 WILLIAM STREET - - - - MONTREAL

Frozen Sea Food For Sale

Frozen Fresh SMELTS, packed in boxes of 25 lbs.
Frozen Fresh Atlantic SALMON.
Frozen Fresh Atlantic MACKEREL.
Frozen Fresh Atlantic ROE SHAD.

Above can be shipped ***Daily by Express*** during the balance of the summer season.

Shipments leaving Chatham at night are due in Montreal the following night and in Toronto and Ottawa and other interior points the following morning.

Daily shipments of the above can be made during the winter season per freight.

We are open to book immediate orders for 1910 Golden Crown 1 lb. tall lobsters.

We are sold up on lobsters 1910 pack in flat cans. ***At present we are not booking further orders*** on 1910 Golden Diamond canned blueberries, owing to prospect of short pack.

Any orders entrusted to us will be appreciated and will have our careful attention.

W. S. Loggie Co., Limited

CHATHAM, N.B.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

Hints on the Care of the Oyster in the Store

Differences in the Handling of the Bivalve From the Methods of the Past—What Retailers Should Pay Particular Attention to—Warm Water Injures the Quality, Says Dealer—Season Opened September 1.

The oyster business has undergone a radical change during recent years and from the fact that Canadian grocers handle this article extensively, it may not be amiss to dwell upon the present character of the oyster business and compare it with those conditions which it has displaced.

It is admitted by interested companies that the Canadian people have a liking for oysters, and with the business placed on a new basis and with greater energy behind it the demand has noticeably increased and dealers are looking forward to good returns from the season which is now drawing near.

The part that the grocers of Canada, from coast to coast, have played in the enlarging of the business has been worthy of note and it is because of this fact and also of the opportunities which still remain to be grasped that the individual grocer should acquaint himself with knowledge of the oyster and how to handle it successfully. The season, it should be remembered, opens with the first of September.

The Water Eliminated.

The principal difference in the trade is more apparent from the standpoint of the consumer. Under the new system when he buys a quart of oysters he gets a quart of OYSTERS. Formerly when he asked for a quart of oysters he got a certain amount of water. The consumer no doubt did not realize that the water should not have been there and probably, though not likely, the retailer knew just as little about the real conditions. At any rate, the customer, when his purchase was made under the old conditions paid for a certain amount of water. His purchase looked pretty small when it was cooked and served on the table. In some cases he had no more than two-thirds of a quart, it all depending upon the extent to which the stock had been "watered."

To-day, the consumer gets the quart measure full of oysters. The water is a thing of the past.

True, the price seems to be higher than formerly, but a representative of a large oyster company has pointed out that the actual price of oysters has not been changed. The consumer no longer pays for water and the quart he purchases now will go much further than the same quantity as it was handed out several years ago. Thus while oysters seem to be dearer, there has been no appreciable advance in the genuine article.

No Fresh Water Used.

But apart from the consideration of price, there is also that of quality and therein, perhaps, there has been the greatest change. "Fresh water," says this large oyster dealer, "is foreign to the oyster and when the dealer used to "water" his stock he not only decreased the quantity, but he deteriorated the quality at one and the same time.

"The oyster's method of feeding would require an article in itself, but suffice to say that salt water contains an ingredient that affords it nourishment. Fresh water lacks this constituent.

"Under the old methods when the oyster was separated from his shell, it was soaked in water, which, not being cold, it drank. This fresh water, to use a stock expression, makes the oyster 'sick.' The oyster also fattens in warm water, but although it does not lose its size, its flavor is lost and it becomes sour, to use another expression of the trade.

"The grower, the wholesaler, and, lastly, the retailer, used fresh water under the former method. The idea was to cheapen oysters—to reduce the price until it would be appealing—but, as before stated, the consumer was paying a high price for the water he bought.

"The result was that the trade suffered and it was to put it on a new basis

SELL "COAST-SEALED" OYSTERS

You can make more money handling "Coast-Sealed" Oysters than by handling any other kind, simply because they are first-class oysters, absolutely fresh and free from all those **foreign substances** that add to the **weight** but cannot be **sold.**

Coast Sealed Oysters are all Northern grown on our own grounds in Rhode Island, Connecticut and New York. All oysters must be four years old before being opened and they are packed and **sealed** right at the **coast** in the **identical** sealed carriers that are shipped to **your store.** As a result, by handling Coast Sealed Oysters, you are supplied with stock that is **all good—all salable**—every **ounce** of which will yield you a good profit.

Write us now for prices and particulars.

CONNECTICUT OYSTER COMPANY
88 Colborne St., - - TORONTO
HEAD OFFICE: Millford, Conn., U.S.A



NIOBE Brand!!
NIOBE Brand!!

Boneless Finnan Haddies,
Kippers, Bloaters



the best to be had

Ask for one of our new Display Oyster Packages. Hygienic, Neat, Clean, Durable and FREE to every bona fide customer.

D. Hatton Company

Wholesale Receivers and
Distributors of Fish

Established 1874 MONTREAL

Sardines That Sell

are those that have a guarantee on each tin!

Concord Norwegian Sardines

are finest small autumn fish only, packed, when freshly caught, in high-grade oil. Each tin is provided with an extra cover for use after it has been once opened.

The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree.

CCC
Norwegian Canned Goods

Order from any wholesale grocer, and don't forget the name CONCORD.

LIST OF AGENTS:

R. S. McIndoe, Toronto; A. H. Brittain & Co; Montreal; W. A. Simonds, St. John, N.B. Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.

CUSTOM CATCHERS

Particularly in the case of Canned Goods, quality is the determining feature where the trade will go. If you stock





you will be influencing a better class trade to your store.

Our herring are the finest obtainable—coming from Passamaquoddy Bay, where they are captured in weirs or traps—the packing is done by the very latest process in a modern sanitary manner.

BRUNSWICK BRAND

is synonymous for quality.

You are wanting a satisfaction-giving line like this! Be sure and have the name right when you are ordering **Sea Foods.**

CONNORS BROS., Limited, Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Levitt, Yarmouth, N. S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yeckney, Edmonton, Alta.

that the present methods were introduced. That they have been successful is proven by the extent to which the oyster business has grown, and dealers are looking ahead to a greater demand than ever this year.

Washed With Cold Water.

"When the oyster is taken from his shell now, the sediment, such as sand, etc., is washed off with cold water. The oyster refuses to drink cold water, and the subsequent handling is done in an atmosphere that is not far from freezing point. After being washed, the oyster is usually placed in containers of certain sizes, which are sealed and then removed to a cooling room. When the retailer receives a shipment, the container is usually still in ice. The oyster, under these conditions, has not been feeding, but it has not lost weight, and especially it has retained its flavor. It is just as it came out of the water, and by securing this condition of quality it is hoped to educate the consumer to quality in oysters just as they demand it in the other articles they buy.

Preserve Temperature.

"The grocer should aim to preserve the temperature of the oysters at the time of their arrival. This is not difficult if it is afforded refrigeration."

Many grocers have display containers, and the vessel containing the oysters is set in ice. A glass covering of some description is often used, as it keeps out dust, and even the most critical customer has no grounds to find flault.

This is a general idea of the policy of to-day by which the consumer is reached, and it is necessary that the retailer should do his part of the scheme. More details will be aimed at in future articles.

CHANGES IN THE TRADE.

Recent Business Happenings Throughout the Dominion—New Ventures Opened, Others Have Closed Their Doors.

Ontario.

Edith L. Kennedy, Wiarton, Ont., has assigned.

Charles Hunter, grocer, Toronto, has assigned.

MacKewn Bros., grocers, Toronto, Ont., have assigned.

A. Gray, grocer, Fort William, has sold to Wade & Stevens.

Mack Gorman, general merchant, Eganville, Ont., has assigned.

C. E. Jones, grocer, Uxbridge, Ont., has sold to Dobson & Crosby.

J. A. Hambleton is opening a grocery business in Fort William, Ont.

The stock of the Lang Joduin Trading Co., Ltd., of Elk Lake, Gowganda and Kelso, Ont., is to be sold by tender.

Quebec.

The Delorimer Vinegar Co., Montreal, has dissolved.

A. Denis & Co., grocers, Montreal, have registered.

R. Archambault, grocer, Montreal, Que., has assigned.

R. M. Morehouse, general merchant, Low, Que., has sold out.

Alf. Lalancette, grocer, Roberval, Que., sustained loss by fire.

E. S. Morasse & Co., grocers, Thetford Mines, have registered.

Laberge & Co., general merchants, Beloeil, Que., have dissolved.

The assets of N. Pelletier & Co., grocers, Fraserville, Que., were to be sold Sept. 1st.

The assets of Alfred Verville, grocer and Wiley & Rice, grocers, Montreal, are to be sold.

The D. Hatton & Co., wholesale fish dealers, Montreal, have dissolved, J. A. Paulus and J. E. Hawkins, registered.

Maritime Provinces.

Dingwall Bros., grocers, etc., have assigned.

B. H. Kerr, general merchant, Milltown, N.B., has assigned.

McCready & Son, Ltd., vinegar manufacturers, St. John, N.B., have incorporated.

McDade Bros., general merchants, McAdam, N.B., are succeeded by J. B. Johnston.

Western Canada.

C. Weinstein, grocer, Winnipeg, has sold to B. Grant.

J. L. Ratner has opened a general store at Fiske, Sask.

C. Johnasson has opened a general store at Virden, Man.

Miekle & Homer, general merchants, Morden, Man., dissolved.

W. R. Tennant has opened a general store at Luseland, Sask.

Miss F. M. Smith has opened a grocery store at Saskatoon.

A. C. Armstrong is opening a grocery store at Wainwright, Alta.

Shand & Coughlin have opened a general store at Brooks, Alta.

R. Scott & Co. have opened a general store at Alsask, Sask.

John H. Bentram has opened a grocery business at Saskatoon.

Acheson & Hoskins have opened a general store at Alask, Sask.

T. E. Holmes, grocer, Yonker, Sask., is succeeded by J. C. Warner.

Hector Hay has opened a general store at Yellow Grass, Sask.

S. Parks, general merchant, Garland, Man., is succeeded by A. Bay.

Arthur Veraeghe has opened a general store at St. Amelie, Man.

D. E. Price, grocer, etc., Surban, Man., has sold to J. B. Moore.

J. E. Orange, grocer, etc., Radisson, Sask., has sold to J. J. Breeze.

John Naismith & Co. have opened a general store at Jonesville, Sask.

W. Young, general merchant, Rossburn, Man., succeeded by J. Hook.

The Hub Mercantile Co. have opened a grocery business at Rawville, Sask.

The estate of Scharf & Co., grocers, Winnipeg, have sold stock to A. Berg.

H. R. Beaudry, general merchant, Winnipeg, has sold to Geo. Nicholson

W. F. Schooley, general merchant, Holland, Man., has sold to J. J. Pickhard.

Dominion City Trading Co., of Dominion City, Man., is succeeded by A. Slobinsky.

Meikle & Homes, general merchants, Morden, have dissolved. Mr. Holmes is going to open business at Tisdale, Sask.

The stock of the Co-operative Cash store, under the name of the estate of Omer Parent, St. Jean Baptiste, Man., is advertised for sale.

Splendid Crops are Experienced Near Saskatoon

By M. Moyer.

Last week I came from Yorkton to Saskatoon, a distance of 260 miles, and all along the line the crops are considerably above the average yield. In some places they never had anything as good. At Guernsey I met a farmer whom I knew in Ontario. He took me out to see his farm, and with all the beautiful land I have seen since I came up here this district beats them all.

This man has been here only five years, owns 1900 acres, and has 800 in crop. He had three binders at work with four horses on each. All his crops as well as all the crops in the neighborhood, are excellent. He has a view of 15 miles in every direction from his house. He can count from his doorstep 250 farm homes and five railway stations—or what they call towns up here —with from 3 to 6 elevators at each.

The farmers in this locality are a thrifty class and are not only getting the land under cultivation, but they are building comfortable houses. One thing these people attended to the first year they were here, which others in many parts entirely neglected, was to plant trees, and now in the course of five years some of them have trees ten feet high, which they raised from seed. In this respect they are further ahead than many others who have been on the prairie for 30 years. These little groves around their homes serve as a shelter as well as to make the appearance of the prairie most beautiful.

Not only did they treat "your humble servant" with the greatest courtesy and kindness, but he actually had to mount the binder, pull up the reins of four steeds and get the real experience of a western farmer in the harvest field.

The large part of the crop is now past all danger and the farmers can count safely on a good return for their labors. The only danger is from hail and frost, but as the hail season is practically over and the large proportion of grain is ready to cut they can practically count on the certainty of a profitable year.

The merchants all along this line have nothing to fear and look for a prosperous season.

People in Ontario cannot understand the extent of this country. When one report reaches them that the wheat is all destroyed by drought, and another again that the crops are excellent, they often come to the conclusion that the reports are not correct. If they were to read a report that the crops near the city of New York were all destroyed and that they were excellent in Ontario, they could readily understand that. But they forget, that this place is farther away from Southern Manitoba than Toronto is from New York City, and still I am a long way from the western boundary of Saskatchewan.

What you say you can do, that you probably will do. What you say you can't do, that you probably never will do. So great is will power.

Big Profits in Handling SEALSHIPT OYSTERS



You Can't Make Less Than 25%

Write at once for catalogue and full particulars of our proposition instead of waiting until "the season" and then doing the best you can at the last moment. The sooner you get the SEALSHIPT AGENCY and start to *let your customers know you have it,* the bigger and better business you will do *all season.* In fact, your customers will get hungry for oysters as soon as they know SEALSHIPT OYSTERS—advertised in their favorite magazines as the acme of food purity and deliciousness—are on sale at your store.

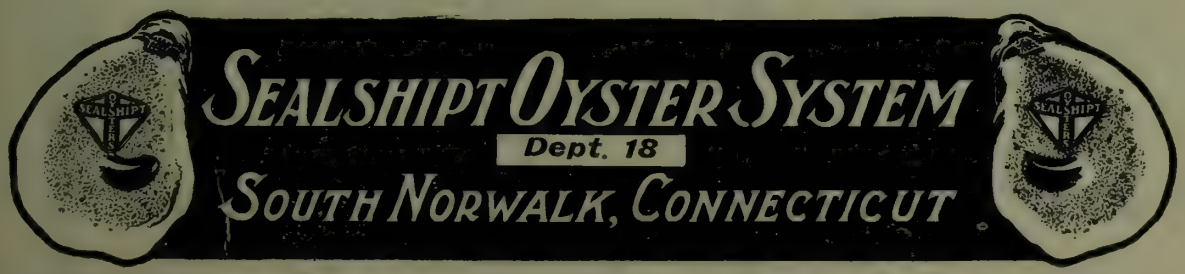
Perfect Refrigeration

SEALSHIPT OYSTERS are packed at the oyster beds—(solid and dry)—in the airtight Sealshiptors, which are perfectly refrigerated every mile of the journey to your store. That is why SEALSHIPT OYSTERS taste the same in Illinois or California as the day they were dredged from the deep. The oysters are shipped to you in these Sealshiptors and you empty them into your Sealshipticase (the blue and white porcelain display and selling fixture).

Sealshipt Agents Make Money Because We Help Them

We supply you with advertisements for your local papers, an attractive blue and white steel design and muslin signs for your store front and transfer signs to stick on your door, where everyone will see them. We do all this so the Sealshipt Agent will secure all the sales we are stirring up in his territory by our extensive magazine advertising. Don't guess about the SEALSHIPT SYSTEM or what it will do for you, but write us at once for catalogue, terms and particulars.

NOTE:—People who read our advertising will go from the store where no oysters are sold, or the store where ordinary oysters are sold *to the store where* they can get SEALSHIPT OYSTERS and, the Sealshipt Agent will sell them *other things*—may win all their trade.



A Veterinary's Advice on the Delivery Horse

Says That the Ideal Horse for This Purpose Should Weigh Between 1,100 and 1,300 Pounds—The Undesirable Kind — Items to Attend to in Erecting the Stable.

"The best style of a delivery horse—it's feed and care," was the subject of a recent address given in Toronto by Dr. F. J. Gallanough, and as the subject matter refers to merchants in general it will no doubt be read with interest by grocers who as a class take unusual care of their delivery outfits. The address is given in part as follows and from the fact that Dr. Gallanough is a practical man, not merely a theorist, his advice should be well received.

"The ideal delivery horse should weigh from eleven to thirteen hundred pounds, stand fifteen and a half to sixteen hands high, and should be short legged and deep-bodied with plenty of bone, a good deal of substance, smoothness of contour and be upheaded and stylish, and the higher degree of finish the better, all of which give him gracefulness.

Overweight Unnecessary.

"He does not need more weight than the work to which he is applied requires, for it would be unnecessary encumbrance, and would increase concussion. He should have clean action and cover the ground with the least possible concussion. Tall or leggy horses with long bodies and short ribs are usually poor feeders and not serviceable in work which causes severe strain.

"More style is demanded for runabout turnouts. Ten to eleven hundred is about the ideal weight, fifteen to fifteen-two the height and the horse should be particularly good-mannered with trappy but not excessive action. In other words he should be a handy, quick-moving, prompt horse with style and good manners. Delivery horses should be selected with some breeding qualities as they have a better appearance, more endurance and intelligence. A well-bred horse will learn a route much more quickly than an ill-bred one. Dark, solid colors are preferred for delivery purposes as far as the horse's color is concerned, but the bays, browns, grays, and dark chestnuts have their admirers.

The Age of the Horse.

"A delivery horse should be serviceably sound, although he may not be technically so. The feet should be large with good strong heels and free from corns. Small splints low down, capped hocks which are not unsightly, the loss of an eye, etc., are examples of unsoundness which do not interfere with the usefulness of horses, but on account of which they may be purchased much cheaper. As to age, horses are preferable ranging from five to nine years and I would give preference to an eight year old over a five.

"Four year olds should not be selected unless the work is light and slow, as at this age the teeth are undergoing change and the bones and muscles are not fully developed nor hardened and severe work quickly causes depreciation in value.

Providing Stables.

"Stabling is an important consideration. The low dark dens in which years ago valuable horses were placed have disappeared. Iron, concrete, stone, and brick are extensively used, but care should be exercised in their construction. Each horse of medium size should have a stall at least four feet, six inches wide by nine feet long, with a passage way eight feet between rows of stalls. There should be plenty of light and ventilation. The best form of feed box is made of iron with smooth edges, placed at a height of about three feet four inches from the ground. The hay rack should be placed on a level with the boxes, with the bottom perforated for the dust and seeds to drop through. An arrangement whereby salt and water can be procured by the horse as required is an excellent arrangement."

Editorial Note.—This article will be continued in a future issue.

TO REMEMBER GOODS WANTED.

Quebec Clerk Uses a Little Card Which He Carries About With Him.

By Joseph Dubuc.

It is very valuable for a clerk to have always in his pockets a card on which he can jot down names of goods almost exhausted. I always have one with me. When I go to bring an article called for by a customer I notice whether there is a sufficient supply left for our trade.

If there is not much left I use my card and later transcribe the note to the "memory sheets." In this way forgetting to purchase goods nearly exhausted, is avoided.

Another valuable thing to me is my "retail price book," as described in a recent issue of The Canadian Grocer. It helps me both in the buying and the selling of goods.

Only by civility to employes can you command civility from employes. Like begets like.

When you get customers into the store with your advertising and then fail to live up to your advertisement in any particular you are committing business suicide.

To discontinue your advertising is to shut off the power. The car will run for some distance by its own momentum, but the stop is certain. There is no such thing in business as perpetual motion.

Tell Your Customers That :

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

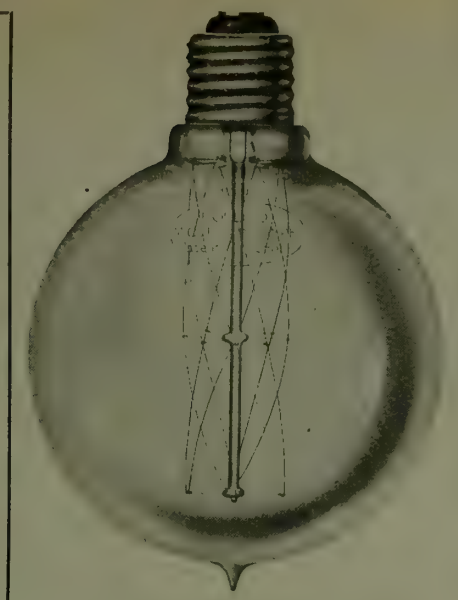
Sold by all the Wholesale Trade



"Kolloid-Wolfram"
(REGISTERED TRADE MARK)

Brighter the Store!

Better the Business!!



Tungsten Lamps

Better the Lamp!

Brighter the Store!!

Use "Kolloid-Wolfram" Lamps, increase your business and reduce your expenses. For sale everywhere, but beware of imitations.

Manufactured in HAMILTON, ONT., by

The Canadian Tungsten Lamp Co. Ltd., Lighting Experts

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

ACCOUNTS WANTED.

TWO GOOD ACCOUNTS WANTED—Two manufacturers requiring representation in Montreal are requested to write. Box 359, CANADIAN GROCER, Toronto. Wants independent canner particularly. (35p)

MALE HELP WANTED.

WANTED—Representative to handle new lines in shoe, floor, metal polishes, etc., in every city and town in Canada. Address Box 90, Halifax, N.S. (36)

WANTED—At once, first-class catsup maker. Give references and full particulars. Box 64, Hamilton, Ont. (tf)

BUSINESS CHANCES.

FOR SALE—The best general business in best agricultural and manufacturing village west of Toronto. With exceptionally clean, full stock. Turnover $25,000, stock $10,000, few fixtures. Long lease, low rent, spacious store, ample storage. Box 361, CANADIAN GROCER, Toronto. (35p)

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

RENT OR SALE—A first-class store for hardware and tinsmith at Crysler, Ont. One opposition. Public would need one more. Includes living apartments. Reasonable price. Apply to H. A. DUPUIS, Embrun, Ont. (36)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

SALESMEN WANTED.

SALESMEN AND SALESWOMEN WANTED — Thousands of good positions now open, paying from $1000 to $5000 a year and expenses. No former experience needed to get one of them. We will teach you to be an expert salesman or saleswoman by mail in eight weeks and assist you to secure a good position, and you can pay for your tuition out of your earnings. Write to-day for full particulars and testimonials from hundreds of men and women we have placed in good positions, paying from $100 to $500 a month and expenses. Address nearest office. Dept. 789, NATIONAL SALESMEN TRAINING ASSOCIATION, Chicago, New York, Minneapolis, Atlanta, Kansas City, San Francisco. (35)

MISCELLANEOUS.

A BOOK-KEEPING STAFF IN ITSELF—DOING the work with machine-precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

AUTOMATIC COMPUTING SCALES — THE ANDERSON. Worth knowing about, especially the improvements and price. Not in a combine. W. F. HARRIS, General Agent, Windsor, Ont. (37)

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

MISCELLANEOUS.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

FOR FILING PAPERS, LETTERS and Vouchers, fastening bulky envelopes or backing statements, the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

FOR THE MONTH OF AUGUST ONLY we offer some exceptionally good values in rebuilt Smith Premier Typewriters. Do not fail to write us for prices. They will astonish you; so will the high quality of the machines. THE MONARCH TYPEWRITER COMPANY, LIMITED, 98 King Street West, Toronto

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

MISCELLANEOUS.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave, Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

½-lb. tins, 2 doz. in case $2 00
¼-lb. tins, 3 " " 1 25
⅛-lb. tins 4 " " 0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime ...	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 60
" 5 lb.	22 25

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams Per doz		Peach	1 80
		Pear	1 70
Strawberry	1 90	Jellies	
Raspberry	1 90	Red currant	2 40
Black currant	1 80	Black currant	2 40
Red currant	1 80	Crabapple	1 70
Raspberry & red currant	1 80	Plum	1 70
		Grape	1 70
Raspberry and gooseberry	1 80	Marmalade	
		Scotch	1 40
Damson plum, stoneless	1 70	Orange Jelly	1 75
		Green Fig	2 25
Greengage plum, stoneless	1 70	Lemon	1 80
		Pineapple	2 25
Gooseberry	1 80	Ginger	2 25

Pure Preserves—Bulk

	5's & 7's per lb.	14's & 30's per lb.
Strawberry	0 11	0 10½
Black currant	0 11	0 10½
Raspberry	0 11	0 10½
Other varieties	0 09	0 08½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons— Per doz		No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3 20

The King's Food, 2-doz. in case, per case $4.80



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00

Blue

Keen's Oxford, per lb. 0 17
In 10-box lots or case 0 16
Gillett's Mammoth, ¼-gross box 2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—

Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations or Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb.	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 24
" ½'s " " "	0 25
" ¼'s " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes..	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box..	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.



Elite, 10c size (for cooking) doz 0 90

Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ¼'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ¼'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼ 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
¼ and ½ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes.	0 28
¼ lb. packages, assorted, in 5 lb. boxes.	0 29
½ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	15	....	0

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 16
Shredded	0 15
In packages 2-oz., 4-oz., 8-oz., lb.	3 30

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " "		ground	0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 2 tumblers, $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins $0 33

"Gilt Edge" in 2 lb. tins .....

Canadian Souvenir 1 lb. fancy lithographed canisters 0 30

Cheese.—Imperial

Large size jars, doz.. 8 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00



Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40



	W.S.P.	Ret. P.
Ground or bean,	1s 33	0 50
" "	½s 33	0 50
" "	1s 29	0 40
" "	½s 30	0 40
" "	1s 23	0 30
" "	½s 23	0 30

Packed in 30s and 50-lb. cases
Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	1 35
" " 10c cakes, 36 in box "	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0 30
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts.

SHIRRIFF'S

1 oz. (all flavors),	doz.	1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discounts on application.



CRESCENT MFG. CO.

	Mapleine	Per doz
2 oz. bottles (retail at 50c.)		4 20
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails, per lb.	0 06½

Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 06½

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. 1.00. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 30 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 dz

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.



Fortify Your Position

as a grocer by adding to your shelves

2 in 1

The World's Best Shoe Polish

It produces a brilliant, lasting polish and is, moreover, waterproof.

"2 in 1" is a popular favorite and sells all the time.

See to Your Stocks.

The F. F. Dalley Co., Ltd.
HAMILTON, ONT., and BUFFALO, N.Y.

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE, ONT.

NOTICE TO MANUFACTURERS

We have sold out our warehousing and forwarding business and are now prepared to handle two or three additional high-class lines selling to the Western wholesale grocery trade.

R. B. Wiseman & Co.

123 Bannatyne Avenue East **WINNIPEG, MAN.**

Reference—Bank of Ottawa, Winnipeg

Molassine Meal

Molassine Dog and Puppy Cakes

Molassine Terrier, Hound and Puppy Meal

Molassine Chicken and Poultry Food

Are reliable foods for horses, cattle, dogs and poultry.

Sole Canadian Importer:

ANDREW WATSON

91 YOUVILLE SQUARE, MONTREAL

BROOMS OF QUALITY

WE make them! **YOU** should sell them!

YOUR customers will appreciate them! **OURS** do

and keep our factory going on FULL TIME

A postal will bring you information.

Walter Woods & Co. - Hamilton and Winnipeg

There's Genuine Pleasure

and liberal profit in selling

"WHITE LILY" BRAND MARSHMALLOW BISCUITS!

They are genuine satisfaction-givers because of their excellent flavor and the crisp and fresh condition in which they always reach the retailer. Put up in glass-front tin boxes and retail at 18c and 20c. Obtainable also in 20-lb. tins and in wood boxes. Other leading "White Lily" lines you can handle profitably are—CREAM SODAS, HAVELOCK LUNCH, JAMJAMS and PEOPLE'S FANCY MIXED.

Write for prices.

J. A. MARVEN, Limited - - Moncton, N.B.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb., $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

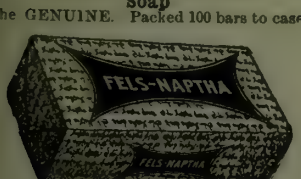
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

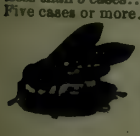
Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95



Fly Pads.

WILSON'S FLY PADS

In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.80; 5 boxes $2.75.



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 13½
½-bbls.	0 13½
Tubs, 60 lbs.	0 13½
20-lb. Pails.	2 80
20-lb. tins	2 70
Cases 3-lb.	0 14¼
" 5-lb.	0 13¾
" 10-lb.	0 14¼



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 12¾
Tubs	0 13
20-lb. pails	0 13¼
20-lb. tins	0 12¾
10-lb. "	0 13¼
5-lb. "	0 13¾
3-lb. "	0 13¾
1-lb. cartons	14

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 5-lb. glass jars	1 75
" 20 5-lb. cans	1 50

"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO

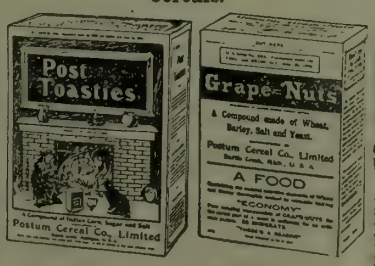
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7½c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3 50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D ¼-lb. tins	per doz.	0 85
" ½-lb tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—

Minerva, qts. 12's	$ 5 75
" pts. 24's	6 50
" ½-pts. 24's	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box, $3 00

Case of ½-lb. containing 120 pkgs. per box, $3.00

Case of 1-lb and ½-lb. containing 30 1-lb. and 60 ½-lb. pkgs, per box $3.00

Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND

		Per case
No. 1, cases 50 1 lb. packages		$2 60
No. 2, " 120 ½ lb.	"	2 60
No. 3, " 50 1-lb. / 50 ½-lb.	"	2 60
No. 5 Magic soda cases 100—10-oz. pkgs.		
1 case		1 85
3 cases		5 25

TRADE MARK BRAND



REGISTERED

WOOD'S

HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. — Montreal

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd. Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg.	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs.	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 06
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 06½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 07
Barrels, 200 lb.	0 06½
Kegs, 100 lb.	0 06½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 7½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks in case	0 08
Kegs, ex. crystals, 100 lb.	0 07
Brantford Gloss—	
1-lb. fancy boxes, cases 35 lb.	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	1 00

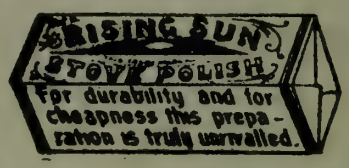
Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Boot Polish



PACKARD'S BOOT AND SHOE POLISHES

Mon-Ami, $9 gross; Black "O," $9 gross; Large Combination, $20 per gross; Pony Combination, $10; French Glycerine, $9; Ladies' Special, $20; Pat. Lea. Cream $20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails 25 lbs.	1 30 each
" 38½ lbs.	1 80 "

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 45
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)



Teas

THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s and ¼'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.

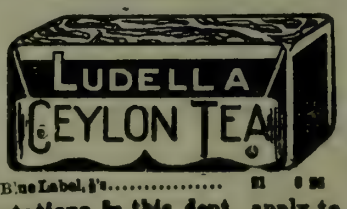


EMPIRE PACKAGE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c	1s, 20c.; ½s, 21c.
30c	1s and ½s, 23c.
40c	1s and ½s, 28c.
50c	1s and ½s, 35c.
75c	1s and ½s, Vulcan, 50c.

100 lb. lots freight paid.



Blue Label, 1's	$1	0 25
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



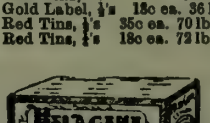
BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, 1's and ½'s	0 55	0 80
Embossed, 1's and ½'s	007	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters				
Gold Tins, 5's	35c.	1.75	50c.	2.50
Gold Tins, 3's	35c.	1.05	50c.	1.50
Gold Tins, 1's	35c. each		50c. each	
Gold Label, ½'s	18c ea.	36 lb.	25c ea.	50 lb.
Red Tins, ½'s	35c ea.	70 lb.	50c ea.	1 00 lb.
Red Tins, ¼'s	18c ea.	72 lb.	25c ea.	1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ⅛s	0 10	1 00
" " ¼s	0 55	0 80
" " ½s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ¼s	0 38	0 50
" " 1 lbs. & ¼s	0 35	0 50
" " 1 lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 3.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-3s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

MADE IN CANADA

CAN YOU AFFORD IT?

To do your work with second grade paper when you can have at hand the best that money can buy.

SUPERFINE LINEN RECORD

SAMPLES ON REQUEST.

THE ROLLAND PAPER COMPANY, LIMITED

HIGH-GRADE PAPER MAKERS

GENERAL OFFICES: 53 St. Sulpice Street MONTREAL, P.Q.

MILLS AT ST. Jerome, P.Q.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the **PUREST**, contains **LEAST MOISTURE** and therefore **GOES FURTHEST** of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

The Best
(SALT)

is not too good for you.

We supply it.

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

WETHEY'S Condensed Mince Meat

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

A United States Manufacturer spending $1,000,000 a year on Advertising : : : : : : :

recently placed an order with The Canadian Grocer amounting to about $500—the first order he ever gave to a trade paper.

This manufacturer said :—"I am convinced that the Canadian dealer is different."

He found the majority of grocers in Canada to be men of independent spirit—not mere slot machines, but real merchants capable of creating large demand for worthy goods—men whose salesmanship is the most valuable assistance a manufacturer can have in marketing his product.

He investigated and found that The Grocer was read and studied every week by the best merchants from Atlantic to Pacific—that it was absolutely unique among trade papers, both as regards circulation and influence.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 761-763 Eastern Townships Bank Bldg. London, Eng.: 88 Fleet St., E.C. Toronto: 143-149 University Ave. New York: Rooms 1109-1111, 140 Broadway. Winnipeg: 511 Union Bank Building

VOL. XXIV. PUBLICATION OFFICE: TORONTO, SEPTEMBER 9, 1910 NO 36.

There's no disputing the fact that

KEEN'S 

OXFORD BLUE

holds pride of place for quality and economy in use. Housewives the wide world over use Keen's and nothing else. Lose no chance offering to strengthen your hold on the family trade; stock up with KEEN'S—it's always in demand.

For Sale by all the Canadian Jobbing Trade.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

Benson's "Prepared" Corn Starch

Edwardsburg "Silver Gloss" Starch

The leading Laundry and Cooking Starches in Canada.
They are noted for their purity and ease in handling and leave a good profit for the dealer.

SEE TO YOUR STOCKS.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front Street East, Toronto. Works: Cardinal, Ont. 164 St. James Street, Montreal

YOUR CUSTOMERS

ARE NOW

HOME



and it is to your advantage
to see that



MacLAREN'S

IMPERIAL PRODUCTS

are well represented on your shelves, as they are sure to be asked for, including



MacLaren's
Imperial Prepared Mustard

MacLaren's
Imperial Olives (all kinds)



FOR SALE BY ALL FIRST-CLASS JOBBERS

Manufactured and Guaranteed Pure by

MacLaren Imperial Cheese Co., Ltd.

Manufacturers and Importers Grocers' Specialties

TORONTO **CANADA**

COCO FRUITINE:

An absolutely pure extract of Cocoanut. Can be used with great advantage in every species of cooking and pastry.

Pure, - Nourishing, - Economical, - Palatable

Superior to Lard—Equal to Butter.

ADDED TO THIS, IT IS MOST AGREEABLE TO THE TASTE.

A PURE VEGETABLE BUTTER

Free Sample on application

TRADE  MARK

COCO FRUITINE

Free Sample on application

The QUALITY of COCO FRUITINE is quite remarkable.

First—It is superior to Butter, Oil or Lard, owing to its extremely delicate taste and flavor.

Second—It is peculiarly nourishing, being superior to any other similar product.

Third—It is extremely easily digested and assimilated by the most sensitive stomachs.

Fourth—Owing to its great richness and purity, it is more economical.

Packed in ½ kilo. tins, 1 kilo. tins, 5 kilo. tins, 25 kilo. tins.

ARTHUR P. TIPPET & CO., - - Sole Agents for Canada



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

TRY A CONDENSED AD. IN THE CANADIAN GROCER.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Get our Prices for

IMPORT

Raisins and Currants

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

When writing advertisers kindly mention having seen the advertisement in this paper.

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

RAW SUGAR ON SPOT

Barbadoes, Muscovado, Jamaica Light and Dark Crystals

Lind Brokerage Company

73 Front St. E., Toronto

Agency required for Canned Goods, Etc.

The HARRY HORNE CO.

Grocery Brokers and Manufacturers' Agents.

309-311 King St. West, - - Toronto

Good warehouse and distributing facilities.

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

United Kingdom and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DO YOU WANT REPRESENTATION IN

WINNIPEG

Where Business is Booming?

BAWLF, DAVEY & CO.

Wholesale Grocery Brokers.

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to the Track connections with all Railroads.

J. F. Eby, President. Hugh Blain, Vice-Pres.

TALKING ABOUT SPICES

We are showing two lines "SELECT" and "FANCY"

Mixed Pickling Spice

Conceded by all who have seen them to be superior to anything else offered

Our "ANCHOR" Brand Mixed Pickling Spice

in 5c and 10c cartons are the best value on the market

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

WRITE US FOR SAMPLES AND QUOTATIONS

Here is a complete circle of merchandising value in handling

"Blue Ribbon Tea"

Gives a good profit, is an easy seller and satisfies the consumer.

BLUE RIBBON TEA CO., Limited MONTREAL, CANADA



Every grocer knows that Cowan's Perfection Cocoa is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc., Cowan's Perfection Cocoa is unsurpassed.

THE COWAN CO., LTD., TORONTO, ONT.

Sweet Wrinkle Peas



THE Sulphate of Copper used in producing that vivid green color you have observed in some lines of Imported French Peas is distinctly injurious to health and kills the flavor of the peas. That's why we never use it.

You will find our Sweet Wrinkle Extra Sifted Peas more tender and better in flavor than the best imported French Peas you ever tasted.

This is one of our finer grades upon which you can make a much better profit than on our lower-priced lines.

A little judicious promotion of our better quality peas among your good customers will increase your profits considerably and add greatly to your customers' satisfaction. Try it.

Dominion Canners, Limited
Hamilton, - - Ontario

Good Currants

mean

Good Profits

If you buy cheap currants of poor quality, you will be obliged to sell them cheap, or perhaps cheaper, and your margin will be a problem rather than a profit.

An indication of quality, and your protection is the name

MEYER

on the case. Our good name we value before anything. We pack currants from all districts, but only the very best sound fruit from any district, **and on all** we are proud to put our name, because we know that money can buy no better.

A great many wholesale grocers in Canada import Meyer's currants, some import them to the exclusion of all others. There is a reason for this—a good reason. Ask for them. When you get them see that the name is on the case.

W. Meyer & Co.,

Limited

Patras - - Greece

The Demand Keeps Growing

TO some people the success of PURITY flour seems phenomenal. When it was put on the market three years ago few believed it would ever enjoy its present enormous demand. But Canadian housewives soon discovered that

PURITY FLOUR

was far above the average in quality. They found that they could make "*More Bread and Better Bread*" with it than they ever did before. They found it absolutely reliable. They proved it the best value for their money. That is the secret of the success of PURITY flour. That is why such a huge demand exists to-day—why grocers find it such a big seller.

SEND YOUR ORDERS TO

Western Canada Flour Mills Company, Limited

Toronto Montreal Winnipeg St. John, N.B. Goderich Brandon

PERRIN'S BISCUITS

THREE



SELLERS



AND ALL TRADE KEEPERS





SATISFIED CUSTOMERS

OUR BIGGEST ASSET

Give your customers

Balaklava Brand Baked Beans

And you can rest assured that the merits of these goods will bring repeats and satisfied customers.

Write us for Information and Prices. Your Interests are Ours.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

"KOOTENAY" BRAND

Your Profit and Reputation

alike demand that you should handle "quality" goods, and

"KOOTENAY" BRAND

Jams and Jellies

will fill every requirement of your best class customers. They are made solely from the freshest, luscious Kootenay Fruits and Pure Cane Sugar, and are handled in a factory that is scrupulously clean and right up-to-date in its methods. Feature our STRAWBERRY JAM with whole berries, and the real natural fruit flavor. Write us to-day for details.

Our 5-lb. tins are extra rapid sellers. Try a few cases.

Donnelly, Watson & Brown, Limited

AGENTS

CALGARY and VANCOUVER

JAMS AND JELLIES IN TINS AND BOTTLES

"50 Years of Satisfaction"

IS THE PEDIGREE OF

COOK'S FRIEND BAKING POWDER

Buy the Powder with a Pedigree



When you handle Cook's Friend you take no chances with the Pure Food Laws, and are sure of perfect satisfaction to your customer.

Stock up NOW

W. D. McLAREN, Limited

MONTREAL

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



Put these lines out where everyone who goes into your store will see them. It will help your trade.



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary

Century Salt

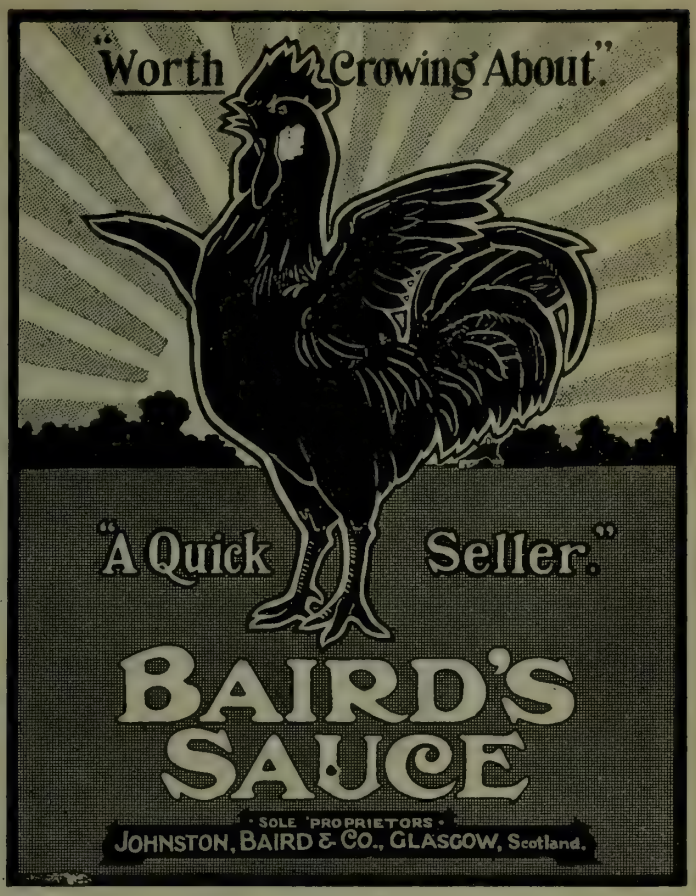
IT SELLS!

It's being brightly advertised in Ontario's best dailies. It's got the quality to back up everything we say for it. Just stock "Century Salt"—best for table, best for dairy—and your customers will keep it moving. We deliver quickly.

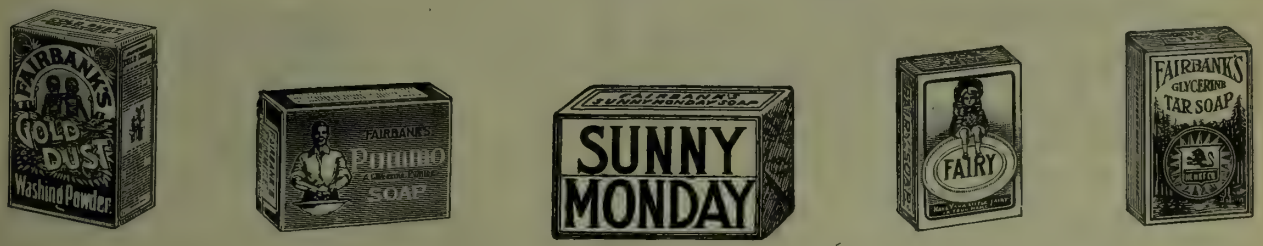
Write off to-night for our Price List

Dominion Salt Company, Limited

Manufacturers and Shippers, SARNIA, ONTARIO



Agents :—Maclure & Langley, Ltd., 12 Front E., Toronto—604 Lindsay Bldg., Montreal
W. L. McKenzie & Co., Winnipeg ; R. Robertson & Co., Vancouver and Victoria



Fairbank's Famous Five

Your stock is not complete without Fairbank's Famous Five Products, viz. :

Fairbank's Gold Dust Washing Powder
" Fairy Soap (for Toilet and Bath)
" Glycerine Tar Soap
" Sunny Monday Laundry Soap (contains no rosin)
" Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

WRITE FOR PRICES

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA

Handle Satisfaction-Givers!

SELL



Here's the full line of Richards Profitable Soaps

Richards Pure Soap — Quick Naptha Soap — Snowflake Soap Chips— Ammonia Powder — 100% Pure Lye — Toilet Soaps

They will increase your business and hold the best class of trade for you.

Agent for Hamilton and Toronto:
A. HUTCHINSON, Omand Mfg. Co.
76 Colborne Street
TORONTO

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, Nelson, B. C., and Calgary, Alberta

TRADE MARK
KEYSTONE
BRAND
REGISTERED

Any Broom bearing the Keystone trade-mark can be relied upon to give satisfaction, and you can place it in the hands of a customer with an assurance that there will be no complaint about its wearing qualities. If, however, you desire to handle the very best that can be produced, select the

"Klondike" and "Jubilee"

Manufactured by

Stevens-Hepner Co., Limited

Port Elgin, Ontario, Canada



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.

Do You Use

Redpath

Extra Granulated and other grades of Refined Sugar? They represent perfection in Sugar Refining.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

COUNTER CHECK BOOKS

Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 **Phone Uptown 5962**

JAPAN TEAS

We can accept a few more import orders for low grade at reasonable price. Jobbers, who have not yet given us their order, please write for samples at once.

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN

Grocers

of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our Customers are doing so;

Why not you?

The Young Company
LIMITED
North Bay and Sudbury

A FOOD LUXURY

IS BOUGHT FOR ITS QUALITY

¶ Flour, meat, sugar and salt are staple necessities, but pickles, condiments and sauces are luxuries.

¶ No one buys these luxuries except to make food taste better and add zest to appetite. Hence, if the quality does not please, there will be no repeat orders.

HEINZ 57 VARIETIES
PURE FOOD PRODUCTS

have been approved by the public for forty years and their popularity is growing. Superior quality is the reason.

¶ Heinz Products are free from Benzoate of Soda and all other drugs. They are safe to sell and guaranteed to please your customers, or money back.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products

BE WISE IN TIME!

Your pickle trade can be made a large and profitable one if your pickle quality is right! Be wise and handle pickles of proved worth—

Sterling Pickles



The T. A. Lytle Company Limited

STERLING ROAD
TORONTO
ONT.

Sterling Pickles

are made by a process which is one long tale of care, cleanliness and skill in manufacture, and are a line you can recommend without hesitation.

STOCK UP WITH "STERLING" BRAND

PUSH

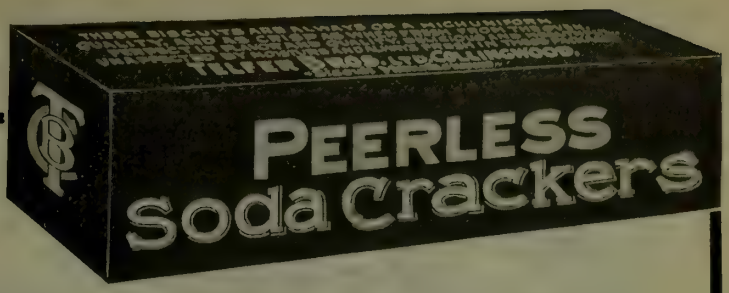
Shirriff's Flavouring Essences

WHY? Because they have every quality an essence should possess —STRENGTH, PURITY, FLAVOR. If your Jobber cannot supply you, write us direct.



Imperial Extract Co., 8-10-12 Matilda Street, TORONTO

The kind that is different!



There's a "something" distinctive about the flavor of our RED LABEL SODA CRACKERS that commends them to your particular customer. No soda biscuit is at once so crisp, fresh and appetizing.

We are also makers of all kinds of dainty and high-grade biscuits.

TELFER BBOS., LIMITED, - COLLINGWOOD, ONT.

Branches: - - Toronto, - Winnipeg, - Hamilton, - - Fort William

THREE THINGS ARE REQUIRED OF

COUNTER CHECK BOOKS

They must be **Convenient, Speedy** and **Safe**

By Convenient, we mean they must be of such style as to be handled easily.

They must permit of fast work on the part of the clerk.

They must produce good copies.

The most Convenient, the Speediest and the Safest Counter Check Book is made of

Surety Non-Smut Paper

We make Surety Books in duplicate and triplicate. In the duplicate book the original is of white paper, coated on the back with a non-smutting carbon, the duplicate is of yellow. In the triplicate both the original and duplicate are white, coated on the back, the triplicate being of yellow.

Every Copy is 100 Per Cent. Perfect

There are no loose carbons to become wrinkled or torn or to give poor copies. We make many other varieties of Counter Check Books, and will be glad to quote prices upon application.

Dominion Register Co., Limited

Manufacturers of

The McCaskey Account Register System

Toronto, Ontario

To Sell or Not To Sell

THAT IS THE QUESTION

you are always "up against" when ordering! Are you selling

ASEPTO

(SOAP POWDER)

(The enemy of dirt).

It is positively unequalled for every kind of cleaning work, and the economical wife likes its price as well! A 5-cent packet makes two gallons of soft soap, or four gallons of liquid soap. Try a case.

Order from your jobber

Asepto Manufacturing Co.
ST. JOHN, N.B.

Agents—Rose & Laflamme, Ltd., Montreal

Agents for Ontario:
Messrs. W. B. Bayley & Co., Toronto
Agents for Quebec:
Messrs. F. L. Benedict & Co., Montreal

SYMINGTON'S COFFEE ESSENCE

ALWAYS READY!
ALWAYS PURE!
ONE STANDARD QUALITY!

UNQUESTIONABLY THE VERY BEST

TO BE HAD OF ALL WHOLESALERS

THOMAS SYMINGTON & CO. EDINBURGH

Tartan BRAND

We have Specials in—

Salmon, Canned Goods and other lines

See our travelers or phone at our expense

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . HAMILTON

St. Lawrence

GRANULATED and GOLDEN YELLOWS

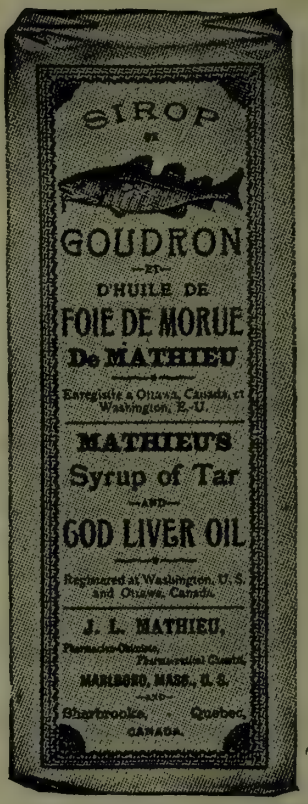
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd., Montreal



MATHIEU'S SYRUP of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers.

AND

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

CANADA FIRST EVAPORATED CREAM

THE RICHEST

BY GOVERNMENT TEST

See Bulletin No. 208, Dept. of Inland Revenue





Manufactured and Guaranteed by Canadians

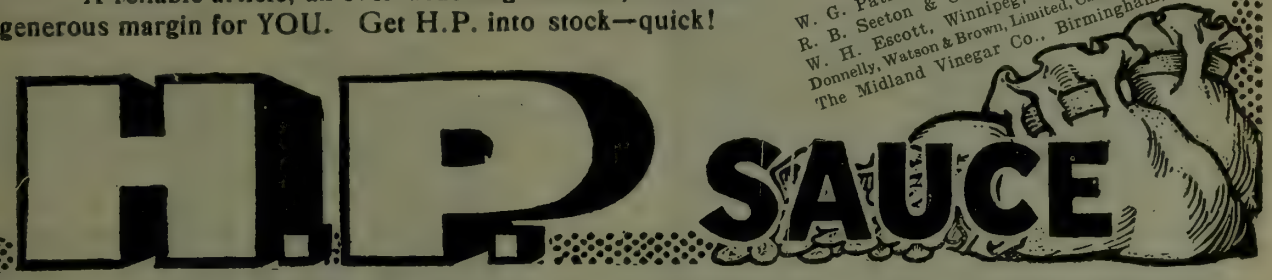
THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

If it's PROFITS you want, Sir—

Don't overlook the claims of H.P. SAUCE

A reliable article, an ever widening demand, and most generous margin for YOU. Get H.P. into stock—quick!

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Limited, Calgary, Alta
The Midland Vinegar Co., Birmingham, Eng.



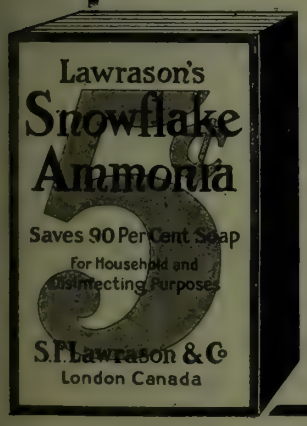
An Exceptionally Good Thing--

Widely Advertised--Low Priced

This is the kind of merchandise that means big, continuous sales. And that is why you should push

"Snowflake" Powdered Ammonia

It is the only 5-cent package of Ammonia on the market. And we are showing your customers, by a particularly vigorous advertising campaign, how it does save soap and make housework easy. By delaying your orders for Snowflake you are handing business over to your competitors. Better send in your order now.



S. F. LAWRASON & CO.

London, - - Ontario

The Commercial Account Register

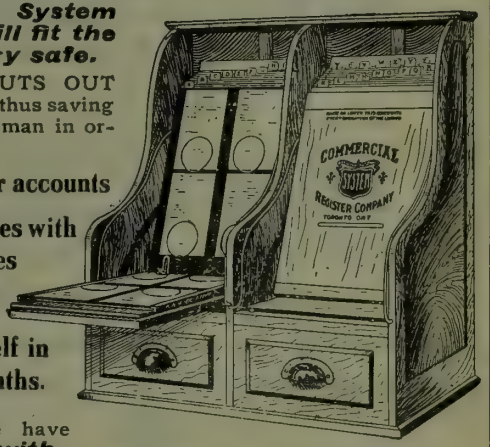
The Only System that will fit the ordinary safe.

Besides CUTS OUT bookkeeping, thus saving work of one man in ordinary store.

Collects your accounts

Saves disputes with and pleases customers

Pays for itself in a few months.



Books of sheets take out and fit any safe.

YES! We have imitators, but ***without our patents and patent improvements*** some of the so-called systems are of little value.

THE COMMERCIAL

has stood the test for years, with frequent scientific improvements. It has no equal on the market.

Drop us a postal for calalogue and testimonials of Canadian merchants.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

We would be glad to quote any merchant low prices for Counter Check Books.

The West India Co., Ltd.

The Canadian house of

Sandbach, Parker & Co., Demerara, B.G. **Sandbach, Tinne & Co., Liverpool, Eng.**

and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building, - - - MONTREAL



THE COFFEE THAT HAS A REPUTATION TO BE PROUD OF

WON

SIMPLY ON MERIT

EVERY GROCER WHO HANDLES IT KNOWS ITS WORTH

"Pansy" and "Daphne"

(FANCY) (CHOICE)

SEEDED RAISINS and EVAPORATED FRUITS



are put up in California, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.

California

Agents:—Rose & Laflamme, Ltd., Montreal; E. D. Adams, Halifax, N.S.; W. S. Clawson & Co., St. John, N.B.; H. D. Marshall, Ottawa, Ont.; C. L. Marshall, Toronto, Ont.; Geo. H. Gillespie, London, Ont.; G. B. Thompson, Winnipeg, Man.; Shallcross, Macaulay & Co., Calgary, Alberta: Dominion Brokerage Co., Edmonton, Alta.; H. Donkin & Co., Vancouver, B.C.; H. Donkin & Co., Victoria, B.C.

Durability & **Finish**

Fast Grinding & **Easy Adjustment**



These are some of the features which recommend the

ELGIN NATIONAL COFFEE MILL

to a place of prominence in your store. The "Elgin" is equipped with the new style force feed steel grinders, and has special adjuster device for regulating the grinding. An ornament and attraction to any store.

Ask any of the following jobbers for Descriptive Catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co.; Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell Bros. & Wilson.
MONTREAL—The Canadian Fairbanks Co. (and branches.)

WOODRUFF & EDWARDS CO., Elgin, Illinois

Your Business Barometer

will stand at "SET FAIR" if you are handling goods which bear the stamp of quality!

In no department is this of such vital importance as in your sardines.

You will have no anxiety on this score if you handle

King Oscar

BRAND

SARDINES

the purest, sweetest and best packed fish on the market.



Canadian Agents

J. W. BICKLE & GREENING

(J. A. Henderson)

Hamilton - Ontario

By Special Royal Permission

Sell Twining's Teas!

FROM PALACE TO COTTAGE

the palates of particular people are being delighted by drinking

TWINING'S TEAS
(in packages only)

They are the most reliable of all package teas, as witness the bona fide warrants granted to Twining's by the Crowned Heads of Europe. A line to recommend and sell to your particular customers.

CANADIAN AGENT
HAROLD RITCHIE
8 Matilda Street, - TORONTO

GINGERBREAD
BRAND
MOLASSES

A Molasses that increases your sales.

THREE reasons for it:
No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited
HALIFAX - NOVA SCOTIA

McLean's
"The Name"

AND THE PACKAGE
TO THE RIGHT

The Canadian Cocoanut Co.
Sole Makers
MONTREAL





MORE LIGHT MEANS MORE BUSINESS

If you are looking for a steady, brilliant white light in your home, store, hotel or church, get in touch with us.
Our apparatus is absolutely safe, is better than electricity and city gas, and safer than coal oil or candles.
Write for circular and special price to merchant direct.

MacLAREN & CO.
Gasoline Lighting Systems
AGENTS WANTED MERRICKVILLE, - ONTARIO

Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

"He must know before he begins it that he must spend money—lots of it.

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."



Many Kinds of Pickles

—but

only one kind that makes you wish you could eat some more.

ROWAT'S
Sauces and Pickles

The Connoisseur's Choice

Rowat & Co.
Glasgow, Scotland

Canadian Distributors: Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.





A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin & Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J.C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

A QUICK SELLER AT A GOOD PROFIT

Women prefer using ***MINUTE TAPIOCA*** because of its obvious advantages as a summer dessert.

It requires no soaking—fifteen minutes' cooking produces a delicious tapioca pudding

It is extra good value for the money—one package makes six full quarts of a pudding that is nourishing and delicious, and that presents an unusually smooth and dainty appearance on the table.



And ***MINUTE TAPIOCA*** is absolutely pure—put up in the world's largest and most sanitary tapioca factory.

Ask your jobber for MINUTE TAPIOCA

Minute Tapioca Co.
Orange, - Mass.



The Big Sale of Knox Gelatine

is easy to understand. Not only are its quality and purity sure to please the consumer, but it makes a pint to a quart more gelatine per package than other kinds. We have kept it extensively advertised to make it **easy** to sell. We've won the support of grocers everywhere by making it **profitable** to sell. There's a good margin for you between what it costs you and the 15c. per package you get for it. KNOX GELATINE means lots of profitable sales to pleased customers—**PUSH IT.**

Charles B. Knox Co., Johnstown, N. Y.



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatces.

Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Ams Patents



FACTS ABOUT ADVERTISING



By The Advertising Manager

II.

It is admitted that as a "traveling sign," which would go into almost every store of any account, in every city, town and village in Canada, an advertisement in The Canadian Grocer would be a good investment.

* * *

Suppose you go farther than merely "Telling who you are and what you want to sell," by giving the people you want to sell to some *good sound reasons why they should buy from you.*

* * *

Without presenting a selling talk to the dealer you could not long continue in business.

* * *

If you had never presented a selling talk to the dealer you would never have made a start in business.

* * *

So long as you continue in business you must have a selling talk for the dealer.

* * *

Through The Canadian Grocer you can deliver this selling talk to almost every good grocer in Canada at a cost of about 1 *cent for every 20 of them that you reach.*

* * *

Readers of The Grocer are dealers whose buying power makes their trade, individually or collectively, very desirable. They are the best merchants in every section of Canada. Their purchases amount to over $200,000,000 annually.

* * *

These merchants read The Grocer every week, not for entertainment, but *because it pays them to do so.* The information they get from it has a real dollars and cents value to them. Get your travelers to ask them about it.

* * *

With a serious interest of this sort ready to be focused on your selling talk, the manufacturer or wholesaler who cannot make a space in The Grocer pay many times what it costs must have something lacking in his reasons for asking the dealer to buy his goods.

* * *

Next week we will go a little farther into the possibilities of advertising in The Grocer.

As yet unrivalled

White Dove Cocoanut



The friend of every cook.

W. P. DOWNEY
MONTREAL

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

WARMINTON'S

Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

Mr. Dealer

When anybody mentions picnics or traveling



be sure they take a can of our

Cold Spring Lemonade Powder

along as it is

The Only Summer Drink.

S. H. EWING & SONS
MONTREAL and TORONTO



It dries them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

QUIT LOSING!

What's the use of sticking to anything that is continually causing you loss? If your credit customers are the source of the greatest loss to you, why not try the ONE way to make them a safe, profitable ASSET? You can do this by adopting the Allison Coupon Book System, which has proved its worth to hundreds of progressive merchants all over the country.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customers and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

FOR SALE

STANDARD CEDAR SHINGLES

Extras ..... $2 20 Clear $1.75
2nd Clear ..... 1.40 Clear White 1.30
Extra No. 1 ..... 65c.

AND ALL LUMBER

A. C. Landry, Ste. Flavie Station, Que.

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.

KINGSTON, - - - JAMAICA

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information.

Don't forget to mention this paper.



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

OUR GUESTS

WE cordially invite our customers and friends to pay us a visit during the Eucharistic Congress celebration in Montreal. We offer them the use of our offices where they will find facilities for their correspondence and the reception of their friends and acquaintances. LAPORTE, MARTIN & CO., Ltd.

VICHY LEMONADES

have scored an immense success with consumers in Canada. The best brands are named "La Savoureuse" and "La St. Nicholas," and we can recommend them without restriction. During the hot weather there is nothing more pleasant than a glass of either of these two lemonades.

Laporte, Martin & Co., Limited 568 ST. PAUL ST. MONTREAL

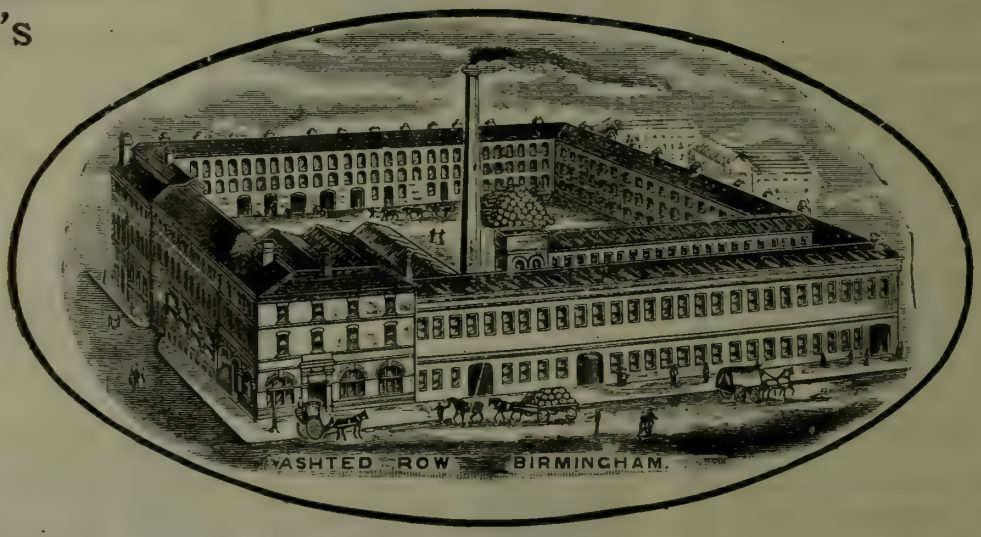
THE LARGEST SAUCE FACTORY IN THE WORLD

Holbrook's Worcestershire Sauce

Punch Sauce

Pure Malt Vinegar

Pure Pickles



Local Agents
Quebec J.R. Renaud & Co
Montreal F. L. Benedict & Co.
Winnipeg Richards & Brown
Regina Campbell Bros. & Wilson
Calgary Campbell, Wilson & Horn
Vancouver Kelly, Douglas & Co.
Victoria Wilson Bros.
Halifax Bauld Bros.
St. John, N.B. Barbour & Co.
Fredericton, N.B. Randolph & Son
Charlottetown, P.E.I. Carvell Bros.

HOLBROOKS LIMITED Canadian-American Branch 40 Scott St., Toronto, Canada. Manager H. GILBERT NOBBS

The Condensed Ads. in Hardware and Metal bring results

IT WILL PAY YOU to watch our Condensed Ad. columns. There are many money-making positions there. You may find just what you want.

THE ONLY WAY



Yes—positively, the only safe and lasting way to increase your Tea sales and earn actual profits, is to stock and push

"SALADA"

The Tea that is always in demand, and the one and only brand that is never sold to Departmental price-cutters or Peddlers.

PUT IT RIGHT ON YOUR FRONT COUNTER AND GIVE IT A VIGOROUS PUSH, IT WILL PAY YOU BETTER THAN ANYTHING ELSE YOU ARE HANDLING.



Samples and wholesale terms on application "Salada," Toronto, Montreal.

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Why One Merchant Figures Profits on His Sales

Henry Johnson, Jr., Gives His Opinions on the Much-Talked-of Method — To Base Gain on Cost and Expenses on Sales Makes Profits Look Large and Cost of Doing Business Small, he Says—This Dual Method of Figuring Fools the Merchant, he Maintains.

By Henry Johnson, Jr.

A firm in Alberta asks me why I figure cost of doing business and profits on the sales instead of on the cost? There are a number of excellent reasons, and I shall try to indicate some of them.

1. The fundamental thing in business is that we "know where we are at." If we figure profit on cost and expense on sales, we stand as the man with one foot in a boat and the other on the pier, and we are very liable to be "spilled in the drink." All of us figure our expenses on our sales, do we not? At the end of any year, when you have figured things up, if you are asked what your expenses were, you would arrive at your conclusion something like this:

"I did a forty-thousand-dollar business, and my expenses, all told, were $14,800—twelve per cent!" You might be able to report that you had made some money—and you might not. If you could not so report, the chances are that your trouble was the dual standard of figuring. If you could report net gain, that might be an indication of good fortune—showing you had succeeded, in spite of your straddle; but more likely it would be because you figured rightly.

Makes the Gain Look Big.

To figure profit on the cost is to fool ourselves by making our gain look big, while to figure expense on sales is to make expense look small. Let us take an example. Let us suppose your expense is actually 12 per cent.—which is moderate enough for any retail grocer—and let us say you have done a $10,000 business. Let us say you have added 25 per cent. to cost. Surely it looks as if you should realize 13 per cent. net gain. But do you? In order to get $10,000 by adding 25 per cent. to cost, your goods must have cost you $8,000, because 25 per cent. of $8,000 is $2,000, making the total of $10,000. All right. Twelve per cent. of $10,000 is $1,200. If you take $1,200 from $2,000 you will have $800 left—not $1,300, as you might have expected. It makes quite a difference, you see.

But let us suppose a case not so fortunate. Let us imagine that you, like so many other grocers, really had not kept very accurate account, but had allowed things to go along rather blindly, hoping that 12 per cent. would cover your expenses. And let us further suppose that your expense was actually 16 2-3 per cent. And let us still further suppose that you thought you would "content yourself" with a 20 per cent. margin, and so had added only 20 per cent. to cost. How would you then come out? Let us see. Twenty per cent. of $8,000 is one-fifth of $8,000, or $1,600, showing total sales of $9,600; 16 2-3 per cent. of $9,600 is one-sixth of $9,600, or $1,600—leaving you with $8,000, and **without one cent of profit.** If this seems far-fetched, let me assure you that this is just what is happening in dozens of grocery stores throughout the country, and the owners thereof are wondering where the loose screw is located.

How One Can be Easily Fooled.

2. You often hear men, on both sides of the counter, unfortunately, make the statement that a certain article makes 100 per cent., or 110 per cent. profit; and they think that surely they are "safe" with such figures. Let us see. Artificial vinegar costs 6 cents, and sells for 25 cents—that is surely pretty good, as it looks like 425 per cent. profit. But 12 per cent. on 25 cents is 3 cents, leaving a net margin of 16 cents, which is the money you actually get; whereas 12 per cent. on 6 cents would only be .72 cent, and you should show, according to your way of figuring, 18.18 cents net profit. Such figures lead one sadly astray, because you are **NOT** doing business on this gallon of vinegar for .72-cent, but for 3 cents—which is "some different." This is an extreme case, as you well know, but it will indicate to you how badly you would get fooled on any item on which the gross margin was less—as most gross margins are in the grocery business. I have before me an item from a trade journal, wherein an example is made of a vinegar which costs 17 cents and sells for 30 cents. The margin is stated to be 76½ per cent—figuring on cost, again. Twelve per cent. on 17 cents is 2.04 cents; but 12 per cent. on 30 cents is 3.60 cents; and it is 12 per cent. **on the selling price** with which you have to deal.

Some time ago I saw a circular which guaranteed to "save 200 per cent. of your ice" through a certain refrigerating device. My question was, "Does that device **make ice?** If not, how can you make such a statement? You cannot **save** out of a given quantity of ice **more than the total.**" I found that out of 100 pounds of ice, this device saved 66 2-3 pounds, so the saving was actually 66 2-3 per cent.

The Risk That is Run.

In merchandising the total is the amount for which the goods are sold. The total of anything is 100 per cent. of that thing. Therefore, 100 per cent. of anything you handle is **all of it.** When you sell a dollar's worth of goods, a certain proportion of that dollar—the selling price—is gross profit; of that gross profit a certain proportion is expense; and the remainder is net profit. The only "safe and sane" method is to figure **both expense and profit** from the **same end of the problem.** To do otherwise is to fool yourself and run the risk of going to the bad.

By my method—which is the method of every wholesale grocer and every big merchant from Marshall Field downward—you can know what you are doing; and you cannot know by any other method. And by this plan I find that the vinegar costing 6 cents and selling for 25 cents, pays a gross margin of 64 per cent.; the other, costing 17 cents and selling for 30 cents, pays a gross margin of 43 1-3 per cent. You can see how much less likely I am to fool myself on these conservative figures than is the man who works his profits on cost.

* * *

You may feel that this knowledge is of little use to you since you "have to handle" a good many things as you are handling them now, whether there is any margin in them or not. But do you?

What the Salesman Says.

If your expense of doing business is 16 2-3 per cent.—and that is honestly and truly the expense-ratio of unnumbered grocers who are not altogether aware of it—and a salesman offers you an article at $1.50 per dozen which is to be sold at 15c. a package, what will happen? He says that this item pays you 20 per cent. profit, which means that you sell for $1.80 per dozen. If you figure the old fashioned way, you will listen to his story, stock this article and push it—because "it pays you such a nice margin over your expenses."

If you figure my way, you may feel compelled to stock the article, but you will hide it as much as possible and push the sale of something on which you really do get 20 per cent., or better. For, on this basis of cost, this article pays you exactly 16 2-3 per cent., which equals your expense, and leaves you nothing over—and if enough of you tell the salesman this fact, you will make an impression after a while.

An article which sells for 15 cents cannot cost you more than $1.44 per dozen, laid down in your store, if it is to pay you 20 per cent. And, as a matter of fact, such an article should pay you 25 per cent., so should cost not to exceed $1.35 laid down. Then it would pay you to push it, and such an article as I referred to would have been a bet-

ter seller all along had this policy been adopted or been forced on the makers by the retailers.

They Demanded 25 Per Cent.

It is such careful study that results in the demand from the retailers for better margins. A well-known manufacturer entered St. Paul and Minneapolis sometime ago, where the grocers are well organized. He had to make his proposition to the president of the Retail Grocers' Association. And he was puzzled by the insistent demand that "we must have 25 per cent. on the selling price before we will push your goods." But the deal was made on that basis, through the accurate knowledge of that progressive band of retail grocers. Truly, education "helps some!"

Window Designed to Attract the Campers' Trade

The Henderson Store, Kingston, Recently Showed a Country Scene, Which Attracted Attention — Tent, Water, Sailing Yacht, Bridge and Trees Used by the Artist—Value of a Store With a Handsome Front.

Kingston, Ont., Sept. 8.—In dressing his window recently J. S. Henderson, whose grocery and liquor store is known as the "Italian Warehouse," paid particular attention to the season.

As the Limestone City is located in proximity to a large summer resort, Mr. Henderson conceived the idea that a camping scene would be a good drawing card. He therefore had his window transformed into a minature country scene as shown by the illustration herewith.

To the left is a tent in front of which is a small body of water floating a toy sailing yacht. Farther along is a bridge across the stream and in the background are evergreens making the whole a realistic scene. Of course since the photograph of the window could not very well show up the floor as well as the sides and top, the picture reproduced here scarcely does justice to the work of the artist. The general appearance and efficiency of the window, however, might have been improved had the baskets and boxes of fruit and vegetables not been placed on the sidewalk in front. The one detracts from the other and divided attention results.

An Attractive Front.

The attractive front of the Henderson store also deserves notice. The cut only shows a little more than half of it but indicates to advantage the big plate glass windows and the high-class sign. The emblem above is suggested and the part shown illustrates that it is a handsome one.

The public generally want to deal in a store which first of all has a good appearance from the outside. Then if the interior is clean and attractive, the service adequate and the quality of the goods high, there is little chance of losing customers.

A Bermuda onion grower wants to prevent Texas growers from using the term Texas Bermuda onions. He claims that while they are grown in Texas and from Bermuda seed, still they are not Bermuda onions. He says he will take the matter to the courts.



A Window Dressed to Attract the Trade of Campers, Cottagers and Tourists.

Practical Methods Used in Retail Grocery Stores

An Edmonton Retailer Tells Why He Opposes Quantity Price—How St. John Retail Firm Advertise Their Coffee Grinder—A Widespread Business Built Up In Quebec—Vancouver Commission Men Want to Sell Grocers Butter in Advance.

Against the Quantity Price.

Edmonton, Alta., Sept 8.—Referring to an item which appeared on the "Practical Methods" page of The Grocer last week from Summerside, P.E.I., regarding quantity price, a local grocer expressed his opposition to it.

He claims that the quantity price is the cause of many failures in the retail trade to-day.

"For instance," he says, "a traveler comes along and sells me 5 cases of this or that allowing me a shade better price or some other inducement. I probably buy 3 cases more than I actually need; another comes along and sells me 10 cases at the favored price. I buy more than I need of that and several other articles: Within 30 days the bills arrive and I have to meet them, yet I may not have turned over an eighth of the goods bought. I have dead stock on my hands for a long time and I have to meet these payments with money received from other goods, if I have any. If I haven't the banks press me for payment; I worry, lose sleep and do not put the proper spirit into my work. This leads to worse and finally I have to make an assignment.

"The quantity price I think should be left alone by most grocers unless they are positive that the market is going up," he added, "and then too much money should not be put into one article—better get a better assortment."

Advertise Their Coffee Grinder.

St. John, N. B., Sept. 8.—No doubt many readers of The Canadian Grocer know of cases where customers have gone into a grocery store and asked for a pound of "fresh ground" coffee and the clerk has received the order with a look as much as to say:—"Why can't you take what is already ground and save me the trouble of grinding," or he has gone after it grumbling audibly that some customers were a nuisance. This attitude is not pleasant for the customer or is it likely to result in an increase in that merchant's coffee trade. Possibly it was some such thought that inspired the F. E. Williams Co., local retail dealers, to send out to customers and prospective customers the following circular printed in neat form:

> Our clerks "smile" when you ask them to grind your coffee!
>
> We have installed the latest electric coffee mill, which makes it possible for us to grind your coffee just like you want it, and the pleasure is ours. Two things are most important for the making of a good cup of coffee. Quality—and proper granulation. We carry the very best grades of coffee, selected and blended for their cup value, and we have the mill to grind it to suit the pot you are using. Trust us with your coffee orders and "see the difference."

A Big Business Built Up.

Ste. Flavie, Que., Sept. 8.—Probably one of the largest general stores east of Montreal is that of A. C. Landry at Ste. Flavie Station. It was founded in a comparatively small way five years ago, the nucleus of the business having been established at Grand Metis, about a quarter of a century ago. The evolution has been gradual until to-day the business requires an immense staff and the premises cover many acres of land and include five complete warehouses in addition to the main general store on the main street of Mont Joli. The big store is a hive of activity and is handsomely fitted up with counters and shelves, plate glass windows and splendid offices. The stock includes dry goods, groceries, hardware, boots and shoes, furniture, plumbing supplies, harness, fish oils, lumber, tobacco, fire extinguishers, corn, coal, lumbering supplies, carpets and oilcloths; in fact it would be impossible in this space to detail the articles carried. The trade extends for miles around and it is a common expression all over eastern parts of the province and even in the West "Ask Landry; he's sure to have it." A considerable trade is carried on with the West in produce of all descriptions such as beans, peas, evaporated apples and flour.

A specialty is made in all cases of quality and price. As the firm is so immediately under Mr. Landry's personal supervision not a thing is going on that he does not know about. Louis Goupil who has had a long training under Mr. Landry is the manager. He watches all modern systems of business advancement and buying. Every department is in the best of order and so much activity is in vogue that immense turnovers are the rule.

Prompt deliveries have assured him a large and growing list of customers who have the knowledge of everything being guaranteed to be just as it is represented to be.

Ste. Flavie is in the heart of a splendid agricultural section and the business has sound support.

Mr. Landry has recently been instrumental in organizing an extensive foundry and machine company in Ste. Flavie known as the Mont Joli Foundry and Machine Co., Ltd. He is one of the directors of this institution.

Butter Orders in Advance

Vancouver, B. C., Sept. 8.—Commission men here are approaching grocers with a view to placing orders for butter in advance, quoting what they claim to be special prices. They state that United States buyers are buying butter largely in Eastern Ontario shipping from Montreal, which they say will mean that there will be a scarcity in the western market. Much of the butter used here in the winter time comes from the east, and with this supply cut off it will mean high prices. As it is, the eastern butter is bricked, put under special labels and sold in many cases for local, with almost the local price. Vancouver may be able to secure some relief if it needs any by getting in butter from Australia and New Zealand. If the agitation is successful to have Australian liners call at New Zealand ports en route to this city it will facilitate shipment very much from the latter country in lines such as butter, canned meats, mutton, etc.

If orders are placed now, butter is offered at 29 cents for delivery in September; 29½ cents in October and 30 in November. The current price of eastern butter is 28 to 29½ cents. Local is quoted wholesale at 30, and is expected to go up any time.

Eliminated the Hello.

London, Ont., Sept., 8.—London grocers, and merchants generally, have cut out the telephone "hello." It may almost be said truthfully that the whole city of 'phone users have banished it as out of date. The practice of answering a telephone call by repeating the name of the store or firm has been in vogue for a long time in a few offices, but within the last week or two, assisted by newspaper publicity, hundreds of people have adopted it, even at residences.

The method of saying "Ranahan's!" or "Scandrett's!" in preference to "Hello!" "Is that Ranahan's grocery?" "Yes." etc., needs no argument in its favor, either from the standpoint of the customer, or the clerk who has possibly had to excuse himself from waiting on someone to answer the call.

An odd feature of the thing is that many people are slow to "get on to" the short cut, and for a time persist in asking: "Is that So-and-So's?" immediately after being assured that it is So-and-So's.

Subscriber Asks as to Legality of Adding Interest

An Alberta subscriber writes:

"We are a little doubtful as to the correct or legal method of attaching interest on overdue accounts. We charge 8 p.c. interest after 30 days; now if a customer owes us $100 which is over due are we justified in adding $8 at once or at that rate per annum? Our notices simply state that we charge 8 p.c. interest on overdue accounts."

Editorial Note.—The Canadian Grocer obtained legal advice on this question and finds that a merchant could not charge 8 p.c. or any other rate of interest regardless of the length of time the account is overdue. It must be a certain rate per annum or per month, etc. Therefore if a $100 account is overdue 1 month and 8 p.c. charged, the merchant could legally collect only one-twelfth of $8 interest or 66 2-3 cents.

It may be added here that according to the Usury Law the maximum rate of interest that can be charged on a loan is 1 p.c. per month or 12 per cent. per annum. Anything above this is illegal in Canada, and cannot be collected.

The Canadian Grocer

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CANNED PEAS ADVANCE.

This week's market reports show a general advance of from 5 cents to 15 cents per dozen in Canadian canned peas. The biggest advance is in the Standard grade, group A, which is now quoted to the retailer at $1.10 instead of 97½ cents.

The cause is, of course, due to the shortage in the supply of the lower grades of peas. Many retailers have stated that they cannot obtain nearly the quantity of Standards they would like.

Peas at $1.10 means that there will be no profit in retailing them at 10 cents.

FLOUR GOES DOWN.

Flour went down during the week 30 cents per barrel. This was not unexpected by many in the trade, although others could not see it a week ago.

In last week's issue it was pointed out the effect the new estimates of the wheat yields in the west were having on the market. A month ago reports were so bearish that the estimated yield went down several million bushels below what it actually should have been. The present estimate is more than 100,000,000 bushels. The effect of this, also the good crops in Ontario, and the fact that the world's shipments during the week ending Tuesday, were some 2,000,000 bushels greater than the preceding week, all tended to bear down the market. The movement of grain in America is also much more rapid than a week ago. These are the chief reasons ascribed for the decline in flour.

YIELD OF NIAGARA FRUIT.

From recent reports gathered from the Niagara Peninsula it is learned that the fruit crops on the whole are good, but that they do not quite come up to those of last year.

Fruit growers say that peaches are about three-fourths of last season's crop; native plums about one-half; Japanese, one-eighth, and pears about two-thirds. Grapes are reported to be three-fourths of a year ago, and apples about one-half.

The general impression is that the above are conservative estimates; in fact, some growers say that their crops of peaches, pears, plums and grapes will yield better than a year ago. One even reports that apples will be a better crop. From these statements it is seen that the general yield is below last year, but it is believed that the increased acreage will make up for any shortages.

With regard to prices, there is little prospect of them ruling lower than last year; they are likely to go the other way, in view of the extending markets for Niagara fruit.

ONTARIO'S GOOD CROPS.

A glance at the figures given out by the Ontario Department of Agriculture on the crop yields, and published elsewhere in this issue, indicate that farmers in that province have experienced, on the whole, an unusually good yield.

The yield of fall wheat this year is estimated at 19,705,837 bushels, which is almost 4,000,000 more than in 1909. The acreage of course is almost 100,000 more but the average yield is estimated at 2 bushels in advance of 1909. With regard to spring wheat, the total advance is some 210,000 bushels and the average per acre is increased 2 bushels.

The acreage in barley is decreased slightly this year but the average yield per acre is 2 bushels in advance of last.

The oat crop is a splendid one. The increase over last season is estimated at 10,000,000 bushels, the average increase per acre being 3 bushels. Peas show a decline but hay and clover are away beyond 1909.

Ontario should therefore be a prosperous province for the year to come; this will be welcomed by aggressive merchants as well as manufacturers because it means better business to those who get after it progressively.

SELLING BELOW COST.

When will retail dealers learn to know the exact cost of goods?

Another instance of a so-called "retail grocer" in a large Canadian city selling below cost comes to our notice.

This is what he was doing: He bought Worcestershire sauce at about 19 cents per bottle and was selling it at 10c. As a result he naturally garnered in most of the Worcestershire sauce trade in his district until his attention was called by a traveler to what he was doing.

"I always thought that all those sauces retailed at 10 cents," he innocently explained.

He had nobody to blame but himself in the matter. If he had studied his invoice carefully he would have discovered that he was paying $2.35 per dozen. Instead of that he blindly put on his retail price "thinking" that all sauces sold at 10 cents.

It is gratifying to know that such merchants are wearing few, particularly those who have had some experience in retailing, but it goes to show that ignorance of cost is still prevalent in some places.

FIGURING PROFITS AND EXPENSES.

Arnold Bros., general merchants, Black Diamond, Alta., write as follows:

"Having for the past 3 or 4 years subscribed to your valuable trade journal, The Canadian Grocer, we desire to express our appreciation for the knowledge we have gained on vital questions and for the general usefulness of the paper.

"We are particularly interested in the articles referring to "The Cost of Doing Business," but we cannot understand why profits and expense should be figured on the selling price."

This question was referred to Henry Johnson, Jr., who has now become familiar to readers of The Grocer, and in this issue, he explains why he thinks profit and expense should be figured on sales and not on cost.

No doubt quite a number of grocers disagree with him; he would be glad to hear from any of these with their reasons and he would also appreciate any criticisms on his article.

Those sent through The Canadian Grocer will be handed him, in confidence if desired, and a further discussion of this important subject provoked.

It is reported that the new pack of peas in Indiana has nearly all gone into jobbers' hands.

It takes years to develop a distinctive store character. Has your store one? It is not a matter of such moment in what line you develop it, but your store should be pre-eminent in at least one thing. To have the "best" and always the best in any one line will give you an anchor by which to hold the buying public. This can never be done in a month or a year. It has to be fostered and advertised continually from year to year, and even then you must be always on the qui vive that no one takes it away from you.

Weighing Wooden Containers Becomes Unlawful

Law in Cleveland Says This Must Not be Done in Selling Butter, Lard, etc.—A Bermuda Onion Grower Threatens Trouble—Winnipeg After Methods Dealing With Those Who Give Short Weights and Measures—Other Items Done in Brief for Busy Merchants.

Over 300 wholesale tea dealers are doing business in London, Eng., alone.

Have you noticed a general tendency in the world of business to an endeavor to reach out to a higher moral plane? Business men themselves have remarked it, and the individual can do his share to promote it, if he will.

The man who has no bad debts in his books has an advantage over his neighbor who suffers from that form of commercial disease. He does not have to make allowance for an expense of that kind when estimating his total cost of doing business. He can offer his customer slightly better inducements by this advantage.

The weighing in of wooden containers with purchases of butter, lard, etc., will be considered an infraction of the law in Cleveland, Ohio, and the authorities are after dealers who follow this practice.

The mayor of Winnipeg recently commissioned one of his staff to Chicago to study the methods employed there to correct the short-measure and light-weight evil. It is expected that they will be adopted in whole or in part in Winnipeg.

The Retail Merchants' Association of Canada are considering the advisability of asking for legislation to punish those who falsely advertise goods.

At their recent convention the Canadian Bakers passed a resolution requesting the authorities at Ottawa to make is compulsory that all flour manufacturers in Canada brand all their flours for home consumption with the word "bleached" or "unbleached," as the case may be.

The Detroit Retail Grocers' Association has decided to incorporate, thus relieving every member from individual litigation, should any difficulty ever arise.

In Iowa the grocers' associations look after legislation before the members are elected. The secretary of each association sends out a circular reminding the grocers to interview the candidates in order to learn their views on proposed legislation that will protect the retailer in the collection of accounts for family necessities, adding: "Now is the time to place this candidate on record in favor of some legislation, and if you find a candidate absolutely opposed, then it is your imperative duty to work for his defeat." That is the way things are done with those who would sit in the Iowa Legislature.

When the grocer knows how much it is costing him to do business he is started in the direction of success.

If the wages of grocery clerks in the west become general at $100 a month it will not be long until the eastern stores will go a-begging for assistants.

Almost Fainted at Reply of the Telephone Girl

The retail merchant has to endure many trials, but one of the most provoking is lack of tact and thoughtfulness on the part of his assistants. One grocer—a reader of The Canadian Grocer—had employed a telephone girl who gave a splendid example of how not to be thoughtful of her employer's business.

He tells an amusing story about her. One of his best customers had been buying considerable poultry and the chickens she had received were from cold storage. The grocer knew they were good and the woman never complained—and she claimed to be a good judge of poultry. At any rate she wanted a couple of ducks not long ago, but the grocer after many attempts was unable to get anything but cold storage ducks, and he did not like to try them. He instructed the girl to telephone the customer and tell her spring ducks were an impossibility that day. The conversation was something like this:

"We have tried all over town, Mrs. Blank, and can get nothing but cold storage ducks and we did not think you would care for them."

The customer was one of the rather haughty kind; she replied: "I am so sorry. We thought ducks would be a change, but I couldn't think of taking any from cold storage."

"Why you have been getting cold storage chickens all summer," the girl replied, and the proprietor happening to hear the remark, nearly fainted.

The woman was very angry and being suspicious of everything, it was only a short time until she went elsewhere. This is an actual happening related by the grocer himself in giving an example of some kinds of clerks.

TRIP OF QUEBEC RETAILERS.

Visit Big United States Cities for New Ideas and Information.

Toronto, Sept. 8.—About forty grocers, members of the grocers' section of the Retail Merchants' Association of Quebec Province, passed through Toronto last week on their way home after an excursion trip to New York, Atlantic City, Philadelphia and other cities below the border, where they gleaned a lot of solid knowledge. While in Toronto they were the guests of the grocers' section, Toronto branch of the R.M.A., and were also entertained by Christie, Brown & Co., through whose factory they were shown, and by whom they were also entertained at dinner at the St. Charles.

J. A. Dore chairman of the grocers' section, Montreal branch, R.M.A., expressed the appreciation of the visitors for the courtesy they had been shown and the warm reception they had received. They were so pleased with the entire trip that they suggested that Montreal, Quebec, Toronto and other cities unite next year for a big excursion of retailers, and the matter will be further considered during the coming year.

WEEKLY TRADE CHANGES.

New Proprietors in Old Stores—Those Who Have Made a Success—Others Who are Just Beginning.

Ontario.

Arthur Lavis, grocer, Hamilton, Ont., has assigned.

Baye & Baker, grocers, Ottawa, Ont., have opened for business.

The assets of W. M. and D. H. Duclos, teas, etc., Ottawa, have been sold.

Quebec.

J. B. Bedard, of J. B. Bedard & Freres, wholesale grocers, Quebec, Que., is deceased.

Western Canada.

T. J. Grant & Son have opened a grocery business in Winnipeg.

J. R. Fermer has opened a general store at Stornoway, Sask.

Semple Bros. have opened a general store at Hartsburg, Sask.

S. L. Nanthrup has opened a grocery business at Calgary, Alta.

F. P. Switzer, grocer, Lacombe Alta., has sold to A. J. McLaughlin.

S. & G. Tuff. grocers, Lethbridge, Alta., are succeeded by Tuff & Squires.

George Richardson, grocer, Wainwright, Alta., has sold to A. C. Armstrong.

TALE ABOUT A TRAVELER.

A good story comes from Kingston, Ont., and about a grocery traveler too.

Recently while in the Limestone City he took a run on the car out to Lake Ontario Park. It was a hot day and while enjoying the invigorating lake breezes he wondered why anybody ever left Kingston to obtain fresh air.

Later on, however it grew dark, as it sometimes does in Kingston, and in wandering about the bushes he suddenly came to a stop by tumbling over something alive. After begging pardon, etc., he discovered it was one of the donkeys having a quiet nap. Fortunately he hit the head-end or he might have done the parachute act. (For further information apply to Jim, the grocer.

The Markets—Canned Peas Jump to Higher Prices

Recent Advance Was Not Unexpected With the Supply of Standard Exhausted —Sugar is Weak and a Decline May be Announced at any Time—Evaporated Apples are Likely to be High—Molasses are Weaker in Price But Nuts are Firm Although the Demand is Not Heavy.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

POINTERS—

Sugar—Weak.

Coffee—Firm, with brisk sale.

Nuts—Firm. Walnuts (shelled) higher.

Dried Fruits—Very firm.

Montreal, Sept. 8, 1910.

Retailers are beginning to feel the effects of so many visitors in town for the Congress, and report that in many cases extra clerks have had to be taken on. Although the jobbing trade has not as yet felt any great difference, it is perhaps too early to expect it, as the retailer has to feel the pull on himself before laying in increased supplies. However, by the end of the week replacement orders will undoubtedly have to be placed in many lines, and things will boom. Already accommodations in the city are almost impossible to obtain, and they are daily becoming more so.

The damp weather prevailing has put somewhat of a damper on things, but still all the principal plans are being carried out.

The dried fruit and nut situation are still of absorbing interest to the trade, and supplies are being laid in wherever possible, as there seems to be a certain advance in all lines in view. All prices for future delivery of new crop goods are higher.

Sugar—The raw market continues to show a decided weakness, and as a result the New York refined prices have gone down. As yet there has been no change in local refined prices, but the situation is regarded as weak. Should present conditions continue there seems little doubt that a drop will occur. However, in some of the best informed quarters there seems to be little fear of the necessity of such action.

Jobbers report slow sales, but with a slight improvement noted in the past few days.

Granulated, bags	5 05
" 20-lb. bags	5 15
" Imperial	4 90
" Beaver	4 90
Paris lump, boxes, 100 lbs	5 85
" " " 50 lbs	5 95
" " " 25 lbs	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 75
" " 100 lb. boxes	5 85
" " 50 lb. "	5 95
" " 25 lb. "	6 15
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 50
" " 50-lb. boxes	5 70
" " 25-lb. boxes	5 90
Powdered, bbls	5 30
" 50-lb. boxes	5 50
Phoenix	5 50
Bright coffee	5 00
No. 2 yellow	4 90
No. 2 "	4 80
No. 1 " bags	4 65

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses — Syrups have been showing signs of life of late that are welcome both to the manufacturer and the jobber. Trade is at present brisk, and seems likely to continue to be so for some time to come, as the number of repeat orders show.

There has been a slackening in the demand for molasses, which has been somewhat puzzling to the trade, as the weather has been exceptionally cool for this time of year. However, it may be only a temporary lull.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	0 28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03
" ½-bbls		0 03½
" ¼-bbls		0 03¾
" 38½-lb. pails		1 80
" 25-lb. pails		1 30
Cases, 2-lb. tins, 2 doz. per case		2 50
" 5-lb. " 1 doz. "		2 85
" 10-lb. " ½ doz. "		2 75
" 20-lb. " ¼ doz. "		2 70

Tea—The demand for Japans continues very good, and that for black Ceylons fair. China green seem to be almost devoid of interest at present though a few sales of the better grades are reported. The market shows a healthy tone, however, and the prevailing tendency is upward.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	025
Hyson	0 20	02 2
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—There is a considerable increase showing already in the demand for coffees. All lines are feeling it and from present indications roasters seem to be assured of a busy season. After the summer deadness of the coffee market, such a change is a welcome one indeed. Prices show a slight firmness in the primary market, particularly Rios.

Mochs	0 18½	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices—Jobbers report a falling off to a certain extent in the brisk trade they have been doing for some time past in spices. As yet the manufacturers have not seemed to be affected by it, but if it continues to drop they are sure to feel it to some extent.

Prices continue firm.

	Per lb.			Per lb.	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits — Inquiries have been plentiful of late, much more so than the present stocks can comfortably take care of. Prunes seem to be especially in demand. Valencia raisins are reported scarce.

Reports from Smyrna regarding the fig situation are bullish. European countries have been much heavier purchasers than usual, and in the primary markets there the price has been advanced fully 1c.

In currants the primary market continues to advance steadily, and it seems a certainty that there will be an advance to the retailer before long.

The date situation is still strong, but there seems to be no such immediate prospect of an advance as was thought.

Currants, fine filiatras, per lb., not cleaned		0 05½
" " cleaned		0 06½
" Patras, per lb	0 07½	0 08
" Vostizzes, per lb	0 08	0 09
Prunes—		
40-50		0 09
50-60		0 08
60-70		0 07
70-80		0 06½
80-90		0 06
90-100		0 05½
Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins		0 90
" fancy seeded, 1-lb. pkgs		0 09
" loose muscatels, 3-crown, per lb	0 07½	0 08
" " 4-crown, per lb	0 08½	0 09
" sultana, per lb	0 07½	0 10
Malaga table raisins, Rideau clusters, per box		2 25
Valencia, fine off stalk, per lb		0 05
" select, per lb		0 06
" 4-crown layers, per lb		0 06

Nuts—Shelled walnuts are up. They are now quoted at 36 and 37½c. This is a high water mark for these for some years past, and it looks as if the short crop reported in France will not tend to lower prices. Reports from New York indicate a bare market there, and local dealers have little left.

Tarragona almonds have gone up in the primary market, and to the United States retailer, but as yet no change has taken place locally.

The pecan situation is at present interesting the local trade. Reports as to the crop are conflicting, but the general opinion is that while prices will be firm, little change is likely to take place.

Sicilian operators in filberts seem to have the situation well in hand, and a higher range of prices seems a certainty.

The nut market, as a whole, is an advancing one, and crops of almost all lines will likely be short.

In shell—		
Brazils	0 13½	0 14½
Filberts, Sicily, per lb	0 10	0 12
" Barcelons, per lb		0 10½
Tarragona Almonds, per lb	0 14	0 15
Walnuts, Grenobles, per lb	0 13	0 14½
" Marbots, per lb	0 12½	0 13
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 33½	0 35
" 3-crown " "	0 31½	0 33
" 2-crown " "		0 30
" (in bags), standards, per lb	0 26	0 27
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb		0 65
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 36	0 37½
Brokens	0 30	0 32

Evaporated Apples—Little good stock is left on the market, but it is a significant fact that all which appears is eagerly snapped up at good prices. In fact it looks as if this year, with several evaporators closing down, that the general range of prices will be higher than last year, as there is always a steady demand from certain quarters.

Evaporated apples, prime	0 08

Beans and Peas—Prices are well maintained at the recent advance, and it looks as if the high level attained would be not much too high for the new crop. The market is a comparatively bare one at present and buyers are having trouble in filling their requirements.

Peas are firm at former quotations, and in fair demand.

Ontario prime pea beans, bushel	2 40
Peas, boiling, bag	2 50

Rice and Tapioca—The rice market shows a slight improvement this week, but principally in imported Patna rices. The primary market shows fairly firm, but no material change has taken place. It is hardly cold enough as yet for rice to take up its usual winter popularity.

Stocks of tapioca are light, but they are still sufficient to entirely cover all demands made on them. Prices are firm, but unchanged.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	3 00
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL.—Canned peas are up. The market has been very strong of late, and this change has been looked for for some weeks past. This year's crop is a small one, and the demand is on the increase. It is said that practically no gallon peas have been put up this year owing to the shortage.

The general demand for all vegetables is good, and seems to vary little from week to week. Prices are firm in all lines.

Fruit trade is not so good as last week though several jobbers report a fair demand.

In fish, salmon presents the feature. Trade in this line is brisk. Some of the high grade new pack has appeared on the market.

Meats have been selling briskly.

Peas, standard, dozen	$1 10
Peas, early June, dozen	1 25
Peas, sweet wrinkled, dozen	1 25
Peas, extra sifted, dozen	1 90
Pumpkins—3 lb., $1.00; gallon, $3.00.	
Beans, dozen	0 92½
Corn, dozen	0 90
Tomatoes, dozen (Ontario and Quebec)	1 00
Strawberries, dozen	1 50
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 85
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb talls, per dozen	2 02½ 2 65
½-lb. flats, per dozen	1 30
1-lb. flats, per dozen	2 20 2 22½
Other salmon—	
Humpbacks, dozen	1 00
Cohoes, dozen	1 40 1 50
Red Spring, dozen	1 75 1 80
Red Sockeye, dozen	1 90 2 00
Lobster Futures—	
½-lb. flats, doz., $2.40; 1-lb. talls, doz., $4.25.	
1-lb. flats, doz., $4.50.	
Compressed corned beef, 1s	2 00
Compressed corned beef, 2s	3 35
English brawn, 2s	3 15
Boneless pigs' feet, 2s	3 15
Ready lunch veal loaf ½s	1 50
Ready lunch veal loaf 1s	2 60
Roast beef, 1s	2 00
Roast beef, 2s	3 35
Stewed ox tail, 1s	1 60
Stewed kidney, 1s	1 50
Stewed kidney, 2s	2 65
Minced collops, 1s	1 40
Minced collops, 2s	2 50
Corned beef hash, 1s	1 60
Corned beef hash, 2s	2 80
Jellied hocks, 2s	3 50
Jellied hocks, 6s	10 00
Paragon ox tongue, 1½s	7 50
Paragon ox tongue, 2s	8 50
Paragon ox tongue, 2½s	9 50
Paragon lunch tongue 1s	4 00
Tongue lunch, 1s	3 50
Sliced smoked beef, ½s	1 50
Sliced smoked beef, 1s	2 50

TORONTO. — Locally, canned goods are quite firm and peas particularly so. In regard to the latter, prices are higher, in some grades by fifteen cents above the opening price. The whole tendency is upward. The demand is fairly good in some lines in view of the heavy demand for the new vegetables. The future of the canned peas market is undoubtedly upward judging from the unanimous statements heard among the jobbing trade. Salmon is in good demand with prices steady but unchanged.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" " (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 90	0 92½
" " Midgets, 2's	1 25	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's	0 90	0 92½
" Refugee Midgets 2's	1 25	1 27½
" " " 3's	1 35	1 37½
Beets, sliced, blood red, 2's	0 95	0 97½
" whole, blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, Rosebud, 2's	....	1 25
" " " 3's	....	1 50
Peas, Standard, size 4, 2's	1 00	1 10
" Early June, size 3, 2's	1 15	1 20
" Sweet Wrinkle, size 2, 2's	....	1 20
" Extra fine sifted, size 1, 2's	1 72½	1 75
Spinach, table, 2's	1 25	1 27½
" " 3's	1 75	1 77½
" " gal	5 00	5 02½
FRUITS		
Cherries, black, not pitted, heavy syrup, 2's	1 50	1 52½
" black pitted, heavy syrup, 2's	1 90	1 92½
" red, not pitted, heavy syrup, 2's	1 50	1 52½
" red pitted, heavy syrup, 2's	1 90	1 92½
" white, not pitted, heavy syrup, 2's	1 60	1 62½
" white pitted, heavy syrup, 2's	2 00	2 02½
" red pitted, gal.	8 50	8 52½
Raspberries, black, heavy syrup, 2's	1 75	1 77½
" black standard gal	7 00	7 02½
" red, heavy syrup 2's	1 75	1 77½
" red, standard gal	7 00	7 02½
" red, solid pack, gal	9 25	9 27½
Rhubarb, preserved, 2's	1 50	1 52½
" " 3's	2 25	2 27½
" standard, gal	3 25	3 27½
Strawberries, heavy syrup, 2's	1 47½	1 50

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 02½ 2 05	Red Spring, doz	1 85
½-lb. flats, dozen	1 27½ 1 30		
1-lb. flats, dozen	2 20 2 22½	Lobsters, halves, per dozen	2 00 2 25
Other salmon prices are:			
Humpbacks, doz	0 95 1 10	Lobsters, quarters, per dozen	1 40
Cohoes, per doz.	1 50 1 55		

WINNIPEG—All canned goods are moving freely. The following quotations hold rigidly on this market and so far as the trade has learned here there is little possibility of a change. The demand is hard to satisfy at present since stocks are low in every corner of the west. The supplies from the east are generally abundant.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 64	2 66½
" (talls) 2's	2 64	2 66½
Beans, Golden Wax, 2's	1 04	1 06½
" Midgets, 2's	1 39	1 41½
" 3's	1 57	1 58
" Refugee or Valentine (Green) 2's	1 04	1 07
" Refugee Midgets 2's	1 39	1 41½
" 3's	1 57	1 59½
Beets, sliced blood red, 2's	1 09	1 11½
" whole blood red, 2's	1 09	1 11½
" sliced, blood red, 3's	1 52	1 54½
" whole, blood red, 3's	1 57	1 59
" whole, rosebud, 2's	....	1 39
" " " 3's	....	1 72
Peas, Standard, size 4, 2's	1 09	1 11½
" Early June, size 3, 2's	1 24	1 26½
" Sweet Wrinkle, size 2, 2's	1 29	1 31½
" Extra fine sifted, size 1, 2's	1 86½	1 89
Spinach, table, 2's	1 39	1 41
" " 3's	1 97	1 99
" " gal	5 55	5 57½
FRUITS		
Cherries, black, not pitted, 2's	1 64	1 66½
" black pitted, heavy syrup, 2's	2 04	2 06½
" red, not pitted, heavy syrup, 2's	1 64	1 66½
" red pitted heavy syrup, 2's	2 04	2 06½
" white, not pitted, heavy syrup, 2's	1 74	1 76½
" white pitted, heavy syrup, 2's	2 14	2 16½
" red pitted, gal	9 05	9 07½
Raspberries, black, heavy syrup, 2's	1 89	1 91½
" black standard, gal	7 55	7 57½
" red, heavy syrup	1 89	1 91½
" red standard, gal	7 55	7 57½
" red, solid pack, gal	9 89	9 92½
Rhubarb, preserved, 2's	1 64	1 66½
" " 3's	2 47	2 49½
" standard, gal	3 80	3 82½
Strawberries, heavy syrup	1 61½	1 64

ONTARIO MARKETS

POINTERS—

Sugar—Weaker.

Canned Peas—Quoted at advance.

Molasses—Prices declined.

Toronto, Sept. 8, 1910.

Probably the feature of the general grocery markets this week is the condition of the sugar market. At the time of going to press there is a noticeable weakness due to the influence of outside markets. Raw sugars have declined recently, and in New York refined sugars declined ten cents. This has had its effect on Canadian refined, and it is believed that it is only a matter of time until a decline is noted. Trading is good and a large quantity of sugar is passing through the trade, but it is only from hand to mouth buying, as no one wants to go into it heavily under present conditions. It is generally understood that the demand for sugar will continue good for some time as the later fruits seem to be well up to the average.

The situation in dried fruits shows raisins a little easier, but not much attention is being paid to that. Trading has not improved. The statistical positions remain unchanged, and but little weakness in the primary market. The price of raisins in the market is practically where it was a week ago.

Molasses are reported slightly lower, and in canned goods there is a general tone of strength with peas quoted higher. Nuts are firm, but there is but little spot demand.

Sugar—The sugar market gives evidence of unmistakable weakness. Buying is merely hand to mouth, and yet the total volume of business is reported large. Raw sugars have declined and refined sugars in New York recently dropped ten cents. This has had a weakening tendency in Canadian sugars, and the consensus of opinion is directed toward lower prices. The indications are that the new crop will be large, although nothing definite in this regard has been announced. The demand for sugar is still good and it should be strong for some time yet.

Paris lumps, in 100-lb. boxes	6 05
" in 50-lb. "	6 15
" in 25-lb. "	6 35
Red Seal	7 10
St. Lawrence "Crystal Diamonds," barrels	5 85
" " " ½ barrels	5 95
" " " 100 lb. boxes	6 05
" " " 50 lb. boxes	6 15
" " " 25 lb. boxes	6 35
" " " cases, 20-5 boxes	7 60
" " Dominos, cases, 20-5 boxes	7 60

Redpath extra granulated	5 20
Imperial granulated	5 00
St. Lawrence granulated, barrels	5 20
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 10
Wallaceburg	5 10
St. Lawrence golden, bbls	4 80
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 "	4 75

Granulated and yellow, 100-lb. bags 5c. less than bbls.

Dried Fruits—The position of currants and raisins has not materially changed during the week with the exception that raisins are a little easier. It will be remembered by those who have carefully followed the market that currants opened about 21s. and they have steadily advanced until now they are selling for as high as 28s. 6d. In other words the price is approximately between $6.75 and $7 a cwt. This is the trend of the currant market as far as first shipments are concerned. The new crop is 30 per cent. smaller than last year's, and is estimated at 130,000 tons, which together with the old crop will be far below that which will be required for the total universal consumption.

Raisins are a little easier if anything, although it is felt that this condition has no particular significance at this stage.

Valencias are likely to be high if the reports that have been sent out are substantiated to the full. Sultanas are high. Currants are dear and likewise figs and in sympathy with this condition it might be expected that raisins would be high. In addition to this influence there is the fact that the crop is much lower this year than usual. According to one authority Sultanas have doubled their price within the past three years, and are now quoted much above last year's figures. There has been some buying, but not to any great extent.

	Per	
Prunes—		
30 to 40, in 25-lb. boxes	0 11	0 11½
40 to 50 " "	0 08½	0 09
50 to 60 " "	0 06½	0 07½
60 to 70 " "	0 06	0 07
70 to 80 " "	0 05½	0 06½
80 to 90 " "	0 05	0 06
90 to 100 " "		0 05½

Same fruit in 50-lb. boxes ½ cent less.

Apricots—				
Standard	0 14	0 15		
Choice, 25 lb boxes		0 15		
Fancy, " "	0 17	0 20		
Candied and Drained Peels—				
Lemon	0 09	0 11	Citron	0 14 0 17
Orange	0 11½	0 12½		
Figs—				
Elemes, per lb	0 08	0 10		
Tapnets, "	0 03½	0 04		
Bag figs	0 03½	0 04		
Dried peaches	0 08	0 08½		
Dried apples		0 08		
Currants—				
Fine Filiatras	0 07	0 07½	Vostizzas	0 08½ 0 09
Patras	0 07½	0 08		

Uncleaned 1c less

Raisins—				
Sultana	0 06½	0 07½		
" fancy	0 07	0 08		
" extra fancy	0 08½	0 09		
Valencias selected	0 06	0 06½		
Seeded, 1 lb packets, fancy	0 08	0 08½		
" 16 oz. packets, choice		0 07½		
" 12 oz. " "		0 06		
Dates—				
Hallowees	0 05	0 05½	Fards choicest	0 10
Sairs	0 05			

Syrups and Molasses — As far as syrups are concerned there is not much doing yet although it is expected that it will not be long now until business begins to show an improvement. Molasses are quoted lower, however, but there is not yet much activity.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 50	Gallons, 6 to case	4 80
5 lb. tins, 2 doz. in case	2 85	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 75	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 70	Pints, 24 "	3 00
Barrels, per lb	0 03½	Molasses—	
Half barrels, lb	0 03½	New Orleans, medium	0 26 0 28
Quarter " "	0 03½	New Orleans, bbls	0 24 0 26
Pails, 38½ lbs. ea	1 80	Barbadoes, extra fancy	0 45
" 25 " "	1 30	Porto Rico	0 45 0 62
		Muscovada	0 30

Rice and Tapioca — Trade in these lines is about in the same position as a week ago. Demand is improving, but has not yet reached any appreciable figure.

	Per lb.	
Rice, stand. B	0 02½	0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal		2 80
Rangoon	0 03	0 03½
Patna	0 06½	0 06½
Japan	0 04½	0 05
Java	0 06	0 07
Carolina	0 10	0 11
Sago	0 05½	0 06
Seed tapioca		0 06
Tapioca, medium pearl	0 05½	0 06

Nuts—Business in nuts is only normal. Prices are firm, but the demand is not varying much.

Almonds, Formigetta		0 11
" Tarragona	0 12½	0 13
" shelled	0 32	0 35
Walnuts, Grenoble		0 13½
" Bordeaux		0 11
" Marbots		0 12
" shelled	0 33	0 35
Filberts	0 11	0 12½
Pecans	0 16	0 18
Brazils	0 13	0 15
Peanuts, roasted	0 08	0 12½

Spices—Jobbers report good business in spices. Prices are steady, and the demand shows that the retailer is receiving a heavy call. There is still much to be done in spices, as the season will extend right up into November.

Peppers, black	0 15	0 18	Cream of tartar	0 25 0 28
" white	0 22	0 25	Allspice	0 14 0 16
" whole, black		0 16	" whole	0 14 0 16
Peppers, whole, white		0 23	Mace, ground	0 75 0 80
Ginger	0 20	0 25	Mixed pickling spices, whole	0 15 0 16
Cinnamon	0 21	0 23	Cassia, whole	0 20 0 25
Nutmeg	0 20	0 30	Celery seed	0 24
Cloves, whole	0 42	0 35	Turmeric	0 20
			Curry powder	0 30
			Mustard seed	0 15 0 18

Evaporated Apples—Prospects are for higher prices. The apple crop is small, and it is practically certain that there will not be a large amount of apples evaporated this season.

Evaporated apples	0 07½

Beans—Prices for new beans are hardly worth mentioning yet. If the crop is not hurt by recent rains it should be fairly large, but the estimate is not up to last year's figures.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—

Advances — Dried fruits, rolled oats, beans.

Firm—Sugar and syrup.

Winnipeg, Sept. 8, 1910.

The heavy output of the general line of grocery stocks is severely clashing with the heavy transportation of wheat to the east. Merchants, as usual, did not prepare for the extra fall rush of grain by ordering on time. As a consequence many stocks are reported low, and merchants are facing the difficulty of getting supplies at a time when they are most needed. The railways are doing all in their power to handle all freight, both east and west, but the merchants could have avoided much of the present difficulty.

A combination of circumstances is soaring many prices. The market was never so firm as it is at present. Crop conditions everywhere are not the best, and this has particularly helped to advance rolled oats, and dried fruits from California.

When it is remembered that the export demand on all lines of goods is increasing with the betterment of all international trade relationships, and also the fact that each week witnesses an increased population in Western Canada to the extent of from two to six thousand, it is little wonder that the market prices are going up. The stocks that are required for new stores alone tend to make a general scarcity of goods. It is probable that higher prices will yet be quoted within a few days.

Sugar—A stronger market rules this week, and as the preserving season closes in, the sugar ordering is better. The market in the west will likely be held firm.

Montreal and B.C. granulated, in bbls	5 65
" " in sacks	5 60
" yellow, in bbls	5 25
" " in sacks	5 20
Icing sugar, in bbls	6 25
" " in boxes	6 45
" " in small quantities	6 45
Powdered sugar, in bbls	6 05
" " in boxes	6 25
" " in small quantities	6 40
Lump, hard, in bbls	6 55
" " in ½-bbls	6 65
" " in 100-lb. cases	6 55

Foreign Dried Fruits—All new goods have not arrived yet, but the situation has been relieved and the shortage has been made up pretty well. Valencia raisins are off the market entirely, and when the new stock arrives the quotations will range around $2.30 per case. All the markets are high in accordance. Fancy seeded in 1 lb. package are 8½ cents, which is a high figure. Currants are all up, as are also peaches, pears, and apricots. The California crop has panned out scarce, when all demands, home and foreign, are satisfied. Figs are off the market, and wholesalers await the arrival of new crop stocks.

Smyrna Sultana raisins, uncleaned, per lb	0 07	0 12		
" " " cleaned, per lb	0 09	0 13		
California raisins, choice seeded in ¼-lb. packages per package		0 06½		
" " fancy seeded, in ¼-lb. packages per package		0 06¾		
" choice seeded in 1-lb. packages per package		0 07½		
" " fancy seeded in 1-lb. packages per package		0 08½		
Raisins, 3 crown muscatels, per lb		0 06		
" 4 " " "		0 06½		
Prunes—				
25 lb. bx, 90-100 lb	0 06½		Prunes, 50-60 "	0 08½
" 80-90 "	0 07		Prunes, 40-50, lb	0 09½
" 70-80 "	0 07½		Silver prunes, ac.	
" 60-70 "	0 08½		to quality	0 10½ 0 13½
Currants uncleaned, loose pack, per lb		0 07½		
" dry, cleaned, Filiatras, per lb		0 07¾		
" wet, cleaned, per lb		0 08		
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb		0 08½		
Pears, per lb	0 10		Nectarines, lb	0 12
Peaches, standard, per lb	0 09		Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10		Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16		Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½		" " orange	0 11
Plums, pitted, lb	0 11	0 12½	" " citron	0 14 0 18

Syrup and Molasses—The summer output of syrup was weak, but fall stocks are giving out well. Wholesalers are

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Can give strict attention to a few first-class Grocery Agencies. Highest References.

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Condensed Ads.

on page 60

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To the Manufacturer or Wholesaler——

If it were possible to employ a traveller who could call on 7,000 of the best dealers all through Canada every week, what salary would you figure he'd be worth—even supposing he did nothing more than go in and shake hands with these dealers, under such circumstances they'd be glad to see him.

Would he be worth $200, $300 or $500 per week? Many a house would pretty nearly let him fix his own salary.

Equip an advertisement in this paper with a verbal handshake for every dealer in Canada, and a frank, brief, pointed talk about your goods and you add a traveller to your staff who will make 7.000 calls a week for you at a salary of $4 to $8 a week—less than you would pay a first-class stenographer.

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The remarkable success of this package is the wonder and admiration of the trade. This success is the best guarantee that it will pay you to recommend Red Rose to your best customers.

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MacGreegor Specialty Co.

TORONTO : : ONTARIO

endeavoring to make up for the small trade of the summer by placing a good quantity throughout the west. Prices are unchanged, although the market on raws is strong. Molasses is going out better, and as the season advances the trade will improve.

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 50
6 10-lb. tins, per case	2 55
3 20-lb. tins, per case	2 60
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
Gingerbread molasses, ½ bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts—The nut trade is excellent, and no higher prices are expected just now. Each fall, merchants order freely in all kinds of shelled nuts, but this season is to be a record one. Almonds are particularly popular and stocks will rapidly be depleted. The filbert market is strong at 12½.

Shelled Walnuts, in boxes, per lb	0 35
" " small lots, per lb	0 36
" Almonds, in boxes, per lb	0 35
" " small lots, per lb	0 36
Peanuts, Virginia, per lb	0 11 0 13
Filberts, per lb	0 12½

Tapioca and Sago—Prices are held moderately and goods are going out well. Supplies from Greece are growing less, and next year higher prices will rule.

Pearl tapioca, per lb	0 05½ 0 06
Sago, per lb	0 04½ 0 05

Beans—The price of beans came down too soon and the crop was almost all consumed before much territory was satisfied. Most of the stock is going to the east, and when the west demanded a large quantity the price went up about twenty cents. The demand everywhere is even better since the strong market that is at present ruling.

3-lb. picker, per bushel	2 35
Hand picked, per bushel	2 45

Evaporated Apples—The trade is quiet and moderate sales are being made. The market will not be lower on new stuff and the present quotations are quite unchanged.

25-lb. box, per lb	0 10
50-lb box, per lb	0 09½

ALBERTA MARKETS.

Calgary, Sept. 8, 1910.

Cornmeal and other cereals have taken a jump in price because the crops in some of the western provinces are not as good this year as was anticipated. Cornmeal is higher in price by twenty cents a hundredweight. Prunes have risen in price from four and a half to six and a half cents a pound. The markets in the other commodities is practically stationary. The demand for canned goods has not commenced to any extent as yet. The latest prices are:

Apples, per box	1 80	Ham, cooked	0 30
Butter, local, creamery choice, lb	0 25	Lard, pure	0 17½
Beans, per lb	0 04½	" compound	0 14
Bacon	0 22	Potatoes—	
Currants	0 08½	Local, per ton	14 00
Cornmeal, 100 lbs	2 75	Ashcrofts, per ton	40 00
Cheese, Ont	0 15	Cal Burbanks, ton	50 00
" Manitoba	0 14½	Prunes	6½ to 0 03½
Canned Goods—		Raisins—	
Peas, Early June	1 25	Valencia, lb	7 to 0 08½
Evaporated Apples	0 11	California	0 08½
Eggs, local, 30 dz. case	7 50	Rice, per ton	80 00
Flour, standard, per bbl	6 90	Sugar, std gran	6 04
		" imported	5 94
		Tapioca, per lb	7 to 0 14

BRITISH COLUMBIA MARKETS.

Vancouver, Sept. 8,1910.

Hams are a little easier in this week's quotations, being priced at from 23 to 23½ cents. There is little change in bacon, which is 31½ cents, the figure at which it has sold for some weeks.

Grocers are anticipating a shortage of butter during the coming winter, as outlined in last week's letter. There is no way to prepare for it, and when the time arrives there will be nothing to do but get along as welll as possible.

In the fruit line there is a large amount of California fruit on the market. Plums are quoted at about $1.25 a crate and are mostly preferred to the local fruit at from 65 to 85 cents. The California box goes about seven pounds, and the local about four and a half, but the latter does not keep well. The retailer, having no cold storage, is at a disadvantage for he suffers loss when the fruit spoils. Plenty of cantaloupes are offered at $4.25 a crate, averaging 40 or 45 to the crate. This is a popular vegetable, but is a bad keeper and there is little in it for the retailer if stock does not go out rapidly. A little frost was reported last week and the report has gone out that the late potatoes were damaged a little. The story is a little early, but it will doubtless be taken advantage of by the commission men. With the crop in Alberta below the average there will be a good demand for potatoes, but present indications are that the supply will be fair if not better than that.

Sugar, standard granulated	5 80	Butter, Eastern dairy, choice	0 28 0 29½
Sugar, Imported	5 25	Butter, local creamery	0 30
Val. raisins, lb	0 08½	Eggs, Eastern	0 26 0 30
Cal. " "	0 07½	Eggs, local	0 42 0 45
Prunes	0 05½ 0 07½	Cheese, Ontario	0 14½ 0 15½
Currants	0 06½ 0 08½	" Manitoba	0 14
Dried apricots	0 11 0 13	Bacon	0 25 0 31½
Flour, Standard, bbl	7 40	Ham, cooked	0 23 0 23½
Cornmeal, p. 100 lbs	2 60	Lard, pure	0 18½
Beans, per lb	0 03½ 0 04½	Lard, compound	0 17½
Rice, per ton	68 00 76 00	Potatoes—	
Tapioca, per lb	0 03½	Ashcrofts, ton	20 00 25 00
Apples, box	2 75 3 00	Canned Goods—	
Apples, Cal Grav.	2 25 2 50	Peas, Early June	1 35
Canteloupes, crate	4 25	Tomatoes	1 27½
Evaporated apples	0 08½	Corn	1 02½
Butter, Eastern dairy in tubs	0 25	Apples	3 42½
		Strawberries	1 75
		Raspberries	2 02½
		Canned salmon	6 50

NEW BRUNSWICK MARKETS.

St. John, N.B., Sept. 8, 1910.

In the local market last week, Ontario flour declined 20 cents a barrel. The price is now $5.85 to $6.05. On Saturday, Manitoba followed and dropped 30 cents. It is now quoted at $6.75 to $6.85. In all other branches the market remains firm.

The Dominion Exhibition opened here on Saturday last, with a fine display of industrial, agricultural and horticultural exhibits. The showing of live stock is partcularly fine. The fair will be brought to a close on September 15.

Sugar—		Peaches, 2's, dozen	1 75 1 85
Standard gran.	5 30 5 40	Peaches, 3's, dozen	2 85 2 95
Austrian "	5 20 5 30	Raspberries, dozen	1 85
Yellows	4 70 5 10	Strawberries	1 75
Flour, Manitoba	6 75 6 85	Rice, lb	0 03½ 0 03½
" Ontario	5 85 6 05	Beans, hand picked, bus	2 25 2 30
Cornmeal, bags	1 50 1 60	Beans, yellow eye, bus	3 50 3 65
" bbls	3 15 3 25	Cheese, new, lb	0 14 0 14
Oatmeal, bbls	5 50 5 60	Lard, compound lb	0 14 0 14½
Std. oatmeal	6 10 6 20	Lard, pure, lb	0 17 0 17½
Buckwheat, west. grey, bag	2 90 3 00		
Val. raisins, lb	0 05½ 0 06½		
Cal. raisins, seeded	0 08 0 08½		
Currants, lb	0 07½		
Prunes, lb	0 05½ 0 09	Bacon	0 18 0 20
Molasses, fcy. Barbadoes, gl	0 30 0 31	Pork, domestic mess	27 50 28 00
Butter, dairy, lb	0 18 0 20	Pork, American clear	26 00 26 50
Butter, creamery, lb	0 23 0 24	Salmon, case—	
Eggs, new laid	0 26 0 26	Red spring	6 50 6 75
Eggs, case	0 19	Cohoes	6 00 6 25
Potatoes, old	1 25 1 50	Baked beans, dozen	1 20 1 20
" new, bus	0 15 0 80	Fish—	
Canned goods—		Cod, dry	3 00 4 25
Peas, No. 4	1 17½	Herring, salt, bbls	4 75 5 00
" No. 3	1 25	Bloaters, box	0 85 0 90
" No. 2	1 30	Harbour salmon, lb	0 16
" No. 1	1 77½	Fresh Gaspereaux, cwt	1 00
Corn, doz	0 90 0 95		
Tomatoes, ds	1 00 1 05		

Statistics Show Ontario's Crops to be Above Average

The following statistics of the principal field crops of Ontario for 1910 show the acreage as compiled from individual returns made by farmers to the Ontario Bureau of Industries and the yields as estimated by an experienced staff of correspondents, who give probable yields according to conditions on August 15th, 1910:

Fall Wheat—743,473 acres will produce 19,705,837 bush., or 26.5 per acre as against 663,375 acres 15,967,652 bush. and 24.1 in 1909. The annual average for 28 years was 20.8.

Spring Wheat—129,319 acres 2,433,456 bush., or 18.8 per acre as against 135,161 acres 2,223,567 bush. and 16.5 in 1909. Av. 15.9.

Barley—626,144 acres 18,214,183 bush. or 29.1 per acre as against 695,262 acres 18,776,777 bush. and 27. in 1909. Av. 27.7.

Oats—2,757,933 acres 100,064,428 bush. or 36.3 per acre as against 2,695,585 acres 90,235,579 bush. and 33.5 in 1909. Av. 35.6.

Rye—95,397 acres 1,608,352 bush. or 16.9 per acre as against 94,661 acres 1,573,921 bush. and 16.6 in 1909. Average 16.4.

Peas—403,414 acres 6,718.989 bush. or 16.7 per acre as against 381,609 acres 7,613, 656 bush. and 20. in 1909. Average 19.4.

Beans—49,778 acres 909,936 bush. or 18.3 per acre as against 45,029 acres 826,344 bush. and 18.4 in 1909. Average 17.2.

Hay and Clover—3,204,021 acres 5,476,420 tons or 1.71 per acre as against 3,228,445 acres 3,285,145 tons and 1.20 in 1909. Av. 1.45.

The acreages in other crops for which no estimates as to yield have been made are as follows: buckwheat, 194,913; corn for husking, 320,519; corn for silo, 326,627; potatoes, 168,454; sugar, beets, 26,879.

Canadian grown grapes from the Niagara Peninsula are coming on the market. They will, of course, not be here in abundance for a couple of weeks yet.

The Hamilton Retail Grocers' Association have decided not to hold their annual "hump" this year. They may have a smoker or concert during the winter instead.

Have you looked over the available side lines for your store lately? There are other goods that you could sell at a profit without increasing running expenses.

OPPORTUNITY

IS KNOCKING AT YOUR DOOR!

The chance of your lifetime is now offering to place your goods on the booming Western market; there is money here to spend on just the goods you manufacture. Take time by the forelock and let us handle your wares for you on a reasonable commission basis. We will give you sound advice as to trade conditions, demands and opportunities, and you'll find our service conscientious and thorough.

Our large track warehouses at the leading strategic business points offer unequalled facilities for shipping and storage.

Write us to-day, advising fully what you have to sell!

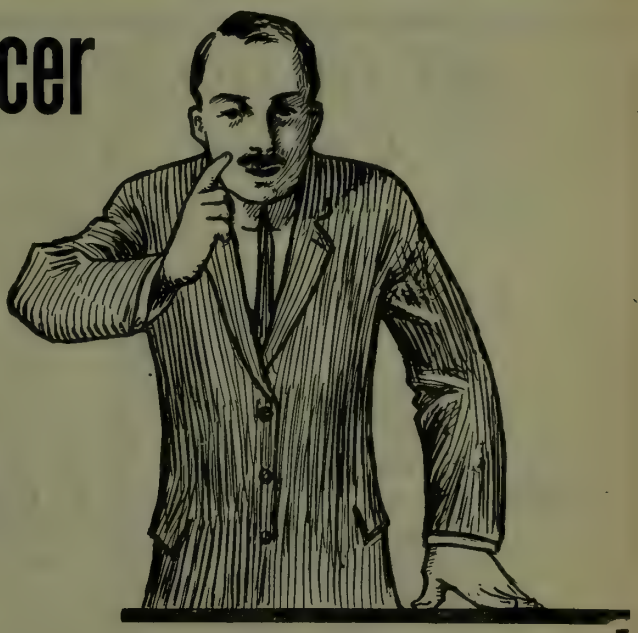
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Storage for all classes of merchandise. Cars distributed from Calgary, Winnipeg, Regina, Edmonton and Ft. William

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There is one royal road to profit in the handling of foodstuffs, and that is the highway named "PURITY."

"E.D.S." BRAND
Jams, Jellies and Catsup

will bring satisfaction to your customers and profit and repeat orders to yourself because of their absolute purity—100% pure, as certified by the Government Analyst. Satisfy yourself before pushing "E.D.S." Brand that our claims are true. Write the Department of Inland Revenue for Bulletin 194. This will set aside any doubts you may have had as to the absolute purity of "E.D.S." Goods. Keep your shelves well supplied with "E.D.S." Brand.



Made by E. D. SMITH, at his fruit farms, Winona, Ont.

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THE LIST INCLUDES

Cooked Hams, Rolls, Jellied Ox Tongue, Jellied Lunch Tongue, Jellied Hocks, Head Cheese, English Brawn, Bologna, Ham Bologna, Blood Puddings, White Puddings, New England Ham, and others

MADE UNDER GOVERNMENT INSPECTION

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

Short Rolls

While prices for Hams and Bacon are high, and may be higher, we can offer the trade a splendid line of Short Rolls at very reasonable prices. These are new-cured goods; very mild sugar cure and boneless. Smoked or out of pickle.

Write, wire or phone us for quotations.

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LIMITED

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REINDEER
Coffee

With Milk and Sugar

Ready



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No trouble to prepare
Just add Boiling Water

The Truro Condensed Milk Co., Limited, Truro, N.S.

Breakfast Bacon

That mild, sweet, crisp bacon you are looking for to give your customers satisfaction and build up a steady trade.

Ryan's Hams and Bacon

ARE ALWAYS RELIABLE

WE WANT YOUR REGULAR SHIPMENTS OF

Butter, Eggs, Poultry

AND ALL KINDS OF FARM PRODUCE

THE WM. RYAN, LIMITED

Pork Packers and Wholesale Produce Merchants

Packing Houses FERGUS

70-72 Front St. East TORONTO

Prices Higher for Butter and Eggs this Week

Production of Eggs has Diminished Slightly and Demand is Steady—Market in Butter and Cheese is Firm — Supply of Milk Continues Plentiful—Scarcity of Hogs Sends up Prices, Although in Some Lines of Pork Products Prices are a Little Easier—Poultry is Arriving Freely, in Good Condition and at Lower Prices—Spirit of Unrest in Honey Market.

The various markets have shown slightly higher prices this week, but few escaping from the upward tendency. Butter, eggs and cheese are firm and the same condition is found in the provision market. In the case of the latter the primary market shows a scarcity of live and dressed hogs which largely on tnat account were quoted considerably higher over the prices of a week ago. Montreal and Toronto have had thousands of visitors during the past ten days and in those cities increased demand for many lines of general provisions has been reported.

The production of milk throughout the country continues rather heavy but there is, nevertheless, a stronger tone to the butter and cheese markets. Demand for both keeps up but butter is not being shipped in as good condition as it might be, jobbers reporting that it often comes soft and in other respects the quality is sometimes not all that it might be. In some localities cheese factories are beginning to close down for the season and in others, especially the east, cream is being largely shipped across the border. With the remaining factories the output is still heavy and the season should finish well. The quality of Canadian cheese this year, particularly that from Ontario is reported good and the export trade continues at a normal figure. Montreal report shows that the receipts for the year are slightly in excess of last year's.

Eggs are higher, it being generally reported that production is declining although as yet not to any great extent. Opinion is divided as to whether the higher price will hold.

Poultry is coming in freely now and prices have dropped. It is apparent that supplies in the country are rather heavy and receipts should be much larger in the near future.

There is a little firmness to the honey market but not much business is doing. There is a feeling that prices as now quoted are somewhat high but producers do not agree with this. Supplies are coming in pretty freely and present prices are not considered by jobbers as likely to remain unchanged. On the other hand bee-keepers say that the total production scarcely comes up to a year ago and that soon all honey will be out of their hands.

MONTREAL.

Provisions.—The provision market shows absolutely no change from last week either in prices or volume of business. Trade is fair at former quotations.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15⅝
" " " 3 " "	0 15¾
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 15½
Tubs, 50 lbs. net, per lb	0 15
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 14½
" 5 " " " "	0 13¾
" 3 " " " "	0 14
Pails, wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 13½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 13¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	28 50
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	29 00
Clear fat backs	31 00
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 16
Long clear bacon, heavy, lb	0 15
Long clear bacon, light, lb	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16½
Large sizes, 18 to 25 lbs., per lb	0 18
Medium sizes, 13 to 18 lbs., per lb	0 21
Extra small sizes, 10 to 13 lbs., per lb	0 21
Bone out, rolled, large, 16 to 25 lbs., per lb	0 20
" " " small, 9 to 12 lbs., per lb	0 22
Breakfast bacon, English, boneless, per lb	0 21
Windsor bacon, skinned, backs, per lb	0 21
Spiced roll bacon, boneless, shorts, per lb	0 18
Hogs, live, per cwt	09 25
" dressed, per cwt	13 00

Butter.—Receipts are dropping off at present and as a result prices are ½c. higher. Matters look bright in the country however, and there should be a large increase of supplies in the near future. It is not likely that any reduction in price will be made, as dealers claim they are not getting enough for their goods, considering the price they have to pay for them.

New milk creamery	0 25	0 25½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls	0 22	0 23

Cheese.—There is a firm undertone to the cheese market at present though matters are practically unchanged from last week. There has been some foreign inquiry, but nothing to speak of. As the close of the navigation season approaches dealers expect that the late orders will boom things considerably.

Receipts for the week are slightly in excess of the corresponding week last year.

Quebec, large	0 11¾
Western, large	0 11¾
" twins	0 12
" small, 30 lbs	0 12
Old cheese, large	0 13

Eggs.—New laid eggs are now selling at a two cent. advance over last week. This is no doubt due largely to the increase in the city's egg eaters by the Eucharistic Congress now in progress. Thousands of visitors are in the city, and the problem of feeding them is helping out the grocer in all sections of the city.

The advance in eggs is not likely to be permanent, as receipts are slightly higher than last year's, and conditions in themselves would not warrant such an advance.

New laids	0 30
Selects	0 25
No. 1	0 21

Honey.—Plenty of both buckwheat and white clover are being offered but buyers are holding off, claiming that there is no shortage, and prices must go lower before they will lay in their supplies.

The quality of this year's crop is unquestionably high, and with no prospect of any serious shortage, it looks like a better year for the consumer than was at first thought.

White clover comb honey	0 15
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions—Prices are firmer this week. In the live hog market there was a sharp advance from $8.25 to $8.60 and in Toronto as high as $9 is being paid. Hogs are scarce and there is keen competition among packers to get sufficient supplies. These are not forthcoming in large enough quantities and it is possible that prices will go higher before the top is reached. This has had an effect upon pork products together with a strong demand just now. There is a good volume of business. In some lines in which there is temporarily a good supply prices are a little easier but this market on the whole is firm and is likely to remain so.

Long clear bacon, per lb		0 15
Smoked breakfast bacon, per lb	0 19	0 20
Pickled shoulder		0 13½
Roll bacon, per lb		0 15
Light hams, per lb		0 19½
Medium hams, per lb		0 19
Large hams, per lb		0 18½
Cooked hams		0 27
Fresh shoulder hams		0 13
Shoulder butts	0 17	0 18
Backs, plain, per lb		0 20
" pea meal	0 20½	0 21
Heavy mess pork, per bbl	26 00	27 00
Short cut, per bbl	30 00	31 00
Lard, tierces, per lb		0 14½
" tubs "		0 15
" pails "		0 15½
" compounds, per lb	0 12	0 13
Live hogs, at country points		8 60
Live hogs, local		9 00
Dressed hogs	12 25	12 50

Butter.—Butter advanced a cent during the week. The market is firm with the demand good. Reports from the country are to the effect that pastures are good but jobbers state that stocks are not arriving in the most satisfactory condition. Some of it is too soft and there is some that is rancid. The weather has not been conducive to improving the shipping conditions but it is believed that not sufficient care is taken at the packing end. Some of the dealers state that the facts would scarcely lead to a stronger market but it is strong and there is no weakness insight.

	Per lb.	
Fresh creamery print	0 25½	0 26
Farmers' separator butter		0 24
Dairy prints, choice	0 19	0 21
No. 1 tubs or boxes	0 19	0 20
No. 2 tubs or boxes	0 18	0 19

Eggs—A slight decline in the production of eggs has been noticeable of late and during the week there has been an upward tendency to prices. It is expected that by the first or second week in October the supplies will be pretty nearly exhausted, and the trade will have to call in some of the storage goods for part of the demand. The demand during the week showed an improvement.

Selects	0 24	0 25
Fresh eggs, doz	0 22	0 23
Second grade, doz	0 19	0 21
Chips, doz	0 17	0 18

Cheese—The cheese trade at present is inclined to be quiet. Prices are a shade higher. Production to a certain extent has been falling off. Old cheese is still to be had here and there. Its quality is excellent, but there are only a few houses with supplies.

New cheese—		Twins	
Large	0 11¾ 0 12¼	Old cheese	0

Poultry—Supplies are coming in freely now and one result has been to reduce prices. It is expected also that the bottom has not yet been reached as the country is just beginning to send in its supplies in anything like large quantities. With the laying season about over increased supplies of old hens may be expected. The quality of the present receipts of chickens is good.

Spring broilers, live	0 11	0 12
Hens, per lb. live	0 10	0 11
Turkeys, per lb., large, dressed	0 17	0 18
Spring duck, lb., live	0 09	0 10

Honey—Prices are a little higher. Supplies are coming in rather freely, but the consumption has not yet reached large figures. However, the trade is beginning to stock up, and up to the present the business has been fairly good. The quality of the new honey is good, and the most of the samples look good.

Clover honey, extracted, 60 lb. cans	0 10	0 10½
" " " 10 lb pails		0 12
" " " 5 lb. pails		0 12½
" " comb, per dozen	2 00	2 50
Buckwheat honey, lb		0 07

WINNIPEG.

Lard—The lard business is much improved, and the change is welcomed. The past summer has been a disappointment since poor quality butter has taken its place to a great extent. Prices are ruling as follows.

Pure, 20-lb. pails, each	3 10
" 3-lb. tins, 60-lb. cases	9 35
" 5-lb. tins, 60-lb cases	9 30
" 10-lb. tins, 60-lb. cases	9 25
" 50-lb. tubs, each	8 00
Compound, 20-lb. pails, per pail	2 75
" 3-lb. tins, 60-lb. cases	8 35
" 5-lb. tins, 60-lb. cases	8 30
" 10-lb. tins, "	8 25
" 50-lb. tubs, each	6 75

Butter—The butter market is firm at 26 cents this week and supplies have dropped off considerably. No. 1 dairy is 23 cents. Higher prices are not expected.

Eggs.—During all the years that jobbers have been in business here the egg supply was never so scarce. It is remarkable that eggs have to be brought from the east at the first of September. There is room for improvement in poultry and egg production in this province. Eastern eggs are jobbing at 26 cents and Manitoba eggs are selling at 23 cents.

Cheese—Manitoba cheese is having a good sale due to the advantageous price at which it sells over the Ontario product. All cheese experts are aware that the Ontario product is more scientifically made than any other cheese on this continent. The Dutch cheese alone is superior to the Ontario, and this, of course, is largely a matter of taste. Manitoba cheese is good quality this year, however, but it is only just that manufacturers should inform the retailer where the product is made. The freight is said to be the chief reason for the higher price of the Ontario cheese. The following prices rule.

Manitoba large, lb	0 11¾	Ontario twins, lb.	0 13½
" twins, lb.	0 12	" large, lb.	0 13

John Wright, miller, Owen Sound, Ont., died last week just after he had returned from a trip to the Old Country.



An all-the-year-round Success!

Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but *retain them.*

Huntley & Palmers, Ltd.
Reading
Eng.

LEITCH ANCHOR BRAND OAK LAKE

ANCHOR BRAND FLOUR

is pure, wholesome and reliable at all times. It is quite different from ordinary flour and will make the most of your baking. 18

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Man.



MAGIC



BAKING POWDER

NO ALUM

We advise both Jobbers and Retailers to purchase these goods in proper quantity to secure special trade discount. Price list mailed promptly on application.

E. W. Gillett Co. Ltd.

TORONTO, ONT.

WINNIPEG - - MONTREAL

NO ALUM

OPPORTUNITIES

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You are often in doubt as to choice of investments and would benefit by independent and reliable advice. If you deal in stocks, bonds, Western farm lands, mortgages or real estate, etc., you will find The Financial Post of Canada of value.

Sample copy free on request.

Address:

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Montreal Toronto Winnipeg

A Low-Priced Food

WITH

High-Priced Value

Clark's Pork and Beans are always good.

Compared to the high cost of butchers' meat they have exceptional value.

You can heartily recommend **Clark's Pork and Beans** on two grounds—goodness and economy.

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

Retailer's Reasons for Opposing Quantity Price

He Claims That Average Grocer Becomes Overstocked—Believes That Assortment is More Valuable—Favors the Contract Selling Plan—Quantity Price has Some Good Features.

Toronto, Sept. 8.—"Under the quantity price the average grocer is almost bound to become loaded up with a stock of goods that will require considerable time to dispose of," is the opinion on this question offered by F. J. Holloway, King St. West.

"He is induced to buy them by the prospect of getting them at a reduction on the regular price and this prospect is glowingly set forth by the representative of the wholesale or manufacturing firm until the grocer agrees that he has got to have them. This ties up probably more money than he could afford to put into this line, part of which might have been used for other purchases.

"It is not long until a traveler from a competitive firm comes along with a similar line of goods, but made by his firm. The second may be as popular as the first. The second traveler talks quantity and a reduced price and the chances are that the grocer falls in with this idea. Here he is then with double the quantity of this stock, enough to last for months.

Might Have Had Assortment.

"Therefore I believe that the quantity price is responsible for buying too heavily by grocers who may be able to afford it all right, but whose money might have been put to better use for a better assortment had it been equally divided among other goods.

"And again, having got an overdose of these goods and at a fairly low price there is a temptation to cut the price to the consumer, a temptation to which far too many grocers succumb. Now, following tactics of that kind, how much better off are they than if they had purchased a smaller amount of goods and sold them at the ordinary profit. Possibly, by the quantity price they may be enabled to turn over more goods, but if they have cut the price, I cannot see that they have made any appreciable gain.

"Thus the principal reason for buying the goods at a quantity price has practically been defeated by their subsequent actions.

"You will understand that I am considering this from a general standpoint and not from what I may do myself. I believe that the quantity price idea has its good features but I know that it occasions conditions in business like those mentioned above.

Likes Contract Price Plan.

"I would like to see the contract selling price plan in more general use than it is, on proprietary articles. There are some objections to it of course, but on the whole it has the tendency to put the trade in general on a secure basis. When a grocer stocks up with goods bought under a special quantity price the way is prepared for difficulty. Should he become short of finances, the price of the "quantity" goods is apt to be sliced, and the trade of the community is affected. Under ideal conditions, the quantity price may well be advocated, but there are other phases of the grocery business just as important and just as necessary to success."

The Cutting of Prices Annoying the Soo Grocers

Sault Ste. Marie, Sept. 8.—Considerable interest is being taken at the present time by the members of the grocers' section of the Retail Merchants' Association of Canada, in the outcome of a price cutting case that has been taking place at Sault Ste. Marie. A retail firm who have recently moved from the United States into Canada are attempting to attract custom by cutting the prices of staple lines of goods. They have been offering seven bars of a particular soap for a quarter, a price that practically eliminates all thought of profit. And this is but one of many practices in the cutting of prices. What annoys the grocers most has been the fact that one of the members has boasted that he will show Canadians how to do business, and the grocers know that the plan he has adopted will cause him to lose money, which he would probably hope to make up again as soon as he had succeeded in making the customers of the grocers believe that he could sell goods at a price lower than the rest.

It is well known that grocers have been insisting that manufacturers of staple goods should make the retailer respect honest trade customs, and some here have stated that if the manufacturers of the lines that are being cut do not protect them they will discontinue handling the goods and will also discontinue buying from those wholesalers who have been supplying the price-cutter.

The case has been fully reported to the head office in Toronto, and the Dominion secretary has upheld the action taken by the grocers of Sault Ste. Marie.

Growth of Bean Vines Deceiving; Shortage in Crop

Chatham, Ont., Sept. 8.—Further reports received from various sections of the bean growing district largely confirm previous indications of a shortage in the crop. Not only will the yield fall far short of what was predicted earlier in the season, but it may fall short of the 860,000 bushels which was last year's approximate yield.

Reports from Tilbury and the territory southwest of Chatham where the acreage of beans is comparatively light state that the crop is only fair. Further east, at Cedar Springs, the statement is: "Beans look very fine from the road, but farmers claim the yield will be small, as they are not podding heavily." In South Harwich, one of the most important bean growing districts, the crop is reported light. Here beans may not average more than from five to ten bushels to the acre. While the vines are heavy, the crop will be light. A Blenheim report states that beans will be only half a crop in the immediate vicinity of that town.

In northern Harwich, however, the beans will be the best crop of the season, from present reports, weather conditions throughout having been more favorable there than elsewhere. Bothwell, where, however, the bean acreage is comparatively small, also reports the crop in excellent condition and harvesting already in progress.

Reports from the Ridgetown and Morpeth district are similar to those from Blenheim. Matthew Wade, who is in charge of the government experimental plot at Morpeth, accompanied Prof. Howitt of the O.A.C. recently on a trip through the bean fields. Mr. Wade says there is a deceiving growth of vines, and that the podding is not up to last year, although the last two weeks have greatly improved conditions. Mr. Wade thinks the crop for 1910 will hardly equal that of last year, though in his opinion it will not be far behind.

B. C. SUGAR QUESTION AGAIN.

The Problem of Protecting the Retail Trade Against Price Cutting Will be Discussed.

Vancouver, B.C., Sept. 8.—At the regular general meeting of the Vancouver Retail Grocers' Association on the 13th instant, the question of sugar will again be discussed. The ultimatum has been put up to the B.C. Sugar Refinery Co. that if it will not protect its own product from being sold at cut prices by departmental stores and other dealers, the association will act for its members and bring in sugar from China. The association has been pressing the company and time was asked, so it was decided to give until the 13th. There is no indecision as to what will be done, as matters now stand.

Milton McEwan, Collingwood, Ont., has opened a grocery store in the premises formerly occupied by Cummings & Knott, in the Finley Block.

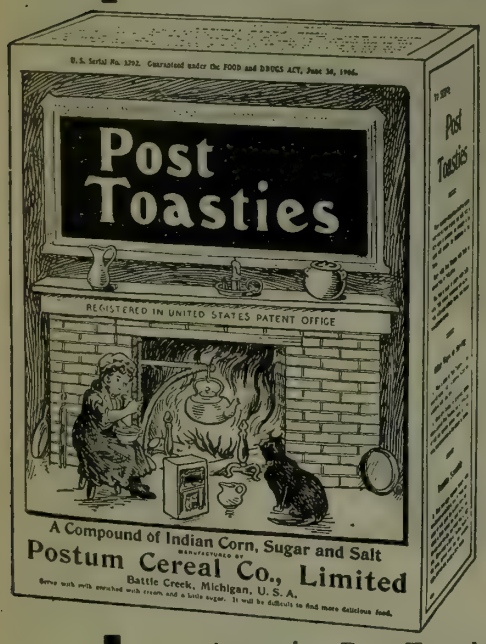
The brick store and dwelling on the corner of Charlotte and Duke Streets, St. John, N.B., occupied by Alderman John W. Vanwart, under the name of Vanwart Bros., was sold last week to F. E. Williams, of F. E. Williams & Co., wholesale and retail grocers and pork packers. Alderman Vanwart has arranged to move next spring on the expiry of his present lease, to a store on the opposite corner, which he owns. He is now having plans prepared for a complete remodelling of the premises and will have a thoroughly up-to-date establishment.



The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

Grocers Take No Risk In Stocking Post Toasties



The superb flavour of this food—its unvarying Standard of Quality—together with heavy, persistent advertising, keep Post Toasties **Always Moving.**

Good Profit—Sale Guaranteed!

Attractive Post Toasties window displays increase sales. Sent carriage prepaid to any grocer upon request—a postal card brings it.

Postum Cereal Company, Limited, Battle Creek, Michigan.

Becoming the Housekeeper's Choice

LYNCH'S Quality Biscuits

prove the Grocer's easy seller and profit-maker and sell at favorable prices. We make a specialty of staple lines.

Here are some of our leaders, which always reach you crisp and fresh:

Creamalt Sodas	Seed Sugar
Family Pilot	Fig Bars
Graham Wafers	Crimp Sugar
Ginger Snaps	Lemon Creams

LYNCH'S LTD.

Sydney, N. S.

Manufacturers of Biscuits, Confectionery & Bread

and at

Stellarton — Fred A. Milligan, Manager

Halifax — Frank A. Gillis, Manager



The Fresh Fruits are carefully selected

Their delicious flavor appeals to everybody

You should have them in stock.

Order from your Wholesaler.

Agents;
ROSE & LAFLAMME, Ltd., MONTREAL and TORONTO

Flour Declines 30 Cents a Bbl. at One Step

Follows Weakness in Wheat Market, Just as One of The Grocer's Informants Said it Would a Week Ago — Rolled Oats Market is Strong, and in the West is Quoted at an Advance, With Prospects for General Higher Prices.

In last week's issue of The Grocer two opinions were given on the probable movement of the flour market, and while it was impossible to predict what would take place it was pointed out that the market was bearish and that the general feeling pointed more to a decline rather than to higher prices in the flour market. One miller made the statement that flour would have to drop fifty cents before it reached a satisfactory level for those concerned.

Early this week a decline of thirty cents a barrel was announced by a number of leading mills and all have followed suit. It was to have been expected that after prices had been boosted by stories of failure that were not fully borne out, with improved conditions the prices which had soared would fall back to earth again. That is just what has occurred, but there were no striking indications that the decline was so near at hand.

There has been no particular feature to the wheat market during the week. In spite of reports that are not exactly encouraging, Russia is still exporting grain, but the majority of the samples show a quality that is not up to the standard. It seems that not only is the Russian crop below that of last year, but the quality is apparently of such a character that Russia will not be the governing factor in the position as she was last year. From present conditions in France there should be a fair demand from that country for some time. The countries with bumper crops this year are not those that were so blessed last year.

On the whole, while the world's wheat crop has fallen behind that of last year it is not smaller than the average for the past five years. The C.P.R. report recently stated that 75 p.c. of the crop on branch lines north of the main line has been cut and that in the main harvest weather is fairly favorable. In the northern parts of all three western provinces the threshed crops show a larger yield than estimated and the grade is better than was expected.

Regarding the condition in France it has been estimated that it will require one hundred million bushels of wheat to supply the requirements during the present year. Large quantities of 1909 wheat are now being delivered by the farmers. Export demand has improved to some extent. New crop wheat is already being rushed east, and a recent report from Montreal states that almost all the ocean liners are carrying grain every day from that port and fresh cargoes of last year's crop are arriving from the Upper Lakes and more is on its way down in the many lake ships. Elevators are now practically empty and in this way it seems certain that the next few weeks will see plenty of terminal facilities available for the first cargoes of the new Canadian grain.

TORONTO.

Flour.—Local millers reduced their flour prices this week in keeping with the general movement and in some quarters the decline was not at all unexpected. The lack of supplies of Ontario grain at country points makes trade rather dull locally. The new prices are as follows:

Manitoba Wheat.		
1st Patent, in car lots		5 90
2nd Patent, in car lots		5 40
Strong bakers, in car lots		5 20
Feed flour, in car lots	3 10	3 30
Winter Wheat.		
Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 15

Cereals.—The rolled oats market is strong and under the influence of higher prices in other quarters an increase here is not altogether unexpected. Added to the fact that the western oat crop suffered severely is the knowledge that the rolled oats season is again coming to its own and prices are not likely to hold much longer at their present figure.

Rolled oats, small lots, 90 lb. sacks	2 45
" " 25 bags to car lots	2 35
Rolled wheat, small lots, 100 lb. brls	3 10
" " 25 brls. to car lots	3 00
Standard and granulated oatmeal, 98 lb. sacks	2 70

WINNIPEG.

Rolled Oats.—The market is up twenty cents and may go higher according to present indications. The oat crop in the west is a failure in many places and all the crop there is will be held for stock food. Jobbers' affirm that there may be no limit to the advance, since goods can be marketed at almost any figure.

Rolled oats, 80 lb. sacks, per 80 lbs	2 20
" 40 " " 40	1 13
" 20 " " 20	0 60
" 80 " (8, 10s)	2 60

MONTREAL.

Flour.—Flours are down 30c this week, and are apparently very strong at the decline. Sales are improving almost daily, and millers report considerable proportion of export orders. The cause of the decline is not entirely understood, but it is ascribed here to competition among the trade.

Winter wheat patents, bbl	5 45
Straight rollers, bb	5 50
Extra, bbl	5 25
Manitoba spring wheat patents, bbl	6 00
" strong bakers, bbl	5 50

Rolled Oats.—The rolled oats market shows very little change from last reports. There is a weaker feeling in the market here. Sales have been rather slack, except for export, where trade has been fair.

Fine oatmeal, bags	2 70
Standard oatmeal, bags	2 70
Granulated " "	2 70
Golddust cornmeal, 98-lb. bags	2 10
Bolted cornmeal, 100-bags	1 90
Rolled oats, bags, 90 lb.	2 45
" barrels	5 10

Leon Gaboury, grocer, Quebec, Que., was a visitor at the Canadian National Exhibition this week. The business of which Mr. Gaboury is the head was founded in Quebec city in 1820, and is therefore one of the oldest in Canada. It has been conducted for 90 years by 3 generations—grandfather, father and son.



There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day.

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St, E., Toronto

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"Beaver" Brand



Valencia Raisins

PACKED BY

Mahiques, Domenech & Company

DENIA, SPAIN

LEAD ALL OTHER BRANDS

Owing to weather conditions in Spain this year, the Valencia Raisins will probably not average as large in size of fruit as usual.

This means that the lower grades will not give the satisfaction that high grades will. To ensure a satisfactory Valencia Raisin Business this year, order the Best—Specify "BEAVER" Brand and see that you get it.

Malaga Raisins

When you order your MALAGA TABLE RAISINS or "Blue Fruit," you want to secure the finest quality.

The undersigned packer, whom we represent, last year shipped far and away more raisins to Canada than any other Malaga firm.

This is a sure proof that his raisins are appreciated at their true worth.

Stocking this brand ensures satisfactory sales and satisfactory profits.

JOSÉ SEGALERVA

MALAGA—SPAIN

Ask your wholesale for Segalerva Brand.

Rose & Laflamme
Limited
Montreal - Toronto

Why aren't *YOU* getting your Share ?

IF you are competing with two others, your share is not necessarily *a third.*
It may be *all,* Brother Grocer—or *nothing.*
"Your Share?"

It's exactly what you are getting, to be sure.

Work hard, earnestly, persistently, and your share will come to you fourfold—it is simply bound to.

One day John Wanamaker—probably the greatest living retail merchant—said to Sheldon, the formulator of the Science of Successful Salesmanship:

"If I can serve the public better than any other mer-
"chant in this community, the people will make a beaten
"path to my door."

If, Br'er Grocer, we continually harp on the selling advantages of FIVE ROSES flour, it's simply because we want to increase YOUR *profitable* sales.

We want you to *expand* Your Share of the local profits. Only in this way can we hope to multiply our *own.*

No, it is *not* an entirely selfish motive—we are both hugely interested in widening FIVE ROSES distribution.

Since, you see, your trade will be *better* served in a flour way; your own sales will be larger, more frequent, more constant.

You *don't* want the "one-time" sale which never repeats.

Besides, your time and reputation are too valuable to be wasted on vain attempts to smooth away the complaints of flimsy quality.

Don't be satisfied with the sales the other fellow can spare you, the sales he doesn't want.

That isn't your share, as we see it. You are ambitious, you want more, *still more.*

Why don't you go after it with better service, better flour?

Get the business-building sales—don't let competition secure a foothold—sell FIVE ROSES, Br'er Grocer. 'Twill inspire you with irresistible enthusiasm, 'twill make you *compel* bigger business.

In the store 'twill do this for you as *it is doing it* every day for others—*your competitor, maybe.*

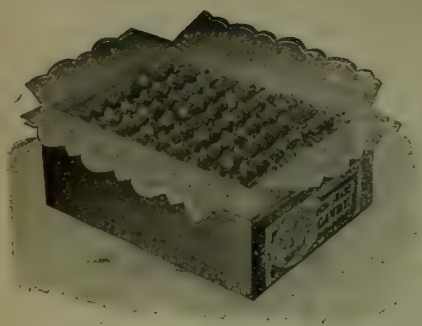
In the kitchen, at the sewing circle, 'twill do missionary work for YOU.

FIVE ROSES will make you *win.*

Lake of the Woods Milling Co., Limited, Montreal

LAKE OF THE WOODS MILLING COMPANY KEEWATIN TRADE MARK REGISTERED

WHY DON'T YOU SELL FIVE ROSES FLOUR?



"BORDO" Chocolates

We do not like to boast, but we certainly do not think that there is another chocolate equal to our "Bordo" in America.

Read on

We have such confidence in the goods, that we will guarantee the sale of this Specialty.

There is a reason

"Bordo" is something entirely different to any other line; both in ingredients and the unique flavor that has never been equalled.

After you once stock this line, no urging on our part is necessary.

Read on

One trial will settle the chocolate question for you.

Packed: 5 lbs. boxes.

Costs you 25c., sells at 50c.lb.

Remember we guarantee the sale

Send along your order to-day.

Trial order. Express prepaid.

Samples at least will cost you nothing, and a line of enquiry will bring you all details.

The Montreal Biscuit Co.

"Originators"

MONTREAL

"The House of High Quality"

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited

MAIL BUILDING, TORONTO

When writing advertisers kindly mention having seen the advertisement in this paper.

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

MAPLE SYRUP!

Small's Maple Leaf Brand

is the Standard the world over.

CANADA MAPLE EXCHANGE

Montreal

WINES! WINES! WINES!

Port, Sherry, Malaga, Burgundy, Moselle, Madeira, Native, etc.

DRAUGHT OR CASE GOODS

We are Specialists in Clarets and Sauternes

Write, Wire or Phone.

THE ST. LAWRENCE GROCERY

395 St. Lawrence Boulevard Montreal

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments

Write us for prices. Phone order our expense

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, MANAGER

W. H. ESCOTT

WHOLESALE

Grocery Broker

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

52 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Limited

Established 1780, Dorchester, Mass.

Branch House, 86 St. Peter St.

MONTREAL, CANADA

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.

Prompt attention to all orders.

J. W. EWEN - Uxbridge, Ont.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO., Montreal Agents.

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. A. Taylor, Montreal — R. B. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary



Fresh Supplies of

Carr's Biscuits

are received frequently by their distributing agents in Canada, and ALWAYS IN CARLOADS.

The retailer can therefore rest assured of the absolute freshness and condition of every biscuit he buys. Carr's biscuits reach the grocer in as crisp a condition as when they leave the factory.

Get hold of, and retain the family trade by means of Carr's specialties.

Ask our agents for them

Carr & Co., Carlisle, Eng.

Order from Agents—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg; L. T. Mewburn & Co., Ltd., Calgary; Standard Brokerage Co., Ltd., Vancouver, B.C.; T. A. McNab & Co., St. John's, Newfoundland.



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.
MONTREAL

By Royal Letters Patent

NELSON'S
POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
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Watt, Scott & Goodacre, P.O. Box 1206, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. Ashley, Winnipeg.
Geo. A. Stone, 54 Inns of Court Buildings, Vancouver, B.C.

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Early Crawfords and Early St. Johns

Place your orders now for what you want.

Bartlett Pears
Finest Kinds of Plums
Grapes

This week will be a premier week for Canadian Fruits.

DON'T FORGET

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

A Word of Advice!

If anyone tries to persuade you that "St. Nicholas" or "Home Guard" are second to any brand or brands of Lemons —shun him—he is no friend of yours, and it's a question if he should be at large.

J. J. McCABE

AGENT

32 Church Street, Toronto.

Peaches are Now the Feature of the Fruit Market

Shipments are Coming in Freely and Present Price is Satisfactory—One Dealer Asserts That he Does not Expect Prices to go Lower Than They are Now — Cantaloupes are Plentiful, but the Demand has not Kept Pace With Production — Apples are but a Small Crop and Prices are Likely to Reach High Figures This Winter—Tomatoes Moving Freely.

Peaches are now the chief factor in the fruit market. The varieties arriving now are rather plentiful and the result is that shipments are heavy. A dealer who recently visited the fruit district states that the later varieties of peaches are likely to be a smaller crop, and he is advising his customers not to depend too much upon a later crop. Apples are just about what was said of them and the crop in many districts is a big disappointment. Prices are likely to reach a high figure this winter.

Cantaloupes are plentiful, but some one is not making much of an attempt to educate the people into eating them. They are now at a low price and any one could purchase them. Pears are coming along satisfactorily and are in good demand. Tomatoes have reached a low quotation and the volume of trade is heavy.

MONTREAL.

Green Fruits.—Fruit men report a disappointing market this week compared to what they expected. However it may be that the buyers are only holding off to see just what quantities will be needed for the out-of-town customers expected. At any rate, prices are still fairly firm, and the minute the market shapes an advance in many lines is looked for. It may be only temporary, however, and likely will be.

Apples, bbl.	1 00	3 50
Bananas crated, bunch	2 00	2 25
Blueberries, box.	0 75	
Blueberries, large	1 75	
Cranberries, bbl.	12 00	
Cocoanuts, bags.	4 25	
Grapes, Delaware crate		2 50
Limes, per box		1 25
Cali. Malagas		2 75
Tokays		3 00
Lemons	4 25	5 00
Musk melons, per basket		3 50
Melons, Montreal basket	6 00	8 00
Oranges—		
California, late Valencias	4 00	5 00
Pineapples—		
Floridas, case		5 50
Plums, crate	2 25	2 75
Peaches	1 50	1 75
Pears		3 50
Pears, bbl		6 00

Vegetables.—The vegetable market shows a higher range of prices this week but in spite of the number of visitors in town trade has not greatly increased. It seems certain that by the end of the week this influence must be felt, and the sooner it comes the better, say local men.

Beans, green, basket	0 50	0 75
Beans, wax	0 40	0 50
Beets, bag	0 75	0 90
Carrots, bag	0 75	0 90
Cabbage, new, dz	0 40	0 50
Celery, doz.	0 40	0 60
Cauliflowers, Montreal	1 00	1 50
Corn, doz.	0 08	0 15
Cucumbers, bkt.	0 35	0 50
Garlic, 2 bunches		0 25
Green Peppers, bag		1 00
Lettuce—		
Montreal, doz.	0 40	0 60
Boston	1 00	1 25
Onions—		
Spanish, cases		2 50
Potatoes, bbl		2 25
Parsley, dozen		0 15
Parsnips, new, bag	0 75	0 90
Radishes, dozen bunches	0 20	0 30
Rhubarb, doz	0 25	0 30
Spinach, bbl		3 50
Tomatoes, box	0 35	1 00
Turnips, new, bag	0 75	0 90

TORONTO.

Fruit.—A study of the local market leads one to believe that the chief business is being done these days with peaches, pears, cantaloupes and plums and if appearances count for much a good business is doing. The dealers themselves state that business is favorable and although the crop is not quite as large as last year, according to various reports, still the total volume of business it is believed will be well up to the average. A wholesaler who had spent several days in the Niagara peninsula district asserted his belief that when the present crop of early Crawfords had run out the succeeding varieties would not be as plentiful as those which are now offering. Plums, he said, are going to be below the average. At present there is a good demand for plums. He could not see any lower prices in peaches or plums. Grapes are promising a good crop and while there are a few of the early varieties even now on the market, they should begin to come more freely by the middle of next week. Cantaloupes are plentiful, but the demand seems to be in a groove. While the production is heavy and the price is within everybody's reach there is not an increasing demand to keep the market clean.

Lemons are moving none too briskly, but the dealers have not yet given up hope that the season is going to come back. Reports regarding the new crop in Sicily indicate fairly healthy conditions. Prices for futures are quoted one shilling above the opening price a year ago, no doubt for the reason that Verdelli stocks have held a high position during the past summer.

Apples, Dutchess bbl.	2 25	2 75
Apples, Canadian, basket	0 30	0 40
Cananas	1 50	2 00
Blueberries, bas	1 35	1 50
Cantaloupes, Canadian—		
Crate	0 75	1 25
Basket	0 35	0 85
Rocky Ford, basket		0 75
Grapes, case	2 50	2 75
Early Canadian, basket	0 40	0 60
Grape Fruit—		
California	3 75	4 75
Lawton Berries		0 10
Lemons—		
Verdelli		5 00
Limes, box		1 25
Oranges—		
Valencia	4 50	5 00
Peaches—		
Early Canadian Flat baskets	0 40	1 00
Leno covers	0 60	0 75
St. John	0 50	1 00
Pears, box		3 50
Pears, Canadian basket	0 30	0 75
Pears, Bartletts basket	0 50	0 75
Pineapples, case		4 00
Plums, bask	0 35	0 75
Watermelon, ea.	0 30	0 40

Vegetables.—Tomatoes are in heavy demand for pickling purposes and there is for similar reasons a good demand for cauliflower, cucumbers, celery, etc., which is likely to last for some time. Tomatoes are about as low in price as they are likely to go and the present supply seems to be coming in freely. A good crop of potatoes is generally reported. There are no particular features to the vegetable market at present outside of tomatoes and a good steady business for the smaller vegetables.

Beets, doz.	0 25	0 30
Beans, wax, per 11-qt. basket	0 15	0 25
Cabbage, case—		
Canadian	1 00	1 50
Carrots, Canadian, doz.		0 30
Cauliflower, dz.	0 75	0 85
Celery, basket		0 40
Cucumbers, bas	0 20	0 25
Lettuce, Canadian, head	0 25	0 30
Onions—		
Spanish, large	2 25	2 50
Ontario		1 00
Potatoes, Ontario, new, bag	0 75	0 80
Parsley, per doz bunches	0 25	0 30
Radishes, doz.		0 25
Green peppers, 11-qt. basket	0 35	0 40
Tomatoes, Can., basket 11 qt.	0 25	0 30
New turnips, per 11-qt. basket		0 50

WINNIPEG.

Green Fruits.—The trade has reached big proportions this week and the consumption everywhere is heavy. The

distribution throughout the west has not improved over that of previous years, but the trade has been satisfactory. Prices are moderate and some lines are boing off the market soon. The local trade for preserving has improved, but the bulk of goods are for immediate use.

Apples, Ont., fcy. Duchess, bbl.	5 00	Cocoanuts, doz.	0 90
Apples, Wash., box	3 25	Lemons, Cal.	9 00
Bananas,	2 50	Peaches, Crawford's, case	1 50
Blueberries, lb.	0 12	Pears, case	3 25
Blackberries, case	5 00	Oranges, Valencias	5 50
Cantaloupe, Cal	7 00	Plums, blue, Cal case	2 00
Crab apples, box	2 50		

Vegetables.—Prices are firming up as the season closes. The trade has been good and supplies continue to go out well, most of the stuff quoted is local grown.

Butter beans, lb	0 07	Onions, imported	0 03
Carrots, doz.	0 25	Potatoes, new, bs	1 00
Cabbage, new, lb	0 03	Parsley, per doz.	0 25
Celery, doz.	0 60	Radish, dozen	0 30
Cucumbers, doz.	0 30	Rhubarb, lb.	0 04
Lettuce, doz.	0 40	Tomatoes, crate	1 25
Mint, doz.	0 30		
Onions, green, per dozen	0 20		

The Imperial Baking Co., Ltd., Hamilton, has been given an Ontario charter to manufacture baking materials, biscuits, etc.

OYSTERS

Start the season by ordering

LONG ISLAND NATIVES

absolutely clean and sanitary.

Large and delicious. Shipped in 2, 3 and 5 gallon tins.

Packed in crushed ice. Fresh daily.

WHITE & CO., Limited

Wholesale Distributors Fruit, Fish and Oysters

Toronto and Hamilton

Musk Melons

Rocky Fords

We are large shippers in this line.

Grapes

Sample is fine and our prices right.

Peaches

Crawfords—large supply.

Bartlett Pears

Plums

Fancy stock.

Late, firm stock

Tomatoes

Wire, phone or mail your orders to

Stevens & Soloman

Growers and Shippers of CANADIAN FRUITS

Phones 1990 and 2760

HAMILTON, - - - ONT.

We are Big Receivers of Canadian Fruits and Vegetables

PEACHES
PEARS
PLUMS

Now arriving in large quantities every day

All of good quality and at reasonable prices

FANCY

ORANGES LEMONS and BANANAS

at lowest prices

SEND US YOUR ORDERS

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



"They Wanted The Best"

That's why during the last three months the retail trade in Ontario sold 45,000 of our Lemons per day. Did you get your share of this business? These same customers are buying more. Keep supplied with our brands—increase your lemon trade.

W. B. Stringer,
Canadian Sales Agent.

Follina Bros.,
Packers, Italy.

Our Brands—"Lord Beresford," "Hiawatha," "King George," "Buster Brown," "Dominion" "Waterseller," "Mercury."

Preparations Under Way for the Oyster Season

Prices are Not Yet General and the Demand Has Not Yet Begun to be Felt, But the Trade is Getting Ready for a Better Business Than Ever Before—In the Meantime the Present Demand is not Being Overlooked—Scarcity of Fresh Fish Improves the Trade in Frozen Varieties.

There has not been much improvement in the supply of fresh fish for general markets, but in some localities there has been a slight change for the better. Dealers state that the season is at hand when a much healthier tone should be felt in the market. Supplies should come in more freely and a heavier demand is expected. On account of the scarcity of fresh fish there has been better business for some lines of frozen fish.

Oysters are beginning to be demanded, but the season is yet quite young. Dealers are more engaged in preparing for the beginning of the real activities, and there is every indication that the oyster business will be heavier than ever throughout the Dominion this year. New principles are actuating the trade and new methods providing for quality stocks is a business sentiment that is showing itself in every department of trade. More money will be spent on marketing oysters, on displaying them and on appealing to the consumer thus increasing the demand. It can scarcely be said that this new era is beginning now. The present feeling was manifested a year or two ago, and has been gradually growing and the change is noticeable in the present character of the oyster business.

Toronto, Sept. 8.—The marekt has changed but little of late. Mackerel are done and the heaviest demand is still where it was a few weeks ago. An improvement is noted among the trade who are looking forward to better supplies and a better market in the near future. The demand for oysters while there has been some already is still inconsequental. The season has opened, but it is still too warm. However, the preparations go merrily on, and it will not be long until everyone is equipped and ready for the season's business.

FRESH CAUGHT FISH

Halibut	0 10	Steak cod	0 08
Salmon trout	0 12	Perch	0 07
White fish	0 12 0 13	Haddock	0 07
Herring	0 06		

FROZEN LAKE FISH

Pike	0 07	Whitefish, frozen	0 09

OCEAN FISH (FROZEN)

Herring, per 100	1 50	Salmon, pink, per lb.	0 08
		" red	0 09

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Cod, Imperial, per lb.	0 05
Acadia, 2-lb. boxes, pr. crate	2 40	Fillets, per lb.	0 11
Boneless Digbys, box	1 00	Haddie, Finnan	0 08
Codfish, Bluenose, "	1 40	Halifax, 1-lb. bxs., pr. crate	3 12
Cod steak, per lb.	0 07	Quail on toast, per lb.	0 05

MANITOBA.

Winnipeg, Sept 8.—Pickerel and Jack fish are coming from Lake Winnipeg in good quantities, but all other fresh lines are brought from Prince Albert and Edmonton. The frozen fish trade has greatly improved since the fresh fish have become scarce. Frozen whitefish are popular. Prices are expected to gradually advance until next season's fishing commences on Manitoba waters. Reports are that fish of many descriptions are abundant in local waters, and some of the present restrictions may be removed next year.

Halibut	0 09	Whitefish	0 09
Salmon Trout	0 11	Smoked—	
Whitefish	0 09	Bloaters, basket	1 50
Haddock	0 06	Fillets, lb	0 20
Lake Frozen—		Haddie, Finnan	0 08
Goldeyes	0 03½	Herring, Digby, bdls	0 95
Yellow Pickerel	0 07		
Pike	0 03½		

BRITISH COLUMBIA.

Vancouver, Sept. 8.—Last week and this week a scarcity of halibut is reported. The peculiarity is that it comes directly after a surplus in the market. Two or three weeks ago, the boats of one company were bringing in more than could be handled with comfort. Last week, hardly any came to hand, and this week the Kingfisher got in with 10,000 pounds, a mere tubful in comparison to the usual load. The wholesale quotation is three and a half cents, while the retail is ten cents, a profit of six and a half cents per pound. The wholesale figure has gone as low as two and a half cents, but no reduction was made in the price to the consumer.

This same company sent out fifteen cars of halibut in one train last week for the New England market.

The salmon close season is now on on the lower coast. but fresh salmon is in from the north. It jobs at eights cents per pound. Silversides or cohoes are mostly in evidence just now.

Smoked goods will be coming in about two weeks, and while there will be full lines, the stock will be principally salmon and halibut. The market for these is principally west of Winnipeg, though occasionally an odd carload or two are sent to Toronto and Montreal. In the west there is a steady and strong demand for smoked fish, and the trade is large in kippered herring and bloaters.

Some frozen fish were shipped to Australia on the last boat. It is expected that market will develop, and that a good trade will be done there. Different products may be interchanged, which will facilitate the growth of commerce.

Codfish, per lb.	03	Salmon, fresh	0 08
Halibut, per lb.	0 03½	Smelts, per lb.	0 03
Herring, pr lb.	0 03		

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON

JAMES SOMERVILLE, Manager

Some of Your

customers, Mr. Grocer, would just as soon buy a carton of Fels-Naptha; they can afford to buy ten bars, and convenience would prompt them to do so were you to solicit it.

Why not turn that much profit?



Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

BONELESS COD

Our Guaranteed Pure Boneless Cod is what every grocer needs to uphold his store reputation in the line of prepared fish.

There are no bones. **It is clean and wholesome.**
No scrap is used. **Packed in 30-lb. boxes only.**

Ask your wholesaler for it, or write direct to

The Halifax Cold Storage Co., Limited

(Selling Branch)

45 WILLIAM STREET - - - - MONTREAL

Frozen Sea Food For Sale

Frozen Fresh SMELTS, packed in boxes of 25 lbs.
Frozen Fresh Atlantic SALMON.
Frozen Fresh Atlantic MACKEREL.
Frozen Fresh Atlantic ROE SHAD.

Above can be shipped ***Daily by Express*** during the balance of the summer season.

Shipments leaving Chatham at night are due in Montreal the following night and in Toronto and Ottawa and other interior points the following morning.

Daily shipments of the above can be made during the winter season per freight.

We are open to book immediate orders for 1910 Golden Crown 1 lb. tall lobsters.

We are sold up on lobsters 1910 pack in flat cans. ***At present we are not booking further orders*** on 1910 Golden Diamond canned blueberries, owing to prospect of short pack.

Any orders entrusted to us will be appreciated and will have our careful attention.

W. S. Loggie Co., Limited

CHATHAM, N.B.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

Letting the Day Take Care of Itself, or System?

Writer Points Out That Small Retailers, Like Department Stores, Should Plan Ahead—System Tends to Keep Down Expenses and Makes Things Run Smoothly — Arresting the Old Methods.

By A. H. Harvey.

Should a grocer endeavor to plan his work day after day with the idea of reducing it to a system? This question is brought up because the general custom is to let the day take care of itself. The grocer knows he will be in the store to "see after anything that may crop" up, using his own words, and there is no necessity of planning in that case.

He will admit that the big stores plan their daily work almost a week ahead. But they are big stores. With them system is an absolute necessity. The grocer's system consists in getting his customers' orders every morning, filling them and delivering them in good time. What more is required of him?

Good for all Stores.

It all depends with the grocer himself. If he is satisfied under his present conditions and with the amount of business he is doing then nothing more need count. But if he wants to do more business, to reduce his store management to a smoothly running business granting that everything else is sound, one of the first resolutions he should make is to formulate some practical system. If system is good for the big stores why should it not benefit him, small though his business is beside the other. Would it not be improving methods and would it not put more pleasure in the work if the grocer had his little map of the next day all before him. Of course, the best of systems sometimes meet with obstacles that block them at times, but this is the exception not the rule. Like everything else that is new, it will probably be difficult to arrange at first, but once under way it will improve of itself.

Duties of the Morning.

The morning in a grocery store is in most places the busy period of the day. In the average store, the dust that settled during the night is removed from counters, show cases, etc., after the floor has been swept. The morning mail must be looked over, and everything must be in readiness for the first orders. Then it is rapid moving until the noon hour.

System can be worked into the preparing and delivering of orders, etc., and in fact throughout the whole day a regular routine may be followed. Just what should be done depends upon the individual store. What would apply to one store would not be applicable to another. The battle is won if the store needs a system and the proprietor realizes it; when he determines to call a halt to the old methods and if he has any ambition to plan his daily work before that day dawns.

The idea is practical. Not only departmental stores follow it, but the ambitious grocery stores as well—those that are more than holding their own and the average retailer should be able to take it unto himself.

DOMINION MILLERS' OFFICERS.

Toronto, Sept. 7.—The Dominion Millers' Association held its annual meeting last week in the Board of Trade rooms. A report was adopted asking the Dominion Government to take over and operate the terminal elevators at Fort William and Port Arthur.

The officers elected are:—President, D B. Wood, Hamilton; 1st Vice-President, S. R. Stewart, New Hamburg; 2nd Vice-President, A. Noble, Norval; Secretary-Treasurer, C. B. Watts, Toronto. Executive Committee—Messrs. J. D. Flavelle, Lindsay; George E. Goldie, Toronto; J. I. A. Hunt, London; A. C. McLeod, Stratford; H. L. Rice, St. Mary's, and Hedley Shaw, of Toronto.

TRADE NOTES.

Canada's first big apple show will be held in Vancouver from Oct. 31 to Nov. 5.

E. M. Walcott, of the West India Co., Montreal, is associated with C. S. Pickford, of Pickford & Black, in connection with the British Guiana exhibit at the Canadian National Exhibition.



Showing Container Sealed and Ready to be Placed in "Coast Sealed" Carrier.

Your Stock Must Be Fresh

if you desire a big, brisk and entirely profitable oyster trade. And you will get nothing ***but*** fresh, well-grown stock if you buy

"Coast-Sealed" Oysters

This cut shows the "Coast-Sealed" Carrier. Note the sealed container. It is packed at the coast with fat, full-flavored oysters, all of which are four years old, an age at which oysters attain their prime, and then it is ***SEALED.*** It remains sealed until it arrives at your store. Inside you will find nothing but OYSTERS—none of that muck which adds to weight and bulk but which cannot be sold—***just pure, fresh, fat, juicy OYSTERS*** with the delectable sea tang absolutely unimpaired.

Note how your customers come back for more and more.

WRITE US FOR PRICES AND PARTICULARS.

Connecticut Oyster Company

88 Colborne Street Toronto

Head Office - MILFORD - Conn.

When customers ask you for Good Butter, that you can recommend, just give them a tin of this—



Let them taste and know that at last they have found what they wanted. Every can makes a customer for you.

Smith & Proctor

HALIFAX, N.S.

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor, and because there is an absolute guarantee of purity of contents given with each tin.

Each tin is provided with a spare lid for use after the tin has been opened.

"CONCORD" SARDINES will more than please your better class customers, and will prove a remunerative line to handle.

CCC
Norwegian Canned Goods

LIST OF AGENTS:
R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.





The next time you are wanting Canned Fish, be sure your Jobber has the name right:—

BRUNSWICK BRAND

This will be your guarantee that the contents of each can will be such that you can confidently recommend them to your customers. Sea foods, owing to the greater care which is now bestowed on their selection and packing, are growing in favor each season. See that you are fully stocked with BRUNSWICK BRAND to meet the coming demand.

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt, Yarmouth, N. S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

Wind Up Wednesday Half Holiday with Big Picnic

London Retailers Have the Best Picnic of the Season in Their District—About 4,000 People in Attendance — Some Unique Contests in the Ring—The Jefferies-Johnson Fight a Popular Event—Grocers Defeat Bakers in Ball Game.

London, Ont., Sept. 8.—The closing Wednesday half-holiday of the season in London was marked by a grand picnic, held at Springbank, under the auspices of the Retail Grocers' Association on Wednesday, August 31.

The London retailers have had for a long time a reputation for "doing" things, and this outing was no exception. It was estimated that 4,000 people assembled at the picnic park, and they were entirely satisfied with the manner and method with which the affair was conducted.

There was fun from start to finish. The rube band deserves special mention here for the inspiring music which they permitted to float through the exhilirating atmosphere. The 26th Regimental band lent some of its members for the occasion.

The committees soon got the crowd at work. Ed. Ryan, Harry Ranahan, Tom Shaw, Tom Ranahan, J. A. MacFarlane, E. Bodkin, K. L. Elliott, G. B. Drake, W. F. Paul, W. T. Mullins, C. W. Summers, Tom Janes, R. A. Ross, M. A. Young, Cyril Hayes, T. Vincent and a score of others helped keep things going.

To begin with, the rube band announced the big event far and wide when they left the corner of Dundas and Richmond Streets at 1.30 in a big car, headed for the park down the river. At the park, officials stepped into the large roped arena in front of the pavilion and announced that the "circus was about to commence."

A Variety of Events.

The running races for boys and girls were the first on the programme. Remaining events were varied by the various specialties, all of a comic nature, and which made a decided hit with the crowd.

Harry Ranahan occupied the centre of the ring, and through a megaphone announced the events in order. William Gorman, with his sunny smile, was alloted, amongst several others, to pick the winners. Tom Shaw and Tom Ranahan were responsible for the bookings. Fred Willis and Fred Turville held the rope for the runners. William Turnbull, Charlie Mountjoy, Bert Masuret, Archibald McPherson, Chancey Smith and Harry Fowler, were judges. Manager Johnny McGraw Paul looked after the ball team. P. C. Handysides and Garnet were there to see that the law was adhered to in every respect. "Dad" Richards was right there at the coaching line, while Clyde Nopper—and his—were seen among the many faces on the hill. Wee Barney McCann was there, too. Tom Gillean's melodious voice was heard announcing the boxing contest through a megaphone. For the reason that the picnic was being held in the county, Squire Chittick thought it advisable to be on hand.

R. A. Ross and G. B. Drake deserve special mention for the manner in which they attended to the refreshment room. What they do not know about service in the store—judged by the way they handed out the eatables and drinkables—is not in the dictionary.

For World's Championship.

The Johnson vs. Jeffries fight was the feature of the specialties, and to have seen the parody at Springbank yesterday was almost as good as having seen the origial at Reno. Jack Anderson, as Johnson, and Charles Myers, as Jeffries, made a suitable pair for the big fight. Anderson's black garb made him a good second for the champion himself, and Myers did even better than Jeffries, as far as points were concerned. Harry Ranahan and Dick Woods were seconds for Johnson, and W. T. Mullins and Ed. Ryan for Jeffries. Immediately after the big cowbell had jingled to mark the conclusion of each round, the seconds would rush to their men, and with towels, sponges and air pumps provide the cooling treatment. Unlike the original fight, Johnson fell to the ground in the fifth round, having been knocked out by a swift upper cut to the left jaw, and was unable to rise before being counted out. Each round brought roars of laughter from the crowd, and when the defeated Johnson rose slowly to his feet and was kissed by his "wife" he hobbled off to the dressing-room, apparently realizing that the world's championship honors were his no longer.

Things looked serious when, just as the fourth round was about to commence, P. C.'s Handysides and Garnet, led on by Sergt. Birrell, jumped into the ring and made an unsuccessful attempt to stop the fight. They were hurriedly ejected from the arena by the strong hands of Barney McCann and Tom Gillean and others. Ten minutes later, when the sounds of laughter had died down, the fight was resumed and completed by the band's rendition of the Dead March in Saul, played out of respect for the defeat of Jack Johnson.

They Were Elusive Buns.

The bun-eating contest provoked any amount of laughter. Several dozen small boys lined up, each one opposite a big sugar-coated bun dangling from a string. When the word was given the boys, with hands behind them, began a slaughter on the buns, but for once they were forced to eat slowly. The buns refused to remain in one place, and persisted in wandering all over the faces of the eaters, leaving behind the sugar stain.

The watermelon contest was almost as interesting, but the large slices of fruit were found to be easier eating than the buns, and were much more quickly disposed of.

Hitched Dobbin to the Cart.

To the tune of the "Old Grey Bonnet," Teddy Carter, as the farmer, strolled out onto the grounds with a forkful of hay, and after spreading it in farm fashion, he returned to the stables, hitched up the old grey horse to a dilapidated half-phateon buggy and drove down to Dover, followed by the rube band and the rubes.

The comic make-ups, who manufactured fun for all, were W. Tierney, clown; Jim McCormick, Highlander; Chas. Boyce, soldier; Roy Moore, nurse girl; Russell Grover, comic boy; Wesley Wood, overgrown girl; Jos. Manning, overgrown boy; Robert Temple, coon girl; R. H. Readhead, policeman, and Del. Wood, Fiji Island native.

Stale Ball Players.

The Bakers' cake was dough when the Grocers finished with them in the baseball game. The trouble was, they "kneeded" more help. They were lightweight ball tossers all right when up against the tea and sugar men and lost the game 5 to 1. It was seven innings long and actually a bun-feed for the Grocers.

The teams were:—

Bakers—Berry, lf.; Doudell, ss.; Craig, p.; Langford, rf.; Emery, 2b.; Myers, c.; Bradley, 3b.; McGillvary, 1b.; Cook, cf.

Grocers — Vincent, cf.; Pierie, c.; Janes, 3b.; Doherty, ss.; Shaw, 2b.; Brady, 1b.; Eccleston, lf.; Perkins, p.; Ashplant, rf.

Of the races and other contests, the following are worthy of mention:

Members of R. G. A. race—1, A. Franklin; 2, Geo. Eccleston; 3, Cyril Hayes.

Grocery Clerks—1, V. Odruns; 2, R. W. Crotes; 3, J. McPhail.

Grocery Drivers—1, W. Davis; 2, R. Simmons; 3, W. Wanowen.

Travelers' race—1, H. Wilkins; 2, Sam Logan; 3, Ard. Brown.

Boxing in Barrels—1, Harry Ranahan; 2, R. Simmons; 3, L. Haines.

Committee race—1, M. A. Young; 2, C. Hayes; 3, Harry Ranahan; 4, T. Ranahan.

Presidents' race—1, Harry Ranahan; 2, W. Mullin; 3, J. Diprose; 4, J. Haskett.

The officers of the Retail Grocers' Association are: C. W. Summers, president; J. Haskett, 1st vice-president; T. Janes, 2nd vice-president; Thos. Shaw, treasurer; Cyril Hayes, secretary.

W. B. Hood, late of Dundee, Scotland, has become partner in business with C. R. Hickman, grocer, Lonsdale Ave, North Vancouver, B.C.



Reach Out For The Sealshipt Oyster System



because it guarantees you a bigger oyster business at bigger profits than you ever had, made certain by our wonderful selling helps and price-protecting arrangements.

The primary idea of the Sealshipt System is to deliver oysters to the consumer with all their natural freshness and sea flavor. But we have done more than that. We have increased the dealer's profits and fixed a minimum margin under which no *SEALSHIPT AGENT* can cut, and thereby changed the oyster business from a *money-loser* to a *money-maker* for the grocer—a *big* money-maker.

YOU MUST MAKE 25% PROFIT HANDLING SEALSHIPT OYSTERS

Now is the time to arrange for a SEALSHIPT AGENCY. 10,000 grocers have found it means more business at better profits. The newspapers have the public interested on the subject of food purity. *SEALSHIPT OYSTERS* have been highly endorsed by all Pure Food authorities. Add to this the effect of our extensive magazine advertising, which has never hesitated to tell the public, *your customers,* the truth about oysters, as well as the absolute purity, freshness and full flavor of *SEALSHIPT OYSTERS.* Our advertising also urges people to go to the Sealshipt Agent for their oysters.

WE'LL HELP DRAW CUSTOMERS INTO YOUR STORE FOR SEALSHIPT OYSTERS

Perhaps the greatest aid to the success of the *SEALSHIPT SYSTEM* is the local advertising help we give you. We'll supply you with advertisements to use in your local papers, a blue and white steel sign and muslin signs for your store front, transparent signs for your door or windows, and arrange with you for the instalation of a clean, white and blue transparent *Sealshipticase* for the storing and display of *SEALSHIPT OYSTERS*—a fixture that's a feature of all our advertising, and brings *SEALSHIPT OYSTERS* to the minds of all who see it. Remember — "WE HELP YOU SELL SEALSHIPT OYSTERS."

Write us NOW for catalogue and full details of *SEALSHIPT OYSTERS.*

SEALSHIPT OYSTER SYSTEM
Dept. 18
SOUTH NORWALK, CONNECTICUT

Sarnia Grocers' Picnic Broke the Record of 1909

This Was the Sole "Accident" of the Day — Exceeded Last Year's Event in Numbers by About 1,500 People — Grocers Down Knights of the Grip in Ball Game—Banquet to the Defeated Concludes the Outing.

Sarnia, Ont., Sept. 6.—The Sarnia Retail Grocers' Association picnic like some other things improves with age. This year the outing was another grand success and incidentally a little better than the best. The electric railway returns showed that the increase over 1909 was more than 1,500 souls, the total estimate of those on the Lake Huron Park grounds being 6,000.

Not only did the picnic improve in numbers but also in good fellowship among the grocers—something always desirable to obtain. It tended to bring each member into personal contact with the others and to cause them to leave behind them any petty, personal prejudices that any may have entertained before the outing.

As stated above there was a big crowd in attendance; they began their pilgrimage to the park in early morning and before 10 o'clock there was food enough to feed a battalion of a thousand men.

Rural Section Represented.

Not only did the townspeople turn out but farmers and their families drove in to see the fun and to breathe in the seabreezes for a day. This the grocers were glad to see because they are ever anxious to work in harmony with the brawny tillers of the soil.

The fireworks began early. Shortly after nine o'clock a procession was formed on the market square. The parade of elaborately decorated wagons, bicycles and other vehicles was headed by an auto containing Alby Robinson, of Woodstock, master of ceremonies, and the officers of the local association, Peter Clark, Stanley Williams, Jas. Galbraith and S. E. Cornell.

Following came the Sarnia band, and then the decorated wagons, etc., the rear being brought up by the fire team. The procession was about one quarter of a mile long.

The awards in connection with the parade went to the following:

Best decorated wagon—J. J. Langan.

Best decorated gardener's wagon—S. L. Clark.

Best decorated bicycle—Harold Telfer.

Automobile—J. Van Alstyne.

One of the big features of the sports was the baseball game between the grocers and travelers with the former emerging victorious—10 to 7. The grocers put in a winning battery but nevertheless it took them all their time to hold their own. The travelers' battery was Harry Robinson (Alby's son), and C. E. Cowley.

All Kinds of Races.

The running races, too, afforded considerable amusement. They were of the circus variety and held everybody in attention. Among them were the following:

Grocery Boys—1, Clifford Barnes; 2, N. Wiles; 3, E. Gibson; 4, H. Wakefield.

Grocery Clerks—1, Fred Walker; 2, C. Barnes; 3, A. Cheney; 4, O. Jacklyn.

Grocery Drivers—1, Martin Rose; 2, O. Horning; 3, N. Lindsay; 4, T. Hippel.

Grocery Drivers—1, A. Cheney; 2, W. McNeil; 3, A. Langan; 4, H. Zinc.

Travelers' Three-legged race—Crawford and Cowley; Fraser and Backus; McNutt and Robinson.

Then there were tea and soap races of various kinds all of which assisted in the fun and which also tended to make a bigger demand for soap in Sarnia.

The only "accident" that was experienced during the day was a broken record. All past events were superseded.

Banquet to the Travelers.

The grocers wound up their picnic with a banquet to the grocer travelers at the Lake Huron hotel, at which S. E. Cornell, president of the association, presided. A jolly time was spent. The hotel management had made every provision for their entertainment, and this finishing touch was appropriate. Such renowned entertainers as Billy Dore, of Hamilton, and Billy Sherwood were there and enough is said. John Dillon, of London, was among the speakers and "did himself proud" in a neat speech. The whole affair was a good success but better is expected next year.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Seldom, if ever, has a table delicacy met with such success as H. P. sauce; seldom perhaps has any sauce so well deserved it. H.P. is undoubtedly something better than one usually finds. H. P. has a distinctive flavor obtained from the rich eastern fruits and spices to which with pure malt vinegar it owes its origin. It is a thick, fruity, delicious sauce, a sauce that not only gratifies the appetite, but awakens it; a sauce that makes unpalatable dishes palatable and unattractive viands attractive. Those who visited the Canadian National Exhibition no doubt saw the attractive display of this sauce, where sample bottles were given away. The dealer should realise that this will considerably augment the demand for H. P. sauce.

"The Secret of Delicious Desserts Easily Made" is the title of a particularly attractive booklet issued by The Pure Gold Manufacturing Co., Toronto. This booklet gives a large number of recipes for the industrious housewife and illustrates the labels on the packages and bottle in their original colors. All the recipes given have been tested in a high class hotel, and the results were entirely satisfactory. The booklet is certainly one worth having and will be sent to any address on application to The Pure Gold Manufacturing Co., College St., Toronto.

Tell Your Customers That:

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

Those made by McDOUGALL are peerless. Insist upon having them.

D. McDOUGALL & CO., Ltd., Glasgow, Scot.

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



Have you written yet for a Sample of "Wondershine?"

As you already know, "WONDERSHINE" is that truly wonderful silver cleaner that removes tarnish without rubbing.

We are spending $10,000 to advertise it to your customers, and we will allow you a profit of 50%.

YOU MUST WRITE US

if you want further particulars of our proposition, samples, prices, and our new "Selling Plan."

There never has been anything like "WONDERSHINE" on the market, and we have demonstrated already that it can be sold by mail without the assistance of road salesmen. Again we emphasize the fact that you must WRITE us for particulars.

WRITE A CARD TO-DAY TO

The Household Convenience Co.

14 King Street East, Toronto

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

ACCOUNTS WANTED.

TWO GOOD ACCOUNTS WANTED—Two manufacturers requiring representation in Montreal are requested to write. Box 359, CANADIAN GROCER, Toronto. Wants independent canner particularly. (35p)

MALE HELP WANTED.

WANTED—Representative to handle new lines in shoe, floor, metal polishes, etc., in every city and town in Canada. Address Box 90, Halifax, N.S. (36)

BUSINESS CHANCES.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

RENT OR SALE—A first-class store for hardware and tinsmith at Crysler, Ont. One opposition. Public would need one more. Includes living apartments. Reasonable price. Apply to H. A. DUPUIS, Embrun, Ont. (36)

BUSINESS OPPORTUNITY.

FOR SALE — An old established manufacturing business of grocers' and confectioners' sundries, comprising such lines as flavoring extracts, jelly powders, catsups, fluid beef, egg products, etc. Reason for selling—winding up estate. A good proposition to the right man. Small capital only necessary. Write ESTATE LYON SILVERMAN, 313 Notre Dame St. East, Montreal. (37)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

MISCELLANEOUS.

AUTOMATIC COMPUTING SCALES — THE ANDERSON. Worth knowing about, especially the improvements and price. Not in a combine. W. F. HARRIS, General Agent, Windsor, Ont. (37)

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

ACCURATE COST KEEPING IS EASY If you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUSINESS MEN, professional men, merchants and church workers, find innumerable uses for Fulton Sign and Price Markers. The Fulton Rubber Type Company of Elizabeth, N. J., are makers of Ink Pads, Daters and Business Outfits of high quality. Sold by all stationers. A. R. MacDougall & Co., Toronto, Canadian Agents.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

MISCELLANEOUS.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

EVERY Retail Merchant should write for a copy of our finely illustrated catalogue of rebuilt typewriters. It shows the best typewriter bargains ever offered in Canada. Moreover, it contains facts on retail advertising intensely interesting to retail merchants. It is free. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto, also Montreal, Hamilton, London, Ottawa.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

YOU DON'T buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond	W. H. GILLARD & CO.
10c. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
1-lb. tins "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal:—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 60
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams	Per doz		Per doz
Strawberry	1 90	Peach	1 80
Raspberry	1 90	Pear	1 70
Black currant	1 80	Jellies	
Red currant	1 80	Red currant	2 40
Raspberry & red currant	1 80	Black currant	2 40
Raspberry and gooseberry	1 80	Crabapple	1 70
Damson plum, stoneless	1 70	Plum	1 70
Greengage plum, stoneless	1 70	Grape	1 70
Gooseberry	1 80	Marmalade	
		Scotch	1 40
		Orange Jelly	1 75
		Green Fig	2 25
		Lemon	1 80
		Pineapple	2 25
		Ginger	2 25

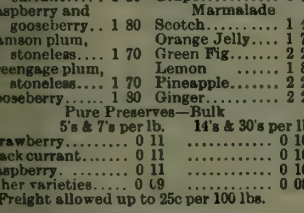
Pure Preserves—Bulk

	5's & 7's per lb.	14's & 30's per lb.
Strawberry	0 11	0 10½
Black currant	0 11	0 10½
Raspberry	0 11	0 10½
Other varieties	0 09	0 08½

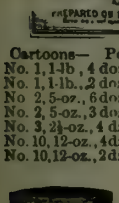
Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz		Per doz
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 50
No. 3, 2½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 2 dz	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crispe, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00

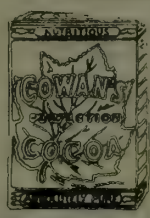


Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations or Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Plain Rock, ½'s & ¼'s, cakes 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb.	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 24
" ½'s " " "	0 25
" 8's " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'s.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.



Elite, 10c size (for cooking) doz.	0 90
Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.

	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes	0 28
¼ lb. packages, assorted, in 5 lb. boxes	0 29
½ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 16
Shredded	0 15
In packages 1-oz., 4-oz., 8-oz., lb.	0 18

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins

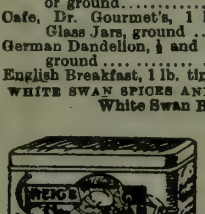
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb	
Mo-Ja, ½-lb. tins 30c. lb.	
Mo-Ja, 1-lb. tins 28c. lb.	
Mo-Ja, 2-lb. tins 26c. lb.	

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 3 tumblers, $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 35
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz.. $ 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00



Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 25
Medium blocks, dozen	1 40



Ground or bean,	W.S.P.	Ret. P.
1lb	0 32	0 50
1lb	0 33	0 50
½ "	0 29	0 40
½ "	0 30	0 40
¼ "	0 22	0 30
¼ "	0 23	0 30

Packed in 30s and 50-lb. cases
Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	1 35
" " 10c cakes, 36 in box "	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0 25
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb.	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co Ltd Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts.

SHIRRIFF'S

1 oz. (all flavors),	doz.	1 00
2 "	"	1 75
3½ "	"	2 00
4 "	"	3 00
5 "	"	3 75
8 "	"	5 50
16 "	"	10 00
32 "	"	18 00

Discounts on application

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD, TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails, per lb.	0 06½

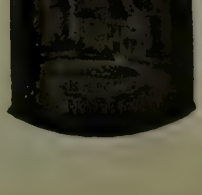
Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07
30-lb. wood pails	0 06½

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $140. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 80 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 ds



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



Fortify Your Position

as a grocer by adding to your shelves

2 in 1

The World's Best Shoe Polish

It produces a brilliant, lasting polish and is, moreover, waterproof.

"2 in 1" is a popular favorite and sells all the time.

See to Your Stocks.

The F. F. Dalley Co., Ltd.
HAMILTON, ONT., and BUFFALO, N.Y.

BRANDS

"BANNER" & "PRINCESS"
CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream
(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE, ONT.



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN IN THIS PAPER

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

BROOMS OF QUALITY

WE make them! **YOU** should sell them!
YOUR customers will appreciate them! **OURS** do

and keep our factory going on FULL TIME

A postal will bring you information.

Walter Woods & Co. - Hamilton and Winnipeg



QUALITY

When anyone wants a high-class household refrigerator they always buy the Ham & Nott make. Our grocer refrigerators are made on the same principle. That means the best.

Sold by leading hardware dealers, or write to us.

HAM & NOTT CO.
Limited
BRANTFORD CANADA

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 3-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

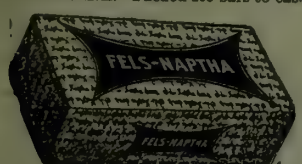
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.

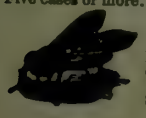


Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Fly Pads.

WILSON'S FLY PADS



In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.80; 5 boxes $2.75.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 13½
½-bbls.	0 13¾
Tubs, 60 lbs.	0 13¾
20-lb. Pails.	2 80
20-lb. tins	2 70
Cases 3-lb.	0 14¼
" 5-lb.	0 13¾
" 10-lb.	0 14¼



F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 12½
Tubs	0 13
20-lb. pails	0 13¼
20-lb. tins	0 12½
10-lb. "	0 13¼
5-lb. "	0 13½
3-lb. "	0 13¾
1-lb. cartons	14

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 10 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7½c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

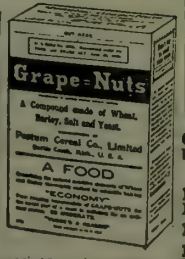
1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35

"Shredded"—

1-lb. glass, doz.	1 90
3-lb. " "	3 10
7-lb. tins, "	8 25

Cereals.





Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb. tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ¼-lb. tins	per doz.	0 85
" ½-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—

Minerva, qts. 12's	$ 5 75
½ pts. 24's	6 50
¼-pts. 24's	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box, $3 00
Case of ½-lb. containing 120 pkgs. per box, $3.00
Case of 1-lb and ½-lb. containing 80 1-lb. and 80 ½-lb. pkgs, per box $3.00

Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, " 120 ½-lb.	"	2 60
No. 3, " {30 1-lb.	"	3 60
" {60 ½-lb.	"	

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	$ 65
5 cases	3 65

TRADE MARK BRAND



REGISTERED

WOOD'S

HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. Montreal

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg.	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs.	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 06
Kegs, 100 lb.	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

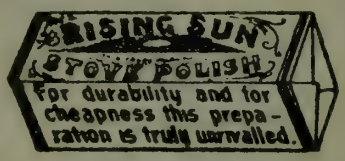
Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD
6a size, gross, $2.40. 2a size, gross, $2.50

Boot Polish



PACKARD'S BOOT AND SHOE POLISHES

Mon-Ami, $9 gross; Black "O," $9 gross; Large Combination, $20 per gross; Pony Combination, $10; French Glycerine, $9; Ladies' Special, $20; Pat. Lea. Cream $20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails 25 lbs.	1 30 each
" 38½ lbs.	1 80 "

Plain tins, with label—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 75
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s and ¼'s	0 30	0 40
Red Label, 1's and ½'s	0 35	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.



EMPIRE PACKAGE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c. ..... 1s, 20c.; ½s, 21c.
30c. ..... 1s and ½s, 23c.
40c. ..... 1s and ½s, 28c.
50c. ..... 1s and ½s, 35c.
75c. ..... 1s and ½s, Vulcan, 50c.

100 lb. lots freight paid.



Blue Label, ½'s	$1	$ 90
Orange Label, 1's and ½'s	0 28	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, 1's and ½'s	0 55	0 80
Embossed, ½'s and ¼'s	007	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	35c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ⅛s	0 10	1 00
" " ¼s	0 55	0 80
" " ½s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ¼s	0 38	0 50
" " 1 lbs. & ¼s	0 35	0 50
" " 1 lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	45
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

CASH or PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will install a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 118 HOLBORN, LONDON E.C. ENG.



Saves time.
Saves money.
Saves you bags.

McGregor's Patent Bag Holder

Should be in every grocer's store.

KILGOUR BROS.
Wellington St. West TORONTO

The West Indies

If you have anything to ship to the West Indies we will handle it promptly and get you the top price.

If you are a manufacturer and wish to place your goods on the West Indian markets our travellers will do it for you.

If you want information of any kind about the West Indies do not hesitate to write us for it.

T. Geddes Grant

Port of Spain - Trinidad

Popular Because Reliable!

Order from your Jobber.



"Cow Brand"
BAKING SODA

the favorite with the Canadian housewife. It is noted for its strength, purity and reliability.

See to your stocks. It's always in demand.

CHURCH and DWIGHT
Manufacturers LIMITED
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Labour Day Gone
means Fall in sight

Your

SALT

Stock

What of it?

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

WETHEY'S
Condensed
Mince Meat

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The Advertising Manager of what is Probably the Largest Firm in Canada Manufacturing a Grocery Line Writes as Follows: : : : : :

"At a time when no salesman could hope to see him the dealer eagerly reads trade news, profit news, news of price changes. And advertising is news. So he reads the advertising too. If he doesn't, then the advertiser is at fault. The Grocer introduces you to its readers—it's now up to you to plead your own case.

"Do the merchants read the ads? Well our salesmen report many references to our copy in the course of interviews. Prospects called on for the first time seem familiar with our selling points. Some have adopted suggestions made. This saves selling time, does part of the salesman's work, interests the buyer before he has been called on, makes him impervious to Cheap-Johns because he is a 'knowing' retailer.

"We have received inquiries from British Columbia, from the West Indies even, Prince Edward Island, Newfoundland, Ontario, Quebec, and Canadian parts remote. This is the reach of The Grocer. And it goes where it wouldn't pay a salesman to go unless he were sure of an order.

"Once we had a little booklet for retail distribution. Casually and meekly we mentioned it in The Grocer without the foreknowledge of our own agents throughout the Dominion. Immediately our agencies asked for supplies to meet the demand of the readers of The Grocer. And letters came, and postals came for a month after that issue from people we had never heard of before. Sure, The Grocer knew a lot of people we didn't know and a lot of people knew The Grocer who didn't know us, or, somehow, didn't know us exactly as we wanted them to know us.

"Eight thousand interviews 52 times a year for $800. Yes, I consider it an investment of the gilt-edged type.

"But you must stay with it. It is like every other advertising—no place for a quitter. It's a year or nothing. It is even more important than consumer advertising—it secures distribution, without which a moderate general appropriation brings in nothing but bills. And, you know, scratch a retailer and you find a hundred families."

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 140 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, SEPTEMBER 16, 1910 NO 37.

KEEN'S OXFORD BLUE



In every civilized country **KEEN'S OXFORD BLUE** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For Sale by all the Canadian Jobbing Trade.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

Canada's Leading Starches

Edwardsburg

"Silver Gloss" Starch

(for laundry purposes has no equal)

Benson's "Prepared" Corn

Most perfect for cooking, puddings, desserts, etc.

These brands are found in every up-to-date grocery store. They make satisfied trade.

Demand them of your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

We Help You Sell Our Goods!



The accompanying cut illustrates our large sign in colors for store display, reproduced as used in the leading magazines to stimulate demand for our products.

But that is not the only way we help you. You have, in addition, back of every can or bottle of UPTON'S Pure Jams and Orange Marmalade you sell, our unqualified guarantee of PURITY.

Isn't this the line to recommend---the line that your customers know and have confidence in?

Order UPTON'S To-day

The T. UPTON CO., Limited

Hamilton **Ontario**

PURE FOOD

You are quite safe and sure when you sell your customers pure, unadulterated goods, and every one of the following are the purest human skill can pack and money can buy.

CODOU'S
Macaroni
Vermicelli
and Pastes
Always the Best

COX'S
Gelatine
Perfectly Pure

Griffin's
Seeded Raisins, Canned Fruits, White and Green Asparagus, Griffin's Prunes, Cured Fruits, Griffin's Seedless Raisins

Taylor's
PEELS
Candied or Drained

"Thistle"
"Canned"
HADDIES
The best packed

All first-class dealers sell these.

IT PAYS



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

TRY A CONDENSED AD. IN THE CANADIAN GROCER.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

FINEST LARD in America, Morris's Chicago.

AGENTS:

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1886

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

When writing advertisers kindly mention having seen the advertisement in this paper.

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

RAW SUGAR ON SPOT

Barbadoes, Muscovado, Jamaica Light and Dark Crystals

Lind Brokerage Company

73 Front St. E., Toronto

Agency required for Canned Goods, Etc.

The HARRY HORNE CO.

Grocery Brokers and Manufacturers' Agents.

309-311 King St. West. - - Toronto

Good warehouse and distributing facilities.

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

United Kingdom and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

BUSINESS IS BOOMING IN

WINNIPEG

BAWLF, DAVEY & CO.

Wholesale Grocery Brokers.

AGENCIES WANTED WINNIPEG MAN.

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to the Retai Track connections with all Railroads.

J. F. Eby,
President.

Hugh Blain,
Vice-Pres.

New Eleme Figs Our first shipment of "Camel" Brand is due this week.

As it looks as if prices are going to be higher this season, you cannot do better than book your orders with us for—

RAISINS

VALENCIAS
CALIFORNIA SEEDED
SULTANAS

Get our Quotations for Immediate Shipment.

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

The Quality of the Tea You Handle

A Tea of Guaranteed PURITY

IS VERY IMPORTANT

A Good Tea Makes and Sustains a Reputation.

A Tea of Unvarying FLAVOUR

RAM LAL'S PURE TEA

will give satisfaction to every buyer.

Send to us for Samples and Particulars.

Ram Lal's Pure Tea Company, Limited

MONTREAL, CANADA

NOT "JUST THE SAME"



There's nothing similar to the meat extracts with which you are familiar, about

BRAND'S ESSENCE OF BEEF



We issue a hearty invitation to every Canadian grocer visiting the Exhibition to call at our stand in the Manufacturers' Building and get particulars of our **Special Introductory offer.** Brand's Essence is specially recommended by leading physicians the world over for invalids, and although immense quantities are sold by druggists, a much larger amount is handled through grocery stores. There is a very good margin of profit for the dealer, and every assistance will be given and no expense spared by the manufacturer to help you to dispose of Brand's Specialties.

READ WHAT ONE DELIGHTED DEALER SAYS:

Peterboro, 9th July, 1910.

Thos. O. Baxter

Dear Sir,—Would you please send us by Express, one dozen Brand's Essence of Beef in tin, same as we had before. There is a growing demand for it. Two new customers are waiting for this lot to arrive. The case of one man with the worst type of Anaemia has been a great advertiser. It has been a great thing for him, and all his friends are talking about it, so it has a good start now. You will find enclosed Express Order in payment of last lot. Your kind attention will oblige.

Yours truly,
A LEADING GROCER. *(Name on request)*

T. O. BAXTER, 25 Front Street East, TORONTO or **H. HUBBARD, 27 Common Street, MONTREAL**

BRAND & CO. **Purveyors to H.M. the King** **London, Eng.**

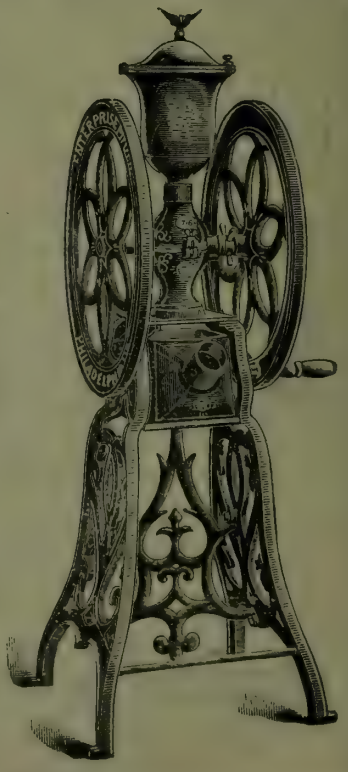


"ENTERPRISE"

"ENTERPRISE" Easy-running Coffee Mills do not crack or crunch — they ***grind*** to any desired-size fineness.

All parts are interchangeable, and when required, a new set of grinders can be readily put in at small cost.

Every Mill is built under our own patents; by our own experienced, expert mechanics and carefully inspected, resulting in the well-known, dependable "Enterprise" quality.



We manufacture mills to meet every possible requirement—hand, steam or electric.

You cannot afford to install a mill without first studying our comprehensive line.

Complete catalog mailed on request.

The Enterprise Mfg Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York — 544 Van Ness Avenue, San Fra ncisco

Sweet Wrinkle Peas



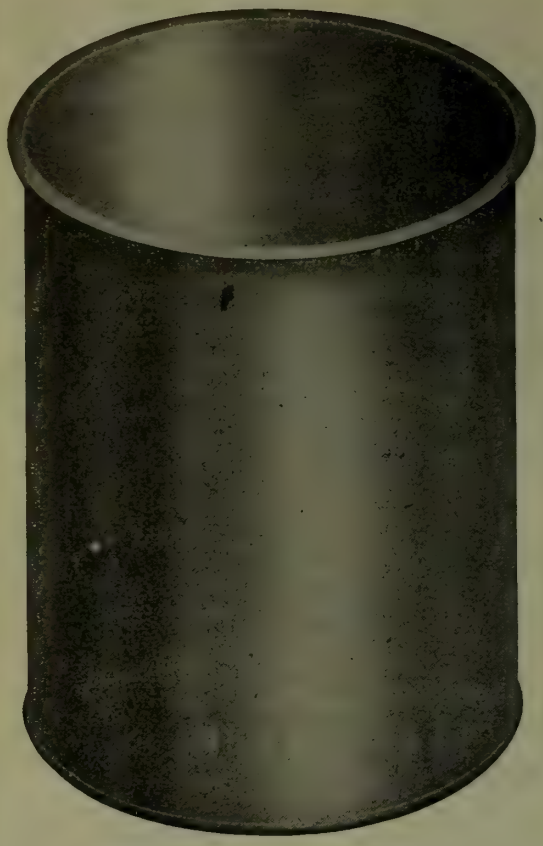
THE Sulphate of Copper used in producing that vivid green color you have observed in some lines of Imported French Peas is distinctly injurious to health and kills the flavor of the peas. That's why we never use it.

You will find our Sweet Wrinkle Extra Sifted Peas more tender and better in flavor than the best imported French Peas you ever tasted.

This is one of our finer grades upon which you can make a much better profit than on our lower-priced lines.

A little judicious promotion of our better quality peas among your good customers will increase your profits considerably and add greatly to your customers' satisfaction. Try it.

Dominion Canners, Limited
Hamilton, - - Ontario



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatoes.

Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Ams Patents

No trouble or expense has been spared by us to make

"KOOTENAY" BRAND
Pure Fruit Jams and Jellies

IN BOTTLES AND TINS

a line which can be recommended without the slightest hesitation. "KOOTENAY" BRAND is composed of the freshest and most luscious British Columbia fruits and the purest cane sugar. They retain the natural fruit flavor to a remarkable degree. They are very attractively bottled and are handled in an up-to-date, sanitary factory. A line to swear by!

See to your stocks, and feature our 5-lb. tins.

Donnelly, Watson & Brown, Limited

Agents

CALGARY and VANCOUVER

"More Sales Every Year" IS THE MOTTO OF



1907



1908



1909



1910

Our big, strong, convincing advertisements in the leading national magazines and newspapers, keep telling people everywhere of the perfect purity, nutritiousness and economy of CAMPBELL'S SOUPS and each year a greater number of people are first "trying" then becoming steady users of CAMPBELL'S

Campbell's SOUPS

SOUPS. It will pay you to push CAMPBELL'S SOUPS and get your share of this increasing sale, because CAMPBELL'S SOUPS pay you a good profit. (See quotations in price list.) We guarantee that CAMPBELL'S SOUPS will please your customers: if they fail to please for ANY reason, we'll refund the purchase price.

JOSEPH CAMPBELL COMPANY

"21 Kinds—Look for the Red-and-White Label." CAMDEN, N.J.

ROSE & LAFLAMME, Limited, 400 St. Paul St., Montreal, Sales Agents for Provinces of Quebec and Ontario.

"Kolloid-Wolfram"
(REGISTERED TRADE MARK)

Brighter the Store!

Better the Business!!



Tungsten Lamps

Better the Lamp!

Brighter the Store!!

Use "Kolloid-Wolfram" Lamps, increase your business and reduce your expenses. For sale everywhere, but beware of imitations.

Manufactured in HAMILTON, ONT., by

The Canadian Tungsten Lamp Co. Ltd., Lighting Experts

PERRIN'S BISCUITS

THREE



SELLERS



AND ALL TRADE KEEPERS





SATISFIED CUSTOMERS

OUR BIGGEST ASSET

Give your customers

Balaklava Brand Baked Beans

And you can rest assured that the merits of these goods will bring repeats and satisfied customers.

Write us for Information and Prices. Your Interests are Ours.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N S.; C. E. Jarvis & Son, Vancouver, B.C.



The Original

Merit and Integrity

Have sustained the High reputation of

BORDEN'S BRANDS

For over 50 years

Borden's Condensed Milk Co.



"Leaders of Quality"

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary.

GEO. KEMP., LTD.

LONDON, ENGLAND



BISCUITS

Do not miss these good selling lines

Satisfaction on all points

Repeat orders with every mail

$ $ $ $

in these dainty goods

FOR QUALITY

Export Agents :

H. COLLINGS & CO.

16 Philpot L ne London, England

Make your Sauce Stock pay you Bigger Dividends! Feature

MASON'S No. 1 SAUCE

It's a line that has been delighting the palates of particular people for years.

The ingredients are of absolute and guaranteed purity and the sauce is made in a Canadian factory that is a model of efficiency and cleanliness.

Why not stock and recommend this delightful sauce? It's a 'well-worth-while' proposition to handle No. 1 SAUCE.

Send for samples and details.

MASONS LIMITED

25 MELINDA STREET - TORONTO

Agents Wanted where not Represented

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

GET THE HABIT

of stocking goods of known quality for which there is a regular and insistent demand.



Queen Quality Pickles

will meet every requirement of your best class trade, because they are real quality goods. Only the freshest and choicest vegetables and other ingredients are used, and QUEEN QUALITY give satisfaction, because of their purity and flavor.

Put up in 10-oz. and 20-oz. bottles.

Send to day for Discounts and Prices.

Taylor & Pringle Co., Limited

OWEN SOUND, ONT.

Banish Trouble!

How? Handle "Quality" Goods! Sell

Crest Brand Olives

They are "Quality" through and through. No culls or blighted fruit under our label. Particular people will thank you for recommending this line, and the satisfaction it invariably gives will add to your reputation for handling none but "Quality" goods.

Your jobber can supply you; if not, write us direct.

Canada Spice & Grocery Co., Limited

LONDON, ONT.



"KITCHENER" BRAND
OF
CANNED GOODS

At this time of year this subject should have your consideration.

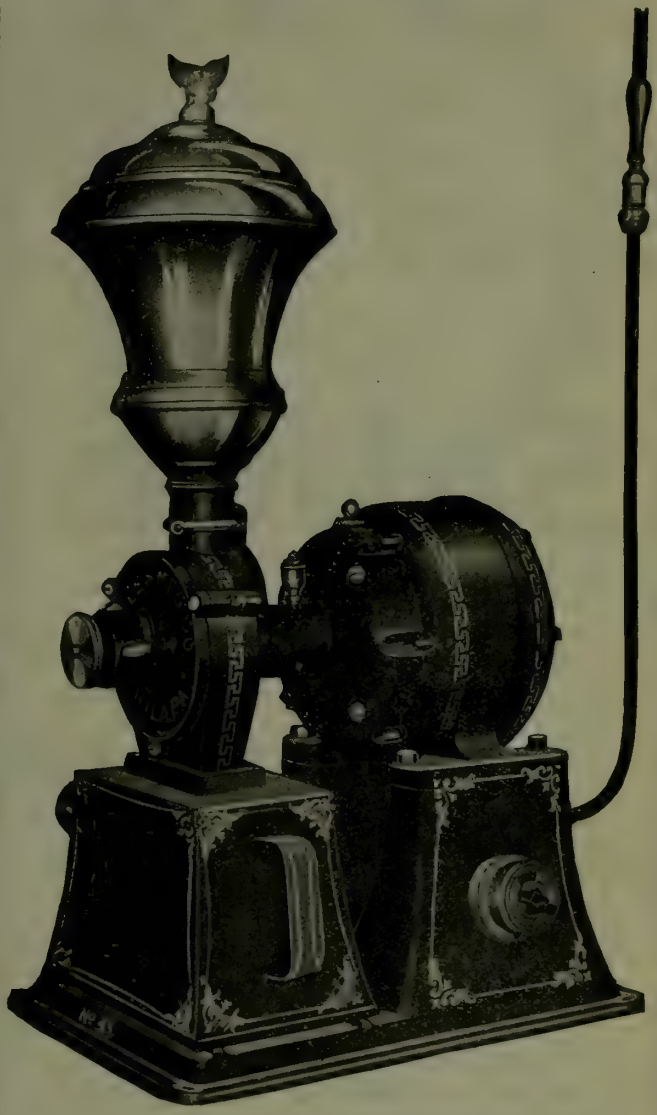
WE ARE PACKERS of full lines of FRUITS and VEGETABLES, and guarantee the quality of all goods.

Write us before placing your order.

The Oshawa Canning Co., Limited

OSHAWA : : ONTARIO

The Ideal Mill for the Grocer



In compactness, neatness and stability, no less than in attractiveness, finish and beauty of design

Coles' Electric Coffee Mill

has no peer at any price.

It will granulate 2 lbs. of coffee per minute, and is connected direct up to your lamp socket, saving cost of wiring. The price cannot fail to attract you.

$65 for D.C. current ($75 for A.C. current), and we guarantee each machine perfect. Write for details.

COLES MANUFACTURING CO.
1625 North Twenty-third St., Philadelphia

AGENTS:
Chase & Sanborn, Montreal
Todhunter, Mitchell & Co., Toronto and Winnipeg
Young Bros., Vancouver, B.C. Wm. Braid & Co., Vancouver, B.C.
L. T. Mewburne & Co., Calgary, Alta.

O·K

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

1000 GUINEAS

Sells at 15½ cents and 25 cents

BE WARY OF IMITATIONS

SAUCE

George Mason & Co., Limited

Sole Manufacturers - - - LONDON, ENG.

Sole Canadian Agents

S. T. NISHIMURA & CO.

MONTREAL

SUB-AGENTS:—

Toronto, Ont.—Geo. Stanway & Co
Hamilton, Ont.—James Somerville
Ottawa, Ont.—H. D. Marshall
London, Ont.—Wm. G. Coles & Co.
Quebec, Que.—A. Francois Turcotte
Kingston, Ont.—James Craig

Perfection Cheese Cutter Made in Canada



Every Slice is a Fresh, Even Cut.

Accurate in Weight. Pleasing to the Eye.

It pays to buy a Perfection Cutter.
It is built to last; made substantial and strong.
It prevents overcuts, scraps and waste.
It saves its cost in time, labor and money in less than twelve months.

Patented and Manufactured by

The American Computing Co. of Canada

Hamilton, - Ontario

SOLD BY THE WHOLESALE GROCERS.

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, Nelson, B. C., and Calgary, Alberta

Quality's the Magnet

that always attracts, and it's the quality of

Wonderful Soap

that attracts and endears it to the busy housewife. It is unrivalled in chasing dirt from soiled clothes and commends itself to the retailer because it is attractively packed and made-up The profit, moreover, is a real good one.

Have you heard of our sales-helping proposition? If not, write and ask us about it to-day.

The Guelph Soap Co.

GUELPH - - ONTARIO

Toronto Agents—MacGreegor Specialty Co.

What's the use of your tongue, Mr. Grocer?

AURORA

yourself, and then to tell your customer how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things, First to try it on

COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON, Branch: Sault Ste. Marie

Redpath

Extra Granulated and other grades of Refined Sugar represent perfection in Sugar refining and are the result of experience and modern machinery.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

Change in Price
means
Change in Profits

It's up to you now, Mr. Jobber, and Mr. Retailer, to PUSH

KANDY KID
and
HULLY GEE

—lines that net you the pleasing profit of

$33\frac{1}{3}\%$

Write for circular. You'll be interested.

E. R. Fuller & Co.
Successors to C. Fuller & Bro.
WINDSOR, ONT.

JAPAN TEAS

The season is near to the close. Jobbers who have not yet placed orders for their requirements will be able to get best value from

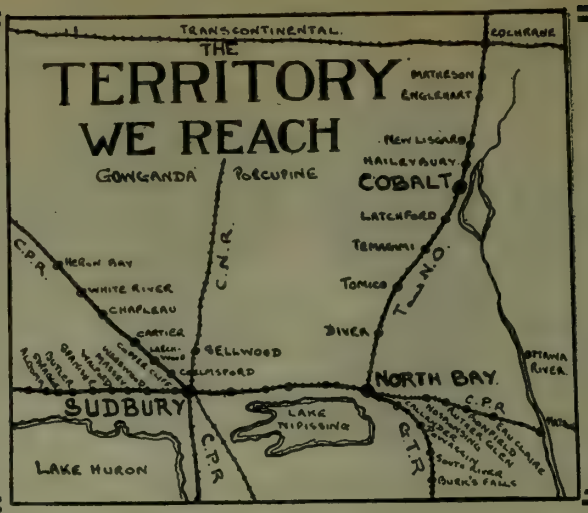
S. T. NISHIMURA & COMPANY
MONTREAL and JAPAN

Grocers

of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our Customers are doing so;

Why not you?

The Young Company
LIMITED
North Bay and Sudbury

You Can Sell Purnell's Sauces, Vinegar and Pickles

to your particular customer because their reputation is based on general quality and right packing.

They are a line that are genuine satisfaction-givers, and they leave the grocer a very liberal margin of profit.

They are general favorites and are more in demand than any similar imported line,

SEE TO YOUR STOCKS





All Good Jobbers handle

Purnell's Pure Products

Canadian Agents:
Charlottetown, P.E.I., Horace Haszard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. D. Bonhomme, 131 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E.; Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., Corner Cordova and Homer Sts.

Bigger Sales AND Better Profit

for every grocer who is handling

MINCEMEAT

Sterling BRAND

MINCEMEAT

It is well known throughout the Dominion for its freshness and quality, and is just what your best customer requires.

See to your Stocks

T. A. LYTLE CO., Limited

Sterling Road, - - - - Toronto



HAVE A CARE

that your stocks of a staple article like marmalade are right. Be on the safe side by handling

Shirriff's Orange Marmalade

It is made solely of luscious Seville Oranges and highest grade sugar, and in flavor is unapproachable. SEE TO YOUR STOCKS.

Order From Your Jobber or Direct

Imperial Extract Co., 8-10-12 Matilda Street, TORONTO

The kind that is different!



There's a "something" distinctive about the flavor of our RED LABEL SODA CRACKERS that commends them to your particular customer. No soda biscuit is at once so crisp, fresh and appetizing.

We are also makers of all kinds of dainty and high-grade biscuits.

TELFER BROS., LIMITED, - COLLINGWOOD, ONT.

Branches: - Toronto, - Winnipeg, - Hamilton, - Fort William

THERE IS NO PROFIT IN KEEPING BOOKS

Handling accounts is the worrisome part of every business, it is mental drudgery. The easiest, simplest, safest, cheapest, yet most efficient way to handle accounts of goods, money, labor, **anything,** is by the use of

The McCaskey Account Register System

(First and Still the Best)

which, with **One Writing,** handles every detail of business from the time the goods are bought until the money for them is in the bank.

Over Sixty Thousand in use. Ask any user or write

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

99-104 Spadina Avenue - TORONTO, Can.

Agencies in all Principal Cities



Made in Canada

ASEPTO

SOAP POWDER

"The enemy of dirt."

Housecleaning of every kind is done in half the time and with half the labor if "Asepto" has been called in to the housewife's aid.

It is very economical to use, and its effective cleansing properties are a guarantee of 'repeats.'

See to your own profits by featuring "Asepto."

ASEPTO MFG. CO.

ST. JOHN, N. B.

Agents— ROSE & LAFLAMME, Ltd. Montreal

"JAMES DOME"

This is the brand of STOVE POLISH that will give satisfaction all the time. The old reliable BLACK LEAD that has been used for more than 60 years. It will stand the test every time. Gives a clean, bright, quick shine. Pays a good profit and sells well.

Canadian Agents:

W. G. A. LAMBE & CO.

Tartan BRAND

We have Specials in—

Salmon, Canned Goods and other lines

See our travelers or phone at our expense

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . HAMILTON

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

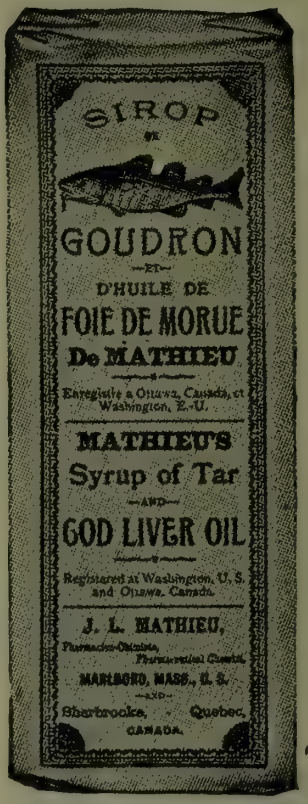
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere.

It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

Pure, Rich and Digestible

The finest substitute for Fresh Cow's Milk for every grocer is

CANADA FIRST Evaporated Cream

Every can is guaranteed absolutely pure and fully sterilized.



Infants, Invalids and Convalescents can get no better food, its preparation being one long tale of care and cleanliness.

We help the grocer's sales by our extensive advertising and the quality of "Canada First" does the rest.

See to your stocks. Order from your Jobber.

The Aylmer Condensed Milk Co. LIMITED

AYLMER, - - - ONTARIO

HEAD OFFICES:—HAMILTON, ONT.

If it's CUSTOMERS you want, Sir—

You certainly want H. P. SAUCE to bring them in

In many ways H. P. is unique, its flavor is unique, its deliciousness is unique, its value is unique—it makes customers—it makes business—it makes profits—

Why Not Sell It?

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Limited, Calgary, Alta.
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

THEY STAND ALONE



Goodwillie's

Pure Fruits

In Glass are highest quality packed

Agents:

Rose & Laflamme
Limited
Montreal and Toronto

The Commercial Account Register

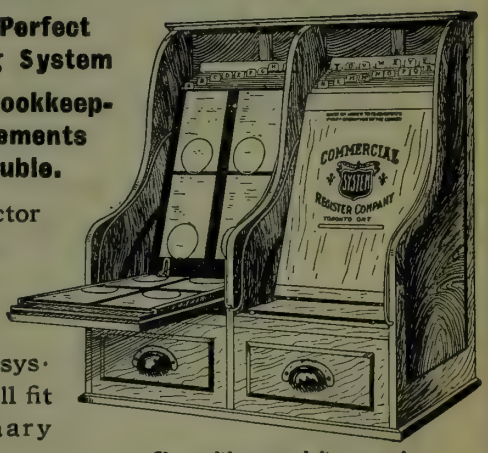
The Only Perfect One-Writing System

Cuts Out Bookkeeping, Statements and Trouble.

Best collector known.

Fire Protection

The only system that will fit any ordinary safe.



Sheets lift out and fit any safe.

TIME SAVER

Saves full time of one man in ordinary store, and **pays for itself** in few months.

Send postal to-day for catalogue and full information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

Glad to quote any merchant low prices for Counter Check Books.

The West India Co., Ltd.

The Canadian house of
Sandbach, Parker & Co., Demerara, B.G. **Sandbach, Tinne & Co., Liverpool, Eng.**
and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building, - - - MONTREAL

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,
and is
Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

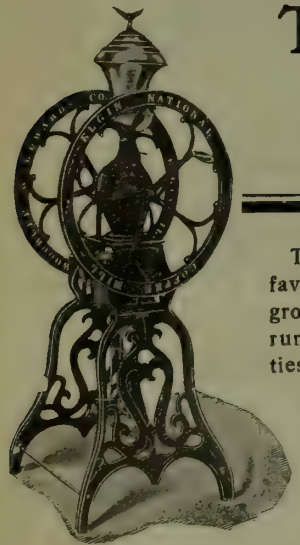
"Pansy" and "Daphne"
(FANCY) (CHOICE)
SEEDED RAISINS and EVAPORATED FRUITS



are put up in California, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.
California

Agents:—Rose & Laflamme, Ltd., Montreal; E. D. Adams, Halifax, N.S.; W. S. Clawson & Co., St. John, N.B.; H. D. Marshall, Ottawa, Ont.; C. L. Marshall, Toronto, Ont.; Geo. H. Gillespie, London, Ont.; G. B. Thompson, Winnipeg, Man.; Shallcross, Macaulay & Co., Calgary, Alberta: Dominion Brokerage Co., Edmonton, Alta.; H. Donkin & Co., Vancouver, B.C.; H. Donkin & Co., Victoria, B.C.



THE ELGIN
National
Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable, and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following jobbers for our descriptive catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches.)

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

A HANDSOME PROFIT

Are you handling the new line put up by CHR. BJELLAND & CO., Stavanger, Norway, (packers of King Oscar Brand Sardines).

There's a splendid profit retailing

Smoked Herring

In Bouillon

At ten cents a tin!

A large tin of small herrings packed sardine style in Spiced Bouillon.

SEE TO YOUR STOCKS.

J. W. Bickle & Greening
(J. A. Henderson)
Canadian Agents, -:- Hamilton

TWO NEW DELIGHTFUL BISCUITS

JACOB & CO.'S BUTTER PUFFS

Resembling puff-paste in character. Delicious plain or served with preserves, stewed fruit, savouries, cheese, etc.

JACOB & CO.'S CURRANT PUFFS

A choice puff-paste variety containing currants. Very appetising.

W. & R. JACOB & COMPANY - - Dublin, Ireland

Agents:—K. H. MUNRO, Coristine Buildings, Montreal. WILSON BROS., Victoria, B.C. C. & J. JONES, Winnipeg. THOS B CLIFT, St. John's Newfoundland.

$3.00

will enable you to get highly desirable information on any investment possibility through

The Financial Post

of TORONTO, Canada

The Post has proved its independence and reliability by exposing in its columns unsafe and "fake" promotions. A subscription also gives access to advice of a more private nature from our "Information Bureau," which is highly regarded by those using it. *Let us help you.*

Send for a sample copy to The Financial Post.

Montreal, Toronto or Winnipeg

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA



The "All-night-soak" Eliminated

By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Dessert—*then watch your sales mount up.*

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co. - Orange, Mass.



Many Kinds of Pickles

—but

only one kind that makes you wish you could eat some more.

ROWAT'S
Sauces and Pickles

The Connoisseur's Choice

Rowat & Co.
Glasgow, Scotland

Canadian Distributors: Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.





LET THERE BE LIGHT

A steady, brilliant white light in your store will prove an asset whose value cannot be over-estimated. Get in touch with us. Our apparatus is absosolutely safe, is better and cheaper than electricity or gas and safer than coal oil and candles.

Clean and sanitary.

Write for circular and special price to merchants direct.

MacLAREN & CO.
Gasoline Lighting Systems

AGENTS WANTED MERRICKVILLE, - ONTARIO

McLean's
"The Name"

AND THE PACKAGE TO THE RIGHT

The Canadian Cocoanut Co.
Sole Makers
MONTREAL





A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

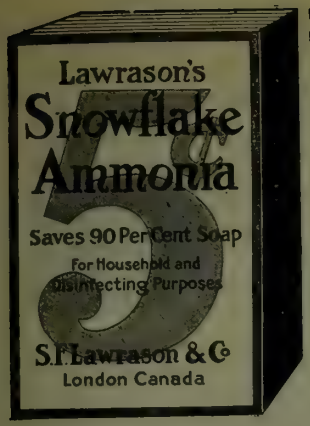
A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



YOUR CUSTOMERS WILL HAVE "SNOWFLAKE" POWDERED AMMONIA

Snowflake is *the only 5-cent package* of Ammonia on the market. And while all substitutes for it *cost more,* they are all much *less effective* as cleansers.

Our vigorous advertising campaign is persuading your customers to *try* Snowflake. And when they once have tried it they *will have* Snowflake and *no other.*

As there's an *excellent* margin of profit in it for *you,* why delay ordering?

Send in your order *to-day.*

S. F. LAWRASON & CO., - - London, Ontario

MADE IN CANADA

You want a new supply of Stationery for your office?

Well! You want good paper. That's one sure thing!

SUPERFINE LINEN RECORD

is the best for Letter Heads, Blank Books, Loose Leaf Forms, etc.

SAMPLES ON REQUEST.

THE ROLLAND PAPER COMPANY, LIMITED

HIGH-GRADE PAPER MAKERS

GENERAL OFFICES:
53 St. Sulpice Street
MONTREAL, P.Q.

MILLS AT
St. Jerome, P.Q.

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and the re are few as good.

GOOD, SOUND VEGETABLES and PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.

GLASGOW, SCOTLAND

Agents:-Maclure & Langley, Ltd., 12 Front E., Toronto. 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN ***TOWNSVILLE, NORTH QUEENSLAND***

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng



FACTS ABOUT ADVERTISING



By The Advertising Manager

III.

The advertising value of any paper depends entirely upon the standing it has with its readers.

• • •

You wouldn't hesitate to recommend your favorite magazine to a manufacturer who contemplated using space in it.

• • •

A thousand chances to one it is a magazine, not of the lighter class, but one that appeals to your thinking nature—your intelligence.

• • •

Advertising in no other kind of medium brings adequate returns, for advertising is a serious proposition, and it must have the proper setting to get that attention which gives it a selling influence.

• • •

Advertising has its highest value in a publication whose advertising deals with the same topics as the reading matter—where the advertising really supplements the reading matter, just as it does in The Canadian Grocer.

• • •

Dealers in every city, town and village in Canada read The Canadian Grocer for news and comment regarding the goods they handle, and for information about systems of buying, selling, accounting, etc. Side by side with these articles they find the selling talks of the firms who make or distribute the goods and appliances about which they have been reading.

What immense possibilities this advertising has for attracting favorable attention, when the interest of the dealer has already been aroused in precisely the topics with which it deals!

• • •

More than that—*the dealer deliberately sits down to read about these very matters, prepared and willing to have his interest in them focused on the arguments of the advertisers.*

• • •

The dealer has the same incentive to read advertisements as the sellers have for inserting them—the profit incentive.

• • •

The dealer reads advertisements as attentively as the editorial matter, because they treat with articles, upon the handling and use of which his bread and butter depends.

• • •

The Canadian Grocer stands high in its trade. As a matter of fact, it is generally regarded as the best grocery paper published anywhere. We do not say this boastfully; we are merely repeating the judgment of the best firms in America and Europe.

• • •

The advertising value of The Grocer is high, because this paper has the confidence and close interest of its thousands of readers, and because these readers are all merchants whose buying power is worth cultivating.

As yet unrivalled

White Dove Cocoanut



The friend of every cook.

W. P. DOWNEY
MONTREAL

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

PICKLING SPICES

This is the season during which it is most profitable for you to push Pickling Spices, and we strongly recommend you to feature

Prince of Wales Brand

The brand that always gives your customer, as well as yourself, entire satisfaction.

MINT
THYME
SAVORY
SAGE
MARJORAM

All herbs in ¼ lb. open face cartons.

Send us a trial order.

S. H. EWING & SONS
Montreal and Toronto



It dries them up ***Common Sense***
KILLS { *Roaches and Bed-Bugs*
Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

QUIT LOSING!

What's the use of sticking to anything that is continually causing you loss? If your credit customers are the source of the greatest loss to you, why not try the ONE way to make them a safe, profitable ASSET? You can do this by adopting the Allison Coupon Book System, which has proved its worth to hundreds of progressive merchants all over the country.

Allison Coupon Books

systematize credit accounts, simplify collections, please the customers and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

FOR SALE

STANDARD CEDAR SHINGLES

Extras	$2.20	Clear	$1.75
2nd Clear	1.40	Clear White	1.30

Extra No. 1..... 65c.

AND ALL LUMBER

A. C. Landry, Ste. Flavie Station, Que.



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER, Co. 138 Front Street, NEW YORK

When writing advertisers kindly mention having seen the advertisement in this paper.

Here's a line to recommend!

A line of package tea that is used by the Crowned Heads of Europe will surely please even your most fastidious customer! Sell

Twining's Tea

the most reliable of all package teas. We have bona fide warrants from Monarchs of the World, which are your guarantee of purity and flavor. The favorite tea with all classes, sells at a moderate price, and leaves a good margin of profit.

Just the line for your best class trade.

Sold in packets only.

Canadian Agent:
HAROLD RITCHIE,
8 Matilda St., TORONTO

NATION'S CUSTARD POWDER

Noted for its Flavor and Purity.

Attractively Packed in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND CO TORONTO

—BUY—

Star Brand

Cotton Clothes Lines

—AND—

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

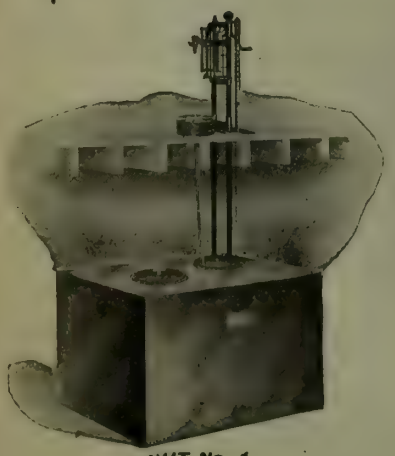
For Sale by All Wholesale Dealers.
SEE THAT YOU GET THEM.

A Square Deal for Yourself

Don't handle oil as an accommodation. Your investment, brains and time are worth more than a mere "Thank You."

No doubt you have often thought, when filling your customer's can, that, everything considered,—oily hands, smell, contamination of other goods, oil-soaked floors, fire risk, evaporation, leaking barrels, dripping faucets, overflowing, sloppy cans, measures and funnels,—that all these little losses and inconveniences combined inevitably eat up your few cents of profit, and you reasoned that it couldn't be prevented.

A Bowser Self-Measuring Oil Tank and Pump



CUT No. 1

would change all this, would make your oil business paying, clean and pleasant. With a Bowser you sell every gallon of oil just as quickly, conveniently, and with as clean hands and sure profits as when you hand out a package of tea.

Send for our free booklet showing how to make money on your oil, insuring a square deal both for yourself and your customers. Just ask for Booklet No. 5.

S. F. Bowser & Co., Ltd.
66-68 Fraser Avenue :: Toronto

A Great Selling Team

¶ Buyers must be moved through several steps to be brought to the buying point.

¶ They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

¶ Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.



Again we say—

TASTE THE TASTE OF

FROU-FROU

THE WORLD'S GREATEST WAFER







Canadian Distributors

MacGreegor Specialty Co.

TORONTO : : ONTARIO





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Incidents Which Happened in Canadian Stores

Experience of a Grocer Who Weighed His Biscuits and Found Short Measure —A Lemon Sale Fraught with Many Difficulties—Retail Dealer Shows Himself a Competent Salesman—Another Didn't Know the Goods He Carried in His Store and Became Wrathy When Told.

"Say," said a retail dealer to a representative of The Canadian Grocer the other day, "do you remember that article in your paper about short-weight in biscuits written by a merchant in Dauphin, Manitoba?"

The item was remembered.

"Well just as I was reading it a biscuit traveler came into the store and I re-read it out to him.

"He assured me that every box of biscuits sent out by his firm bore the correct net weight.

"I did not doubt him but suggested that we weigh out a couple of filled boxes which had just come in a short time before.

"He readily agreed, and we did so and what do you think? Well in one box of fancy biscuits the net weight, was 5 ozs. short and in the other 4 ozs.

"That traveler was certainly much surprised but you can readily see how important it is that we should weigh everything like that which comes into the store. Of course the firm was very good about it and wrote me to say that they were deducting the price of the short weight.

"A grocer weighing biscuits like that might say: "Oh, what does it matter about 5 oz., that's nothing"; but I bought 40 boxes of biscuits and if each were 4 or 5 ozs. short I would lose some money."

Loss of $1.70 on 40 Boxes.

As a matter of fact the dealer who is short 5 ozs. in a box of biscuits bought at 13½ cents—as were the above—loses 4¼ cents on the box. On 40 boxes he would lose $1.70—a fairly large leak.

"After this," continued the dealer. "I'm going to take the trouble to weigh the goods which come into my store; I'm glad I saw that item in The Grocer because I believe it will be the means of saving me a lot of money."

A Peculiar Lemon Sale.

In another store The Grocer representative observed a good method for losing trade.

The dealer was behind the counter when a woman and her husband called to purchase their Sunday groceries. The following conversation ensued:

"Have you any lemons?"

"Yes," replied the dealer.

"What are they worth?"

After some hesitation; "3 for 5—20 cents a dozen."

Lemons are high and this surprised The Grocer representative.

"I'll take half a dozen," replied the woman, "that'll be enough?" she asked, looking at her husband. She evidently had 10 cents to spend on lemons.

The dealer went to the window where the lemons were located, with a paper bag but before filling in any walked back to the rear of the store and out into a sitting room where were seated two women.

On his return he said: "Lemons are 2 for 5; I made a mistake before."

This time the customer hesitated. "I'll take 10 cents worth then," she said.

The grocer again went to the window and brought back 3 lemons in his hand and dropped them into a paper bag on the counter.

The woman noticed the operation and remarked: "I thought you said lemons were 30 cents a dozen?"

"Ye-es, that's right."

"Well you have only put 3 in the bag and there should be four."

"Thirty cents a dozen is 3 for ten," he said, dubiously.

"No it isn't" piped in the husband, "it's 4 for ten."

"Oh yes, that is right too," and the merchant was forced to add another lemon to the bag.

As a matter of fact lemons were 40 cents a dozen and 3 for ten was the correct retail price.

The Dealer, A Salesman.

Here is an incident to show that the retail dealer is a salesman and in command of his own business.

A traveler for a certain manufactured article was in his store trying to sell him some goods. While he was standing beside the counter a customer came in and asked for the very article the traveler was selling.

"No I wouldn't advise you to take that" remarked the dealer. "Here is an article I can recommend to you in every way."

"I'll take it then," said the customer, with no hesitation.

When she had left the store, the surprised salesman, who had heard the sale, remarked: "So you are knocking me, I see."

"No, I'm not knocking you," said the dealer, "but I'm knocking your goods because I think I substituted a better article."

Some days later one of this dealer's clerks came to him and said: "I've changed four sales already to-day to that article you told us to push;" and the dealer himself claims that his sales on this article have increased 50 per cent. since he decided to 'get behind it.'

This serves to illustrate that the retail dealer is a salesman and not merely an automaton behind a counter handing out goods mechanically like a penny-in-the-slot machine.

Didn't Know He Had the Goods.

Perhaps a look into still another Canadian grocery store will prove interesting, as it again illustrates the necessity of retailers knowing their goods in stock.

A traveler for a breakfast food called on a retailer not long ago for a repeat order. The conversation ran like this:

"How is your stock of ——?" asked the salesman.

"My stock of what?" exclaimed the surprised somewhat wrathy grocer.

"Of ——?" repeated the traveler.

"Humph, I never had that stuff in my store and I wouldn't either." was the uncourteous reply.

"That's peculiar; every grocer carries our goods, you know."

"No they don't, I don't," shot back the man behind the counter.

Salesman Was Overcome.

This was too much for the commercial man who when he first entered the store observed his firm's goods on the top shelf.

"Oh you don't, don't you," he said, "and what are those goods up yonder."

The grocer turned scarlet, he actually did not know he had the goods in stock.

To make matters worse he showed his lack of gentlemanliness on becoming very wrathy and in ordering the salesman, who had shown him the goods out of the store.

Of course, such incidents are becoming infrequent, but this one serves to show the limits to which some will go.

FARRINGTON PHILOSOPHY.

Unless the customer is treated well when making the small purchase, he is not likely to come back for the large one.

Every customer is supposed to be honest until proved to be otherwise, but all the same it is not wise to leave strangers free to fill their pockets if they have the disposition.

Employes should not be allowed to turn down the customer with a complaint to be adjusted. Unless it is something that can be settled agreeably to the visitor, let it come to the proprietor.

To look for trouble is to find it. The man with a chip on his shoulder will always find someone to knock it off.

Because you have never heard of the article for which you have a call, it is not indisputable evidence that it does not exist. Better never deny the existence of anything a customer asks for. Rather say you will get it for him if it is to be had.

Half a Million Dollars Extra Spent in Montreal

This is an Estimate of Additional Amount Circulated for Food Alone During One Week of the Eucharistic Congress — Both Staple and Delicacies Being Sold in Large Quantities—Advantages to Retailers.

Montreal, Sept. 15.—For some weeks past the daily papers have been commenting on the great Eucharistic Congress in Montreal, treating it, of course, almost solely from its religious and spectacular importance. Undoubtedly these are two main features in the present gathering, and they have been well and thoroughly written up.

There is another aspect, however, of which so far little has been said, and that is the commercial importance to Montreal of such a tremendous gathering. When a quarter of a million strangers come to any city, it is a momentous occasion, if only taken from the purely commercial point of view.

To take up the many branches of trade to which such a gathering brings added business would be out of the question in the scope of this article. As the grocery business in all its lines was one of the largest beneficiaries, it will pay to trace the full working out of the present Congress and its effect more in detail, on the volume of the grocery business.

Accommodation Taxed.

Naturally the first thought arising when considering such a multitude is "they must be fed." The hotel men, restaurant and boarding-house keepers, feel the first effects of any such influx. Just to show to what an extent accommodations have been taxed, it was almost impossible to secure desirable lodgings for weeks before the Congress. Trainload after trainload of people were deposited in the city long before any actual start of the festivities, and once they began, it became a daily problem of the transportation companies to handle the immense, and growing, crowds.

Naturally the result of this was to tremendously increase the local food consumption. So great was the rush for food at the various catering establishments that proper service of meals was practically impossible. The people were "fed" and that was all that could be said about it.

The hotel keeper, restaurant man and others akin naturally drew, and drew heavily, on the grocer, both wholesale and retail supplies.

From the larger establishments many orders went to the wholesaler, but every retail grocer in the city who has spoken on the subject at all, states a large, and usually very large, increase in trade.

The Foodstuffs in Demand.

As to what lines were principally affected it would be hard to choose. There are several outstanding, however, for one reason or another. There was almost a bread famine for a day or two. Staples of all kinds seemed to be the most in demand. It looked decidedly as if people did not care for the fancy articles, relishes, etc., as much as they did for something substantial. Meats were in heavy demand. Sugar, tea and coffee might also be included in this list.

To trace still further the results, let us follow the effect on the retailer. His stocks were rapidly dwindling and must be replenished. Back he goes to his wholesaler and puts in new orders. Thus his stock turnover is helped, and he has a chance to clear his store of many odds and ends, finishing the week with much of his stock new, and more money in the bank as a result.

Half a Million Dollars Extra.

An estimate, based on the figures of a man conversant with the situation places the additional food bill of Montreal for the week at over half a million dollars. This he considered conservative and stated that personally he thought it very largely in excess of that sum. Entertainment on a large scale by local men helped to swell the total in a great measure. It was more to this line of customers that the higher priced delicacies were sold, the visitors, when providing for themselves, seemingly restricted their provender to the necessities.

Taken all in all the Congress, though apparently a costly affair, will pay for itself and more, even from a financial standpoint, and that is not taking into account the advertising value of such an important event. Montreal certainly has done itself proud in its reception and entertainment of its visitors.

Simcoe Clerks and Merchants Picnic Together

Simcoe, Ont., Sept. 15.—The first annual picnic of the merchants and clerks of Simcoe held in the town's beautiful "Lynwood" park was a good success. In the early part of the day it looked as if the weather man was going to be contrary but later the weather looked brighter and the programme was carried out with about 2,000 people in attendance.

It is the hope of all that the merchants' and clerks' picnic will be an annual event which would encourage the merchants to get together for a day and forget that they were competitors in business.

Things That Shouldn't Be



It is an indication of poor Merchandising When a Clerk has to ask the Proprietor the price of an article asked for by a Customer.

The Canadian Grocer

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HINTS ON WINDOW DRESSING.

In this issue retailers will notice several cuts showing the exhibits of manufacturers at the Canadian National Exhibition. These are worth a close study because from practically every one of them the dealer can obtain good suggestions on window dressing and interior displays.

These exhibits were arranged with the greatest care, because the exhibitors realized that nearly a million people would see them. They contain many splendid hints on display; let the retailer, therefore, make use of the suggestions, because they will mean business to him.

Besides the hints that can be picked up from the pictures, there are scores of selling points brought out in the various descriptions of the booths shown.

The dealer who makes a study of these will be able to sell the goods described more readily and more extensively, and therefore it behooves him to read carefully these descriptions.

TIME FOR PICKLING SPICES.

The retailer's attention is again called to the season of pickling spices. This year the demand has been greater than ever and manufacturers are called upon for greatly increased quantities. For instance, one manufacturer states that his sales already are equal to his entire sales last year up to the middle of October.

Is the retailer getting his share of this extra business? If not, it is his own fault.

Probably it is going to the druggist. If so, extra advertising, backed up by salesmanship, is required. The grocer has ten chances to sell spices to one of the druggist, because he gets customers to his store at least ten times to the druggist's once.

It is, therefore, up to the grocery dealer to extend his spice business in a season when little effort is required on his part to sell the goods. He should point out to a customer who is buying her spices from the druggist, that the grocery store is the logical medium for them. There are no odors to spoil their flavor, but it is necessary, nevertheless, that care should be taken not to sell any that have been exposed to the atmosphere for any length of time.

NEWFOUNDLAND'S FISHERIES.

There is much satisfaction to not only Newfoundlanders, but to Canadians and Britons, as well, over the award at The Hague in the dispute concerning Newfoundland's fishing rights.

The decision rendered by The Hague tribunal is greatly to be commended, not because Newfoundland has been sustained on the most essential points, but because of its sane insistence upon that in which sovereignty consists.

The crown in Newfoundland has won on all questions involving sovereignty, and the rights of United States fishermen under the treaty of 1818 have been defined and confirmed.

In some ways the right of Newfoundland to regulate the fisheries was the most important point raised. This right was questioned because it might be exercised to infringe upon treaty rights established in 1818. But it has been amply confirmed to Newfoundland as inherent in her jurisdiction over the waters.

The United States also set up the extraordinary contention that territorial waters must follow the sinuosities of the shore. This has been a vexed question in international law since its science was first studied.

But the United States did not come into the court with clean hands, as it has always refused to admit the contention it wished to apply to Newfoundland in regard to its own harbors and bays. The United States failed to establish its case, so that the general result is that Newfoundland has not only had her jurisdiction confirmed, but has had it considerably extended territorially.

The decision is of stupendous importance to Canada, because it settles the sovereignty of Hudson's Bay, whose fisheries are valuable and which is not affected by any treaty with a foreign power. That sovereignty should be immediately and vigorously asserted.

This should be done before foreign fishermen have become accustomed to neglect its existence.

THE DEALER'S UNSELFISHNESS.

What the retail grocery trade needs probably more than anything else in each town or city and in each district in these centres are a few missionaries to promote a good feeling among the different merchants.

Here is a story to illustrate: Not long ago in a large Canadian city a grocer decided to branch out and erect a second store in another part of the municipality.

Having got settled in his new establishment he set out from the very first to gain the good-will of all his competitors. Some readily reciprocated his friendship, but there was one particular competitor who would not make the slightest advance towards familiarity.

The newcomer brought about the Wednesday half-holiday in the new section by calling on his neighbors, making himself a "good fellow," and by pointing out the reasonableness of having a rest occasionally.

The one grocer held aloof; he remained firm and would not consent to the innovation, although several letters were addressed to him, asking for his co-operation.

It was always his method to charge a competitor the same price for an article as he would the consumer. His rigid determination made his influence felt all over the district. If any grocer ran short of an article he never allowed the customary rebate in the trade and his competitors were disposed to act likewise.

When the new arrival—who had had some good experience in an association and in his old community—came on the scene, he began giving the rebate at every opportunity, just to show his desire to work harmoniously among his competitors.

Once or twice he had occasion to send one of his employes to the store of the man who was not disposed to reciprocate his advances. He was charged the full retail price every time.

Later his competitor sent to him for some articles and each time he gave the rebate. This had the desired effect. The other changed his policy and began working harmoniously with all in the district. He gave the friendly rebates and before long decided to close on Wednesday afternoon during the summer months. He is now quite friendly to his competitors, who were somewhat surprised to see the change—and it was all brought about by the little acts of kindness of the newcomer. Had he been disposed to treat this merchant the way he

was treated by him, the congenial relations among all would still be a dream.

This is a lesson from real trade life that might well be followed by others.

IDEAS FOR SELLING VINEGAR.

The pickling season brings new business to the grocer, and the whole trade is aware of the opportunities it affords. Glass jars, corks, rubbers, spices, etc., not to mention the fruits and vegetables that are to be preserved for winter use.

In this connection vinegar may be emphasized as one of the necessary articles for which there is a heavy demand now that the housewife has commenced her annual labor of laying away pickles and preserves of all kinds. There are different grades of vinegar all of which can scarcely be recommended for pickling.

It is essential that vinegar for this purpose must be of the best. In these advanced times it is hardly necessary to mention that the principal reason for using spices and vinegar is that they preserve the different articles practically in their natural form. Therefore, the grocer should for his own welfare handle at least one grade of vinegar which he is not afraid to recommend, even to his most exacting customers.

The writer knows of a merchant in a Canadian town who almost cornered the coal-oil market until electricity diminished the demand. Consumers formed the idea that his coal oil was better than that of other merchants, and while it was uniformly good the difference was not outstanding. There are grocers, too, who have the reputation of selling good vinegar. Most women are afraid of getting watered and otherwise inferior stock when buying vinegar, and it should be the grocer's business to remove this suspicion if he is desirous of building up his trade in this particular commodity. These grocers who have the confidence of their customers have gained it by honest dealings, and women do not neglect telling each other the merits of their respective tradesmen.

The grocer is now receiving his new stock, if he has not already bought it, and it rests with himself as to how he shall act. It is an easy matter to dilute the genuine goods, but retribution is bound to follow. It may not be tomorrow, nor even the next day. But it will come. But after having taken the trouble to get a few brands of vinegar, which you are sure are of the best quality, it is after all not good business to turn the hose into the barrel.

As stated before, there are different grades of vinegar and it behooves the grocer to assist his customers in securing one of the best brands, if that is what they want. An instance is known where the cucumbers, etc., that were pickled were reduced to powder through the action of the so-called vinegar.

It is not an easy matter to make a display of vinegar, but if the grocer has space in his daily paper he could to advantage talk quality vinegar. Window cards and show cards in the store should also be used and the proprietor and clerks should talk vinegar when their good judgment prompts it.

AN ENORMOUS TURNOVER.

One of the marvelous developments in Canadian business life is the growth of the mail order business. In the United States there are departmental stores and mail order houses, separate concerns, but in Canada both are carried on under one canvas, as it were.

The gross sales of the Eaton business, including the Toronto and Winnipeg stores, and the mail order business of both stores, reached the enormous total of $47,000,000 last year and it is said that J. C. Eaton's share of the profits was $1,250,000, and his salary as manager was $50,000.

The only United States firm which is reported to be beating this record is Marshall Field & Co., Chicago, whose sales reached the enormous total of $51,000,000.

There are many men in the trade who can remember Timothy Eaton's early struggles, both in St. Mary's and in Toronto, and the ridicule his ideas created at that time. To these men as to many others the enormous growth of the Eaton business must be little less than a miracle. Buying for cash, selling for cash alone, persistent and extensive advertising, and a real endeavor to please and satisfy all customers seem to be the elements from which the store has built its success.

CHEAP HELP IN STORES.

The importance of good service in a grocery store cannot be over-estimated; and it is not possible to give it with a poor class of help. In an up-to-date establishment, where the buying is well looked after, an efficient staff of salespeople will pay for themselves several times over. You depend upon them to sell goods and please customers. Cheap help is not capable of doing this, and it will steadily lose trade for you.

Put yourself in the place of a lady in a hurry going into a store and being attended by an inefficient salesperson, who wastes her time, and is so lacking in tact, and the ordinary common sense of experienced salesmanship, that she decides not to purchase after all. Over at your competitor's she finds a staff which is required to be efficient and is paid in accordance. There she is served quickly and satisfactorily. The chances are in favor of your competitor getting a large share of her trade in the future.

BUSINESS MEN CO-OPERATE.

The business men of Jacksonville, Ill., are following a custom that should be worth a great deal, not only to each man individually, but to the community in general. They get together at a noonday luncheon about every two weeks, get better acquainted and exchange ideas on the various subjects that come up at such times. They do not, however, rely on some one bringing up a subject that will be interesting to them, but make it a point to have some subject that is of general interest brought up for general discussion.

Now that the season of cooler weather is approaching and the vacation season passing by, it would be practical for merchants in Canadian towns to take up this suggestion and organize a similar lunch-meeting with their fellow merchants.

The executive of the Retail Merchants' Association at Guelph hold a monthly luncheon and find it very profitable both from the standpoint of creating better fellowship and of maintaining interest in their organization.

The Canadian Club movement, which has been so successful in numerous cities and towns throughout the Dominion, is another instance of how the lunch-meeting idea has caught on with business men.

Apply the idea to your town on your local merchants' association and good results are almost certain to follow.

CAUSE OF THE TROUBLE.

The farmer sends his mail order to the catalogue house utterly overlooking his grocer. The same day this house cuts the price of butter and eggs. The next day the farmer goes to the nearest grocer with eggs and butter, gets trade for some of his produce and hard cash for the rest all the time blaming the grocer for the decrease in price and haggling for the last cent. Surely there is room for some mutual understanding between at least two of these parties. It looks as if the farmer is mostly to blame.

The road to success is not short, and it is not easy, but it certainly is well worth traveling.

Personal magnetism rarely exists in the man with an unpleasant speaking voice. If your voice is not agreeable, train it.

If you have been playing in hard luck and think you are about to the end of your rope, just bear in mind that plenty of other men have been worse off and have yet made good.

How Sugar is Manufactured in the Barbados

Growing of the Cane an Interesting Bit of Farming—Sugar Factories Operated by Windmills With Arms 80 Feet Long—Refuse when the Juice is separated and used for Fuel—Average Value of an Acre to the Grower.

By David Williams.

The little Island of Barbados in the West Indies is, for its size, one of the greatest wealth producing communities in the world. It has been richly endowed by nature with a beautiful climate; although it is warm nearly all the year yet the trade winds cause a constant stirring of the atmosphere and prevents the heat being so oppressive as it might otherwise be. The soil, for the most part a deep heavy black loam, is exceedingly productive.

Nearly all the products of the tropics can be grown upon it in abundance. The main crop, however, is sugar cane. Travel where you will on the island during the months of January and February great fields of tall waving cane which, to the Canadian or United States citizen, resembles Indian corn. Alongside of these are fields of the new crop about a foot to eighteen inches in height. The young cane is grown from stalks of the old cut in lengths about twelve inches. These are planted in hills something similar to potatoes, the rows being usually six feet apart and five feet between the hills. This leaves sufficient room for the plants to grow and spread. The planting is generally done during December, the crop taking about fourteen months to mature.

The space between the rows is kept constantly worked to keep down the weeds. This is done chiefly by hand, the ground being gone over each week until the cane is high enough to shade the ground and choke the weeds.

How Sugar Cane is Harvested.

Cutting usually commences about the first of February and if the crop is good it lasts till June. The cane stalks which attain a height of eight to ten feet are cut with a bill; the top is cut off and the leaves stripped. They are then loaded into large wagons usually drawn by oxen or mules and hauled to the factory of which there is one on nearly every estate.

The process of manufacturing the sugar is quite interesting. The motive power of the older fashioned factory is supplied by the quaint Dutch windmill as shown by the illustration. These are mounted on towers of solid stone, built round, large at the bottom and tapering smaller at the top. The wings of the windmill, of which there are four, are about forty feet in length and eight in width, being over eighty from tip to tip. To see these great wings revolving with the wind is quite a novel and picturesque sight.

Separating the Juice.

In the centre of the conical stone structure in which there are four large archways, is the crushing mill. This consists of three massive iron rollers about twenty inches in diameter and five feet long. The cane stalks are carried into the mill by colored men and women and fed into the crusher which squeezes out the juice. The refuse of the cane from the mill is gathered into baskets and supplies fuel for the boilers in another building.

The juice or sap of the cane after it is crushed out runs into a receptacle be-



A Stick of Sugar Cane for a Cent; Barbados Boy gets Big Value for his Money.

low the rollers and is strained, then pumped up and driven into the boiler house. Here it is run into a large copper receptacle called the racking kettle where it is treated with lime and after being heated the impurities rise to the surface. The purified liquor is then drawn off and run into a series of copper kettles, being lifted with long handled ladles from one to another down the row. In each of these kettles it receives a certain amount of boiling until it is reduced to syrup.

Sugar Made Ready for Shipping.

From the last kettle it is carried in a conveyor to a vat with revolving wings where it is constantly stirred until cooled. When the temperature is sufficiently reduced it is taken from this vat and put into large stone vats. In these it remains for about a week and congeals



A Sugar Mill in the Barbados.

into a soft brown sugar. Then it is put into a large bin or box with holes in the bottom and sides to allow the syrup in it to drain off, a process that takes about four weeks. The sugar is then ready to be filled into bags or hogsheads for shipment.

The cultivation of the cane, although not as profitable as it used to be in the plamy days of sugar, is still quite remunerative with good management. An acre of cane, if a fair crop, will produce two and one-half tons of sugar worth at present prices about $45 per ton. The cost of manufacture by the old method is about eight dollars per ton exclusive of the cost of growing the crop. It requires about thirty-five men and women to harvest the cane and keep an ordinary windmill plant running.

ALBERTA MARKETS.

Calgary, Sept. 15, 1910.

The market this week did not see any sudden change in the prices of commodities in this district. There seems to be a general upward tendency, however, and few reductions in prices have been made.

There has been a good pack of Fraser River salmon, and the price in this city is $8.50 a case. Alberta cheese is rising in price and quantities are being sold. The price now is 15 cents for large, and a half cent more for twins.

All the stock of blueberries have been sold, and there will be a decided scarcity from all appearances. Apricots have advanced a couple of cents in price, due to the thin crop in California.

Apples, per box	1 80	Evaporated Apples	0 11
Butter, local, creamery choice, lb.	0 25	Eggs, local, 30 dz. case	7 50
Butter, fresh, dairy No. 1	0 26	Flour, standard, per bbl.	6 90
Butter, fresh, dairy No. 2	0 23	Ham, cooked	0 30
Beans, per lb	0 04½	Ham, sugar cur'd	0 21 0 22
Bacon	0 22	Halibut, per lb	0 09
" breakfast	0 24	Kippers, 20-lb. box, lb	0 06
" long clear	0 17	Lard, pure	0 18
Currants	0 08½	" compound	0 13½
Cornmeal, 100 lbs	2 80	Lemons, Cal., box.	10 00
Cod, per lb	0 07½	Oranges, Val., box.	5 25
Cheese, Ont.	0 15	Onions, American, lb	0 03
" Manitoba	0 14½	" Spanish, crate	1 50
" Alberta, l'r'g	0 15	Potatoes—	
" " twins	0 15½	Local, per ton	14 00
Canned Goods—		Ashcrofts, per cwt.	2 50
Peas, Early June	1 25	B.C., new, cwt.	2 25
Apricots, Cal., case	6 00	Cal Burbanks, ton	50 00
Apples, cases, 6 one gallon	2 00	Prunes 6½ to	0 08½
Dried Fruits—		Raisins—	
Evap. apples, lb	0 10½	Valencia, lb. 7 to	0 08½
Apricots, lb	0 17½	California	0 08½
Peaches, lb	0 09½	Rice, per ton	70 00
Dates, bulk, lb	0 07½	Salmon, Fraser River per case	8 50
Figs, natural, choice per 28-lb. mat.	1 85	Sugar, std gran.	6 04
		" imported	5 94
		Tapioca, per lb. 7 to	0 14
		Trout, per lb.	0 06

Provisions and Limitations of Fire Insurance Policies

Importance of Careful Consideration of Provisions of Policies Pointed Out in an Interesting Series of Booklets Issued by the National Association of Credit Men—Features of Standard Policy Used in New York and Other States Outlined.

A series of six booklets on "Burning Subjects" has been issued by the National Association of Credit Men, 41 Park Row, New York. Insurance policy contracts are forbiddingly lengthy and merchants often fail to realize the importance of knowing their contents.

Booklet No. 1 emphasizes the necessity of insuring. No. 2 points out the fact that no other business contract is treated so lightly as the insurance policy, and therefore policyholders often have to take settlements on their losses which they think are unfair. The point is made that all conditional and restrictive clauses should be made to apply exactly to the merchant's property or stock of goods.

About Insurance Companies.

The character of insurance companies and methods of getting information regarding them are covered in booklet No 3. To quote.

The points to consider in order to determine how sure is the guarantee against fire for which you are paying your good money are much the same as one follows in investigating a concern or individual to whom he is to extend credit.

1. What is the net surplus above capital and all other liabilities?

2. Has it (the insurance company) a record of paying its debts (losses) promptly and without unjust deductions?

3. Are the men who manage its affairs men of character and high standing in the community, upholding the principles of business which assure a long and honorable existence?

Reducing the Rate.

Rate reduction is discussed in No. 4. "Instead of railing at the insurance companies," it says, "might it not be more sensible to see what we can do to cut down the losses?" It is pointed out that insurance companies have suggested methods, many involving but small expense to adopt, by means of which, experience has shown, losses can be cut down, and rates correspondingly reduced.

The next booklet in the series touches upon co-operation of municipal authorities and individuals, in order to prevent loss by fire.

Features of Standard Policy.

Booklet No. 6 the latest of the series reviews the more salient features of the standard policy form and gives in a concise fashion information of great value. The article, reproduced in full below, will help to equip the merchant to safe-guard himself against fire losses:

"Up against hard luck and a soulless corporation! That's the way the man talks who had a fire and failed to collect what he thought he was entitled to. More than likely you know him or have been told his story.

"It makes the company look black, but possibly there's the company's side, which you haven't heard. Your friend who had the fire wouldn't be expected to tell it.

Contracts Not Drawn to Fit Risk.

"There are some mean adjustments made, close bargains struck by insuring companies, especially when they are in the midst of a bad year; but if you will take as much pains as I have to seek the truth, you will find that in the great majority of cases the trouble is with the policy contracts. When it comes to a loss, they are found not drawn up to fit the risk.

"The agent may have been a good fellow, but you never thought of your policy as a contract full of conditions; and this friendly agent, the company's representative, though competent in other matters, may not be well posted regarding insurance contracts.

'He may have taken some very vital things for granted which were not true, the result being an imperfect policy contract which can't be enforced.

"There's scarcely a merchant who will pay for a $10 invoice of goods without checking every item, no matter how numerous they may be, yet the merchant is rarely to be found who will check the clauses of his policy, which, if correctly drawn, may be worth 50 times $10 to him some day.

"So get out your policy and follow along, observing first the printed matter. The frequency of the word "void" should draw our attention. For instance, we destroy the validity of the policy IF (without specific agreement to the contrary written in the policy).

> "(a) We had, when the policy was written, or at any time during its life, procured any other contract of insurance on property covered by the policy.
>
> "(b) We knowingly increase by any means the chances of fire.
>
> "(c) We employ mechanics in building or repairing the insured premises for more than 15 days at a time.
>
> "(d) Our interest as insured is other than unconditional and sole ownership (not the property, but the person named in the policy is protected—that's important to remember); or, if the property insured be a building on ground not owned by the insured.
>
> "(e) In the case of property other than buildings, if it becomes encumbered by a chattel mortgage.
>
> "(f) Illuminating gas be generated or there be kept or used on the premises benzine, dynamite, ether, fireworks, gasolene, powder, naptha, explosives, phosphorus, petroleum, or any of its products of greater inflammability than kerosene oil of United States standard, and then in prescribed quantities. (This clause, generally speaking, is in harmony with State or municipal prohibitory statutes.)

"Again, unless specifically mentioned, the following property is not covered by the policy: Signs, awnings, store and office fixtures, tools, etc.

"In the compass of this talk I can't pretend to list all the printed conditions of the policy. My main purpose have been to awaken you to the fact that your policy is a contract full of conditions.

Special Provisions.

"Now for a consideration of the special provisions which the agent inserts in the space above printed portion of the policy. They have two special purposes:

> "1. To make the policy fit the property and method of conducting business.
>
> "2 To make certain modifications of the policy in the company's favor for protecting the company against hazards not contemplated. Don't trust anybody's mere 'say so' regarding them. See for yourself that they fit the risk.

"If any of the printed conditions are not now, or probably will not be, strictly lived up to in your business, insist that there be written in this space the necessary permissions. Insist that they be written on the policy, and do not take the friendly agent's "Oh, that will be all right."

"Three-Quarter Value" Clause.

"Now, there are certain clauses supplied by the companies to the agents, the use of which you should understand.

"For instance, there is the 'Three-quarter Value Clause,' which means that the amount of insurance permitted to be carried is to be limited to three-quarters of the actual value of the property covered, and the companies shall not be liable for an amount greater than three-quarters of said value. Insurance companies figure that this clause removes considerable temptation to carelessness.

"Percentage Co-Insurance" Clause.

"Strikingly in contrast with the 'Three-quarter Clause' is the 'Percent-

age Co-insurance Clause' (80, 90, 100 per cent.). This clause is used, for the most part, in towns where the fire protection is good enough to make it probable that a loss will be partial, or when the property insured is contained in more than one building and not subject to one fire.

"It is a warranty on the part of the policyholder that he will maintain insurance on the property described for not less than 80, 90 or 100 per cent., as the case may be, of its actual value, and in the event of loss in a case where the total insurance amounts to less than the percentage stated in the clause, the policyholder will be considered as co-insurer for the difference between the total insurance and the percentage of the value stated, and as such co-insurer he will bear his proportion of the loss, just as if he were another company insuring this shortage.

"I want you to notice that the 80 per cent. (90 per cent. or 100 per cent.) clause does not say that you shall not collect the full amount of loss under any conditions. On the contrary, it provides only for a proportion of the loss to be borne by the insurer where the total insurance carried is less than the prescribed percentage (80 per cent., 90 per cent. or 100 per cent.).

"In many parts of the country the 'Iron Safe Clause' is in use. It requires the taking of an inventory at least once yearly; that the assured keep a complete set of books, both books and inventory to be locked securely in a fireproof safe, or kept at night or during hours when business is shut down in some secure place not exposed to a fire which would destroy the building where the business is conducted.

"Failure so to do constitutes perpetual bar to recovery under the contract.

Standard Policies.

"Just a word as to standard policies. Legislatures have made policies standard for the protection of the people. It is a great protection to know that the printed text in one policy is exactly the same as in all the others, and that after understanding one you need only examine in each the written or attached portions which, by the way, should read word for word exactly alike in all policies applying to the same property.

"This will distinctly increase your chances of getting a clear and satisfactory settlement in adjusting a loss; also the advantage of a liberal clause in one policy, you will, on reading the policy, probably find is lost if the same liberality does not appear in all other policies applying to the same property.

"If what I have said stirs up any thinking, out of it will come this question: 'Why, in the first instance, does the legislature prescribe the use of a basic contract containing so many conditions and allowing the insertion of still more?

"'Why can't the misfortune of fire be averaged and a charge made to cover all in a plain unqualified contract of indemnity, so that I shall be protected against fire in any contingency?

"'Why must I forever watch out against these conditions as I would against a lurking enemy?'

"Well, a plain, unqualified standard policy would be possible if all property were subject to practically the same chance of burning up, but such is not the case, and the standard policy is made to exclude the specially hazardous conditions.

"Then, to meet special conditions known to be dangerous, a blank space is required in the policy where insured and insurer can come together and such clauses added as the degree of hazard attached to the property many require.

"You will see at once that without these special clauses it would be necessary to charge the same rate for a dwelling as for a store or lumber mill.

"While, generally speaking, it is true that clauses written into policies modify them to the advantage of the insurance company, it is only fair to remember that the company is at a natural disadvantage.

"It can't see the property insured all through the year; it can't know as much about it as you do, and therefore it seeks by restrictive clauses to guard against risks not anticipated at time of the application. Your duty is to know the contract and to know that you are living by its terms. It is not enough that the agent who signs the policy reads it. For, remember, he is the company's agent and not yours."

NOVA SCOTIA MARKETS.

Halifax, Sept. 15, 1910.

Wholesale dealers report a general improvement in business, and collections are more satisfactory. High prices prevail in all lines. Dried fruit is especially firm. Wholesalers say that the opening prices on the new crop of Valencia raisins will be high this season. The first importations will go to the trade from 8 to 8½ cents per pound. The price of Sultanas will be the highest for ten years. The California stocks now on hand have been advanced one cent per pound.

Pork remains firm with a probable advance.

The price of refined sugars remains steady, and the market for the raw material is strong.

Eggs are firmer, and have advanced one cent per dozen.

Although the flour markets are easier, the mills having reduced high grade Manitobas 30 cents per barrel, and Ontarios 20 cents per barrel, the local dealers have not as yet made any change in prices. There are no large stocks of flour on the local market, and that is the reason for maintaining the present prices.

Plums are quoted from 30 to 40 cents per six-quart basket, and pears from 30 to 45 cents per basket. American Bartletts are quoted at $4.50 to $5 per barrel. Ontario plums are selling at 65 cents per basket and Ontario peaches at 85 cents. Tomatoes are easier, being quoted at 35 cents per ten-quart basket.

The first shipment of Jamaica oranges —200 barrels—for the season, reached here this week, direct from Jamaica. Dealers say that this is the earliest date of arrival for years. The fruit was in green state. The crop, it is said, will be a fairly good one. The same steamer also brought 4,056 bunches of bananas, and a large quantity of sugar.

Butter—	
Creamery prints per lb	0 26
Creamery solids per lb	0 23 0 24
Dairy, tubs, lb.	0 22 0 23
Bananas	1 75 2 50
Beans, box, wax	2 50
Cornmeal, bag.	1 60 1 65
Fresh eggs, doz.	0 22
Canned goods—	
Peas, std.	1 00
Peas, early June	1 15
Corn beef, 1's	1 85
Corn beef, 2's	3 25
Sugars—	
Extra Standard, granulated	5 20
Unbranded Fellow	4 55
United Empire.	5 10
No. 1 yellow	4 70
Flour h. wheat per bbl.	6 75
Flour, Ontario blends, bbl.	6 00
Rolled oats, bbl.	5 50
Fruits—	
Lemons, Verdilli	6 00
Oranges—	
Valencias	6 25 7 50
Mediterranean	4 50 4 75
Pineapples	2 75 3 50
Pork, American per bbl.	28 00
Pork, clear bbl	29 00
Hams smoked	0 18½
Beef, American	22 50
Codfish, quintal	5 50
Herring, pickled per bbl.	5 00
Potatoes, new, per bbl.	1 75
Onions, Spanish per lb.	0 02½
Onions, American, per lb.	0 02½
Lard	0 17½
Molasses, fancy Barbados, bbl.	0 36
Molasses, fancy Barbados, gal.	0 32
Raisins, Val.	0 08 0 08½
Tomatoes, 10-qt. basket	0 35

BRITISH COLUMBIA MARKETS.

Vancouver, B.C., Sept. 15, 1910.

There is talk of an increase of a cent or two in the price of pure lard, the quotation of which now is 18 cents. The outlook is that it will go up to 19 or 20 cents.

Local eggs are quoted at from 42 to 45 cents, without much change, and as usual they are hard to get. With colder weather coming on, the price is expected to go much higher.

Local creamery has advanced five cents, and is now 35 cents. This necessary article is expected to be higher this season than ever.

California peaches are on the market in quantity, at 80 cents, The cheapest these have been before is 85 cents. The fruit crop all along the Pacific coast has been exceptionally good this year, with favorable climatic conditions and increased fruit-bearing acreage. Okanagan peaches are also here, coming at about 70 cents per twenty pound box, which usually runs about eighteen pounds.

Sugar, standard granulated	5 80
Sugar, Imported	5 25
Val. raisins, lb.	0 05½
Cal. " "	0 07½
Prunes	0 05½ 0 07½
Currants	0 06½ 0 08½
Dried apricots	0 11 0 13
Flour, Standard, bbl.	7 40
Cornmeal, p. 100 lbs.	2 60
Beans, per lb.	0 03½ 0 04½
Rice, per ton	68 00 76 00
Tapioca, per lb.	0 03½
Apples, box	2 75 3 00
Apples, Cal Grav.	2 25 2 50
Canteloupes, crate	4 25
Evaporated apples	0 08½
Butter, Eastern dairy in tubs	0 25
Butter, Eastern dairy, choice	0 28 0 29½
Butter, local creamery	0 35
Eggs, Eastern	0 26 0 30
Eggs, local	0 42 0 45
Cheese, Ontario	0 14½ 0 15½
" Manitoba	0 14
Bacon	0 25 0 31½
Ham, cooked	0 23 0 23½
Lard, pure	0 18
Lard, compound	0 17½
Potatoes—	
Ashcrofts, ton	20 00 25 00
Canned Goods—	
Peas, Early June	1 35
Tomatoes	1 27½
Corn	1 02½
Apples	3 45½
Strawberries	1 75
Raspberries	2 02½
Canned salmon	1 50



A View of the Grounds of The Canadian National Exhibition When the Crowd Was Large.

Canada's Great Exhibition is Climbing Upwards

An Increase in Numbers of Almost 100,000 People in Spite of Some Extremely Bad Weather—World's Fair Suggested for 1914 to Celebrate Peace Centenary—A Truly National Exhibition—Many Fine Exhibits of Special Concern to the Retail Dealer—West India Products Displayed.

Staff Correspondence.

Toronto, Sept. 15.—Canada's National Exhibition this year triumphed over many obstacles and achieved another distinct success, despite the unusual incident of adverse weather conditions.

This is evidenced by the fact that the total attendance was 837,000, about 85,000 in excess of 1909 and almost 200,000 in excess of 1908. This is a phenomenal increase in view of the disappointment of Labor Day when excessive rain kept the attendance 54,000 below that of Labor Day alone last year. The surplus is estimated at $45,000, so that there can be no question of the greatness of this greatest of continental annual events.

The Peace Centenary.

There is considerable stir just now over the proposal to celebrate in 1914, in Toronto, the hundred years of peace between Great Britain and Canada on the one hand and United States on the other, and it is suggested that the grounds and buildings of the Canadian National Exhibition be utilized as the site for a World's Fair under the supervision of an International Commission representing the countries named.

It is claimed that from an historical standpoint the suggestion is a good one. For it was on the grounds on which the National Exhibition is annually held that one of the bloodiest engagements of the war of 1812-14 was fought. At the close of that struggle the capital of Upper Canada fell into the enemy's hands, and its public buildings were burned, an act that led to the historic justice meted out in the burning of the public buildings at Washington by a British squadron. The mingled dust of British soldiers, United Empire Loyalists, and stout New England Republicans who fell at the battle of York rests to this day beneath the soil over which every year hundreds of thousands of pleasure-seekers walk unheeding. It is therefore sacred soil fit to teach the highest lessons of patriotism to those who may attend the Fair of a Century of Peace.

Whether this comes to pass or not the Canadian National Exhibition will go down through the annals of history as one of the greatest, if not eventually the greatest of similar annual fairs in the whole world.

That it is National is proven by the interest the other provinces of the Dominion take in it. We have British Columbia in the far west proudly showing the products of her soil. Her fruits are among the finest the world produces and they were admirably displayed. Alberta, Saskatchewan and Manitoba—the vast prairie lands of the west—are now being looked up to as among the greatest of the world's wheat producing districts, while only a few years ago that earth resounded with the tramp of the majestic buffalo. They were represented at the Exhibition with their "No. 1 Hard Wheat" and other examples of western progressiveness.

The products of Ontario's fields, orchards and vegetable gardens were displayed in commanding manner while Canada's mines showed forth their greatness. Quebec and the Provinces-down-by-the-Sea sent their quotas of exhibits and people and all have reason to feel elated at the culmination of this great event.

West India's Products.

While on the subject of exhibits, that of the British West Indies deserves attention. This exhibit occupied a section of the Horticulture Building and displayed in excellent fashion the products of these sister colonies of Canada which should be more closely related in trade to us than they are to-day.

This exhibit at the Canadian National will serve to point out emphatically the business that can be done between Canada and the British West Indies. The latter produces the foodstuffs which Canada requires and must have from somewhere and Canada manufactures and grows the goods which the West Indian needs.

Palms and plants from the tropics lent a realistic touch to the display. Much interest was taken in the Trinidad cocoa pods and beans because many visitors had not before observed the source of the product that makes our delicious cocoa beverage.

Better Trade Relations Coming.

Other products were the grape fruit, lime, orange and lemon, all kinds of spices, raw sugars, coffee plant and coffee bean, Jamaica rum, Panama hats, cigars and varieties of West Indian curios. The setting given these products in cuplolas, glass cases, and stands was indeed attractive and altogether served to increase the interest

taken in the products of these Islands which are bound to come into closer and better trade relationship with Canada in the near future.

In the descriptions of the various booths which follow, retail dealers have much food for thought. The strong selling points of each is set forth in concise style and the retailer can profit by studying them carefully.

THE COWAN CO.

That the products of The Cowan Co., Toronto, manufacturers of cocoa and chocolate, are annually gaining a broader reputation was evidenced by the throngs of people who visited the company's attractive booth at the Exhibition. Everybody knows their Perfection Cocoa, their dainty Maple Buds, Cream Bars, Nut Milk Chocolate and Cake Icings. These have, through a widespread and systematic advertising campaign become known, with their prices, from coast to coast, and the retail dealer should bear this fact constantly in mind. The Cowan Co. are doing everything in their power to increase the demand by turning out goods of the best possible quality, and by backing up this quality with good, sound advertising literature. Their sales are now greater than ever before because of this consistence of quality and aggressive publicity.

The display booth, as will be seen by the accompanying cut, was an attractive one. The decorations consisted of the company's advertising matter. The same show-cards as are received by every grocer and which should be used by him in his store to show that he sells Cowan's goods, were there, including several of the handsome big Maple Buds posters. At one corner of the booth was an attractive showcase in which every product of the company was tastefully displayed. There was also a miniature exhibit showing the various processes of the evolution of cocoa from the cocoa tree until it is transformed into a hot, delicious, invigorating cup of Perfection cocoa.

It should also be remembered by the retail trade that The Cowan Co. is the largest cocoa and chocolate manufacturing concern in Canada, and that its



CANADIAN NATIONAL EXHIBITION.—Cowan's Cocoa and Chocolate Ex hibit.

extensive business has been built up on the basis of quality. It is a growing one and has gone, and is going ahead by leaps and bounds. This is forcibly illustrated by the fact that the company is building an addition to their already large factory; additional machinery will be installed to further facilitate the output to meet the growing demand.

Several young ladies were in attendance at the booth at the Exhibition and with purchases of cocoa and chocolate gave away attractive souvenirs including Teddy bears, fans, etc., which will do a great deal to keep the name of Cowan's products before the public. By securing such mementos children grow up familiar with the name and partial to the goods. The retail dealer who always keeps a stock of Cowan's goods on his shelf shows sound business judgment—there will be a demand for them; this demand will last because it is built up on a quality basis and besides the dealer makes a good profit on his investment.

RED ROSE TEA.

The most talked about booth at the exhibition this year, was the Red Rose Tea room in the Manufacturers' Building. Of the thousands of visitors entertained there, most of them had to wait their turn to get in, but they had heard of or sampled the delicious tea so daintily served, and would not go without it. These waiting crowds every day of the fair bore remarkable testimony to the importance to the grocer of selling tea of such well known quality.

The unique plan originated by Red Rose Tea last year of charging 5c and giving it back as a ticket good for 5c anywhere when buying a package of Red Rose Tea, was again adopted, and worked out even more successfully than last year; for nearly half as many more people were served. The value and simplicity of this original plan has been greatly praised by many of the most experienced advertisers.

Everything about the booth was pleasing and inviting, the snowy linen, the fine china, the attentive, courteous young ladies, each wearing a red rose, and there was the same careful attention to detail in every particular. Special attention was paid to grocers. A portion of the booth was reserved for them, and they were admitted by a separate entrance, so as not to have to wait. A very large number of grocers and their friends were entertained during the fair.

The striking effectiveness of this demonstration is an exact illustration in minature of the remarkable success of the Red Rose Tea business for nearly twenty years in the Maritime Provinces, and for ten years in Ontario. The reason for both is the same, the unequalled quality of the tea and the confidence and friendliness of the grocers. The deliciously smooth strength, delicate full flavor and delightful fragrance in every cup of Red Rose Tea, properly made, were to many visitors at the fair a revelation of tea goodness.

Red Rose Tea is the result of a deliberate purpose on the part of T. H. Estabrooks, of St. John, N.B., to put upon the market a tea that in every grade would be the best possible tea value at the price. It is his unswerving adherence to that high quality standard that has won for Mr. Estabrooks, not only an enviable position in the tea trade of the Dominion, but the confidence and respect of his thousands of customers, the retail merchants of Canada.



CANADIAN NATIONAL EXHIBITION.—The Red Rose Tea Exhibit.

E. D. SMITH'S JAMS AND JELLIES.

Retail dealers throughout Canada are recognizing more and more the advantage in handling only goods of absolute purity. This is why such a manufacturer of jams, jellies, catsups and grape juice as E. D. Smith, Winona, Ont.—the heart of Ontario's renowned fruit-growing district — is making such wonderful progress.

His striking exhibit at the Canadian National Exhibition this year was just another evidence of his energetic campaign in placing his goods before the Canadian people. It illustrates forcibly that he is a staunch believer in the quality and purity of his own goods, and in the ability of others to recognize these characteristics. The E.D.S. trade-mark always stands for purity.

To prove these assertions retailers have only to take a look at the latest bulletin (No. 194), issued by the Inland Revenue Department of the Dominion Government, showing the results of the inspection of fruit jams. Ten samples of the E.D.S. brands were analyzed and every one of these was found to be genuine—free from all preservatives and dyes, and with less than the maximum quantity of water allowed. This is a perfect record and more than can be said of many other manufactures. While the government permits 10 per cent. glucose, E. D. Smith uses none whatever to further insure purity.

At the booth demonstrations were made by young ladies to the public and attractive cards and literature were given away, all of which will serve to keep the E.D.S. brands of goods more in public view. The Toronto representative for E .D. Smith's goods is N. A. Hill, 25 Front St. East, Toronto.



CANADIAN NATIONAL EXHIBITION.—E. D. Smith's Jams, Jellies, etc.

HUYLER'S CHOCOLATES.

Retail grocers are rapidly recognizing the fact that confectionery of the finest quality is a profitable department of their business. They are realizing too that the grocery store is the logical medium for confectionery since it is most directly connected with the consuming public. Dealers who want to carry lines of undisputed quality should, if they have not already done so, stock Huyler's chocolates and cocoa with the chocolate flavor. These were exhibited in a handsome booth at the Canadian National Exhibition again this year, and interested many thousands of people.

"A man is known by the candy he sends," is recognized to be a true statement and the retailer is absolutely safe in recommending Huyler's.

At Huyler's exhibit this year was shown an illuminated model of the Metropolitan Tower, New York, which is used to advertise Huyler's Metropolitan chocolates. Another feature of their exhibit was the display of a model among others of the latest improved machinery used in the manufacture of Huyler's cocoa and chocolate.

Huyler's confectionery is manufactured for all Canada in their establishment on Yonge Street, Toronto, where they have one of their finest retail stores.



CANADIAN NATIONAL EXHIBITION.—Huyler's Chocolates.

BORDEN'S CONDENSED MILK.

It has long since been recognized by the retail dealer who handles condensed milk that there is no brand more pure than Borden's Eagle Brand and none which will give better satisfaction.

The dealer who is not handling Borden's Eagle Brand condensed milk is missing a good deal of custom which must of necessity go to his competitor. Everyone realizes that health departments in all the leading cities are from time to time issuing warnings against the indiscriminate use of dairy milk. This has served to turn the attention of the public to Eagle Brand condensed milk and the result has been a wonderful increase in the sales during the past few years. It is an assured fact that the demand will develop more and more as years pass by and therefore the dealer who continuously carries a stock demonstrates his good business judgment.

Borden's Condensed Milk was prominently displayed in the Manufacturers' Building at the Canadian National Exhibition again this year and thousands of visitors were once more impressed with the attractive exhibit and the demonstrations.

In addition to Eagle Brand Condensed Milk the company also demonstrated Borden's Peerless Evaporated Cream, unsweetened. The latter article is simply pure, rich, dairy milk evaporated to a creamy consistency by Borden's original process, preserved by sterilization only. There is nothing whatever added and Borden's Condensed Milk Co. claim that it is absolutely pure and safer than so-called "fresh milk" ordinarily obtained, as it has all the advantages of fresh milk and none of the disadvantages. Peerless Brand Cream is suitable for any modification and is largely used for any recipes calling for the use of fluid milk.

Condensed milk was originated in 1857 by Gail Borden and Borden's Eagle Brand is the best known on the market. Besides this it is acknowledged to be the highest standard on the market and therefore the retail dealer has everything in his favor in handling this brand, every can being guaranteed.

With Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream Borden's Condensed Milk Company solves the milk problem by providing a pure, substantial, wholesome nourishment. This is prepared in compact form at their Tillsonburg Condensary with scrupulous care. They are manufactured under the latest improved system of sanitary regulations so that their purity and wholesomeness can always be guaranteed. The retailer who handles these brands, knowing these facts, has strong selling points which will stand him in good stead. He has an opportunity of displaying and developing his own salesmanship abilities without fear of contradiction or the loss of a customer.

The reputation of Borden's products has been founded on merit; their quality is undisputed and this fact has more than once been realized by the retail dealer who has stocked these goods.

The company's system of manufacture which has already been referred to and their eagerness to give to the public a reliable article does not begin in their Condensary. It goes back to the dairy farms which are the sources of the raw milk and embraces the care, feeding and health of the cattle, proper construction, lighting and ventilation of their barns and of the milk houses on the farm.

They thus know that their products are reputable beyond question and that the course of Borden's products from the cow to the can aims to give cleanliness, quality and purity.

The Borden booth was in charge of Jos. Irving, special salesman for the Borden products in Canada. Wm. H. Dunn, 27 Front St. East, Toronto, is the general sales agent for the company.



CANADIAN NATIONAL EXHIBITION.—Borden's Condensed Milk.

RICHARDS PURE SOAPS.

"A Soap Church" was the out-of-the-ordinary display which met the gazes of the thousands of visitors in the exhibit of Richards Pure Soap and Richards Quick Naptha soap at the National Exhibition.

The bars of soap with the labels turned outwards made appropriate bricks as will be observed by the accompanying illustration. The church stood in the centre of the booth, was 6 feet by 7 ft. in dimensions, including the steps, the top of the steeple being 14 feet from the ground.

The church-yard fence was made attractive by the use of Richards Quick-Naptha bars, and inside the fence at short intervals were miniature benches and several palms.

This display is one that retail dealers can make use of in their own windows in order to increase their sales of Richards profitable soaps. Soap-bars are easily built up in almost any shape, and grocers should constantly keep this fact in mind.

About the walls of the exhibit were shown several beautiful premium pictures and here and there were pinned small Richards Soap flags. These flags were given away every day of the exhibition, no less than 20,000 people asking for them during the fortnight. Sample bars of Richards Pure Soap were also given away. This is something that the retail dealer should remember. Every bar received will be given a trial and as Richards Pure Soap is guaranteed to give perfect satisfaction thousands of other housewives in Canada will now be partial to it so that all that is necessary is the addition of the salesmanship of the dealer to create a wider demand for this brand.

In doing so he is able to use the strongest arguments in favor of Richards Pure Soap and Quick-Naptha Soap because they are absolutely reliable and will give the best of satisfaction. They will increase business, hold the very best class of trade and return to the dealer a substantial profit—the three things to be most desired by any merchant.

The complete lines sold by the Richards Pure Soap Co. are Richards Pure Soap, Quick-Naptha Soap, Snowflakes Soap Chips, Ammonia Powder, 100 per cent. Pure Lye and Toilet Soaps. Retailers realize that soap quality is the biggest factor in successful soap selling and the above named brands are the kinds the dealers need, because they are stamped with the hallmark of quality. They are favorites with the exacting housewife and are moreover a profitable proposition for every grocer to handle.

All these conditions combined with the fact that many more thousands of people are now interested in Richards Soaps, on account of having visited the Exhibition, should appeal to the dealer as being extra-important reasons why he should handle and sell these quality goods. So great was the rush for Richards Soap flags one day at their exhibit that the front railing was broken down several times.

Woodstock, Ont., is the place of manufacture of the Richards Pure Soap Co., J. A. Chipperfield being the general manager. The agents for Toronto and Hamilton are the Omand Manufacturing Co. (Mr. Hutchison) 76 Colborne St., Toronto. The exhibit was in charge of A. Holtze.



CANADIAN NATIONAL EXHIBITION. —Richards Pure Soap.

SALADA TEA.

"A bit of the Orient in the Occident," was the happy description of the Salada Tea Company's exhibit made by a lady with a touch of imigination, and a nice turn of expression. The whole surroundings spoke of the Far East—the ebony elephants, the palms and the numerous curios, including a collection of gods, one of which represents the various diseases to which the Hindus are subject, and a most formidable looking weapon, which has been used in war by the frontier tribes of Northern India.

The most noticeable object in the exhibit was a large brass dome lamp hanging from the ceiling, and, at night especially, the effect was weird, but



CANADIAN NATIONAL EXHIBITION.—Exhibit of "Salada" Tea.

beautiful. This lamp is the result of fifteen months labor, and is a remarkable example of the work that can be produced with hammered brass.

The figurative manner adopted to convey some conception of the company's growth—an array of ebony elephants on a graduating scale—symbolizes perfectly the progress made since the company's inception in 1892.

The history of Ceylon and India tea is inseparably associated with Salada. This firm have been pioneers in introducing the cheerful beverage on this continent, and from a small local business in 1892 their trade has grown to enormous proportions. It is now not only national, but international.

Nothing could speak more strongly and creditably than the following figures for the wisdom of selling only tea of the highest quality, and for the grocers who have united in placing Salada in the front rank—1892, 63,290 packets sold; 1909, 20,280,270 packets sold.

There were few visitors to the C.N.E. who did not admire the Salada display, and grocers in large numbers were made welcome by the firm's representatives in charge.

BRAND & CO.'S PRODUCTS.

Visitors to the Manufacturers' Building showed great interest in the celebrated essences of beef, chicken, etc., exhibited at Brand & Co.'s stand, which was in charge of T. O. Baxter, their agent.

Brand's essences are famous in most countries, and can be retained by the stomach when absolutely no other food can be. After all exhausting illnesses such as pneumonia, typhoid, etc., and for anaemia and nervous troubles, there is nothing with which they can be compared, and there are few grocery stores in the old country in which they do not find a prominent place, their sale being enormous. As Mr. Baxter explained, Brand's essences are used in jelly form and not for making beef tea.

Other preparations exhibited were Brand's Beef Tea, made exactly as a woman would make it in her own home, beef tea tabules, meat juice, beef bouillion, of which Brand & Co., were the original manufacturers, and savory meat lozenges, which form a portable nourishment at all times and are especially suitable for campers, hunters and travelers.

Brand's A1 Sauce was demonstrated and elicited much praise. This sauce was first prepared for King George the Fourth. by Mr. Brand, who was his chief chef, and has been before the public for seventy-five years. It is the original thick sauce.

There were also exhibited ox tongues in glass and tins, soups, potted meats and fish, and a very full range of preserved provisions.

Brand & Co. enjoy the very highest standing wherever known, and although they have been doing business in this country for a number of years, have confined their efforts principally to Montreal and Eastern Canadian cities. Now they are pushing their business throughout Ontario and the west, and owing to the excellence of their products are meeting with great success amongst the better class of trade. Their many preparations have been awarded the highest possible honors at the principal exhibitions all over the world.

T. O. Baxter, 25 Front St. East, Toronto, is agent for Ontario and Western Canada, and H. Hubbard, 27 Common St., Montreal, is agent for Quebec and the Maritime Provinces.



CANADIAN NATIONAL EXHIBITION.—Brand & Co.'s Exhibit.

VINOLIA SOAPS.

All retail grocery dealers sell toilet soaps; but they should make it their aim to keep in stock those brands which will appeal to their customers to such an extent that they will bring repeat orders.

At the Canadian National Exhibition this year there were displayed in the Manufacturers' Building the Vinolia products, which have already a wide reputation among, not only the retail trade, but the general public, as well. These soaps bear a splendid reputation, and no dealer can make a mistake in recommending them to his customer.

The display of Vinolia products was recognized to be one of the most handsome and attractive in the building. It kept a constant crowd, with its beautiful floral decorations, which hung from the sides and its sweet odor which constantly filled the atmosphere round about.

The exhibit was shown by Lever Bros., sole agents in Canada for Vinolia soaps, who are known all over the world as manufacturers of Sunlight, Lifebuoy and many prominent brands of toilet soaps. Among the soaps displayed of direct interest to the retail dealer were Vinolia Baby, Liril Violette de Parme, Vinolia Sweet Pea, Premier Vinolia, Vinolia Bouquet and Vinolia Lasario Peau de Espange. The retail price of each of these is $9.50 per gross net, for gross lots, whether in one kind or assorted.



CANADIAN NATIONAL EXHIBITION.—Vinolia Soaps.

That Vinolia soaps are recognized to be among the leading brands in the world is evidenced by the fact that The Vinolia Company are soap-makers to His Majesty the King. It is interesting to know that several Vinolia soaps are regularly supplied to the Royal palaces, in-

cluding Vestal Vinolia and Vinolia Otto soap.

The success which met the introduction of Vinolia into Canada a few years ago, and the regular increasing demand indicates that it is thoroughly established on this market. By stocking this soap and backing it up by his salesmanship abilities the dealer will gain a reputation for carrying toilet soaps of undisputed quality, and which will meet with ready responses from the public.

Still another soap of interest to the grocery trade is the shaving stick. The Vinolia Shaving Stick is particularly suitable to the man who shaves himself. It is enclosed in a nice, bright metal case with a metal top, is easily procurable at all times, and not only saves time, but saves the old-fashioned obsolete shaving mug, which is so difficult to keep clean. This is a good seller, and no mistake can be made in stocking it.

ST. CHARLES CONDENSING CO.

Not long ago there was a milk commission appointed by the Ontario Government to inquire into the sources of milk supplies with a view to insuring an article free from unhealthful bacteria.

This is a positive admission on the part of the government that the milk which the consumer received by way of the dairy and farm cannot be depended upon.

Not so with St. Charles Evaporated Cream, manufactured by the St. Charles Condensing Co., Ingersoll, Ont. Retailers who sell this brand have the argument, that it is thoroughly sterilized and absolutely pure. There cannot possibly be any illness resulting from its use. Besides it is guaranteed by the company to keep in any climate, and to be the best infant's food on the market, and, in fact, the most nourishing food for nursing mothers. It is easily digested by the young, sick or aged ; it improves the flavor of coffee, tea and cocoa and brings out to the fullest extent the aromatic qualities of these beverages. St. Charles Evaporated Cream can be used for every purpose for which anyone has been using ordinary milk or cream, and will be found far preferable and more economical.

With such an array of arguments as these in favor of St. Charles Evaporated Cream every dealer has positive selling points which can assist him in using his own salesmanship in promoting its sales, and therefore, in holding and gaining new trade ; he can place absolute reliance in its purity and because it saves the housewife money as well as time and trouble he can readily increase his sales.

The keeping qualities of St. Charles Evaported Cream is one of its paramount features. After opening it will keep longer than fresh milk if kept air tight and in a cool place.

It is a matter of importance for retailers to know that the general public is becoming more and more interested in this article. The people realize its purity and convenience and converts are being made every day.

The demonstrations at the exhibit of The St. Charles Condensing Co. at the



CANADIAN NATIONAL EXHIBITION.—St. Charles Evaporated Cream.

Canadian National Exhibition this year again aided in introducing St. Charles Cream to thousands and thousands of new visitors. It was served in coffee by young ladies who answered question after question from the interested women and men who passed through the Manufacturers' Building during the fortnight.

The booth itself was an exceedingly attractive one. It was in charge of Dane, Hortop & Co., Toronto, Ontario agents for the St. Charles Condensing Co.

INGERSOLL PACKING CO.

The Ingersoll Packing Company had the usual attractive exhibit at the same position as previous years, namely opposite the south entrance of the Manufacturers' Building. The publicity given to Ingersoll Cream Cheese at the National Exhibition is of great value to the healthy distribution of this article by the jobber and retailer and should lend a new impetus to the demand for this already well-known cream cheese. The usual co-operation on the part of the retailer will in this instance show even greater results than the ordinary, for Ingersoll Cream Cheese has been so widely advertised throughout Canada that the consumers already recognize an old friend when they see this block cheese exhibited in the grocery stores.

Ingersoll Cream Cheese is a Canadian product, manufactured by the Ingersoll Packing Company, Limited, at Ingersoll, Ontario, where they have gained



CANADIAN NATIONAL EXHIBITION.—The Exhibit of the Ingersoll Packing Co.

an enviable reputation among the Canadian trade as curers of Beaver Brand of Breakfast Bacon, special Beaver Brand Hams, and the widely known Beaver Brand of pure lard. This fact is a convincing testimony of the reliability of any product the company may place on the market and the qualities which have won such a strong position among the consumong public for their Beaver Brand Hams and Bacon have also been responsible for the large consumptive sale of this company's Ingersoll Cream Cheese, which was amply testified to by the thousands who enjoyed the samples of this cheese during the exhibition.

Ingersoll Cream Cheese is sold only in blocks and the consumer recognizes that they can buy twice the quantity of Ingersoll Cream Cheese in blocks, as they would receive in jar cheese and the most careful attention in the manufacture.

The grocer handling Ingersoll Cream Cheese may be sure he is offering his customers an article that is bound to bring continued sales. Cheese is one of the staples of his store and a flourishing business in this article depends largely on the quality and the value of the brand he offers for sale. Ingersoll Cream Cheese is gaining new friends every day and backed by steady publicity it is bound to keep on increasing in popular favor as the consuming public realizes the value and the retailer appreciates the fact that in cheese sales it is the best proposition for them.

MELAGAMA TEA AND COFFEE

Minto Bros., of Toronto, had a very attractive display of Melagama Tea and Coffee in their booth in the Manufacturers' Building at the C.N.E. and the fact that they were demonstrating and serving free these delightful beverages, made their booth the Mecca of thousands of visitors to the Exhibition.

Melagama Tea and Coffee is now so well and favorably known among householders everywhere that it is scarcely necessary to say anything regarding the delectable flavor and exquisite aroma of these popular brands unless it is to add that they are growing in favor daily as is evidenced by the increasing demand from grocers everywhere.

While the Exhibition was in progress an average of 12,000 cups of tasty Melagama Tea were served each day and some individual days as high as 15,000 cups.

The tea was daintily served in cups and saucers especially imported for the occasion and were much admired by the many who enjoyed their contents.

The members of the traveling staff were in attendance both at the booth and offices to give the glad hand to customers and no pains were spared to make their visit a pleasant one.

Minto Bros.' premises are located in the heart of the wholesale district at 45 Front E., and visitors there were delighted with their well appointed and handsome offices and complete plant; there is just as much difference in the quality in favor of Ingersoll Cream Cheese as there is in the price.

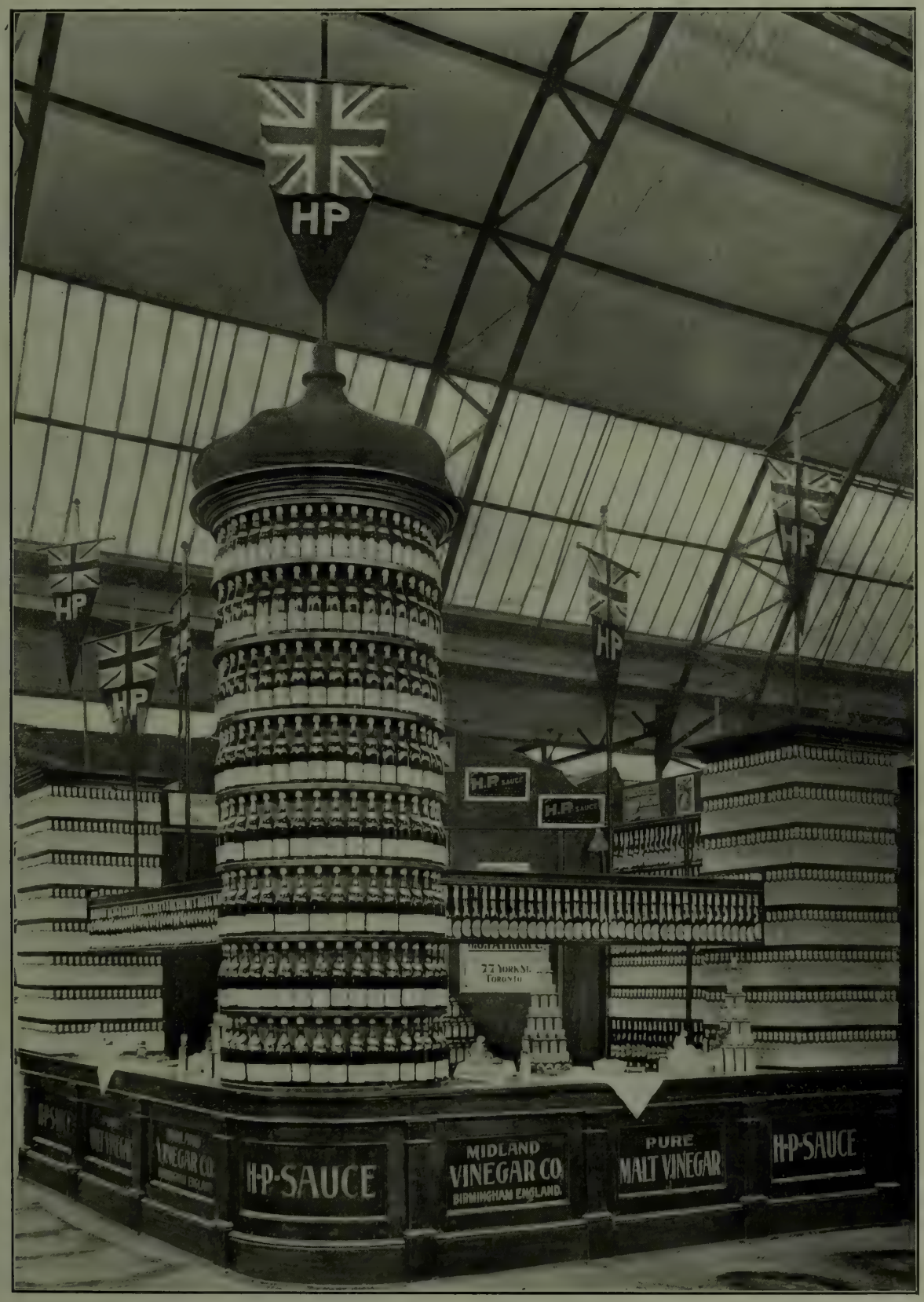
Lastly, the price is a popular one with the buying public. Ingersoll Cream Cheese sold only in blocks possesses practically every advantage that appeals to the grocer and the consumer and the popularity it enjoys is the result of these conditions combined with also with the courtesies shown them by every member of the firm and all went home well satisfied with the source of Melagama Tea and Coffee and delighted with the display and demonstration at the Exhibition which will help to increase their tea and coffee business and hold fast customers who are particular about the quality and flavor of these invigorating beverages.



CANADIAN NATIONAL EXHIBITION.—Minto Bros. Exhibit of Melagama Tea.

H. P. SAUCE.

One of the most original and not less attractive exhibits seen at the Canadian National Exhibition was that of the Midland Vinegar Company of Birmingham, Eng., erected by their Canadian agents, W. G. Patrick & Co., of Toronto. It was probably the most unique display of the many that claimed the attention of the crowds that passed through the Manufacturers' Building, combining as it did a certain distinction of design and a splendid setting for the goods exhibited.



CANADIAN NATIONAL EXHIBITION. —Midland Vinegar Company Exhibit.

The Midland Vinegar Company are the largest brewers of English Malt Vinegar in the world. From two to two and a half million gallons of their vinegar is kept stored in Birmingham and not a gallon leaves the factory until it is twelve months old. This ensures a uniform quality and adds a mellowness that is an essential of the best vinegar. As one of the proofs that their product is recognized as the best on the market, the Midland Vinegar Company this year secured the order

from the Admiralty against all competitors by actual analysis as to quality. It may be remarked that in the brewing of vinegar this company uses the finest Canadian barley and prefer it to all others. Whole shiploads of it are imported from Canada and afterwards the finished article is shipped to this country in large quantities thus demonstrating that Canadians have more than a commercial interest in the product of the Midland Vinegar Company.

But apart from these facts of more particular importance to the grocery trade is that for quality this English Malt Vinegar is unexcelled. Whether it is for table use or for pickling purposes the grocer may assure his customers that they will be highly satisfied and, in pickling the purity of the vinegar is a prime essential.

The Midland Vinegar Company are also the sole proprietors of H. P. Sauce (House of Parliament) which has gained such a splendid reputation in the Canadian market as well as in all the marts of Great Britain. This H. P. sauce is now stocked and sold by all the live grocers and delicatessents between the Atlantic and the Pacific. It is the result of a secret blend of Oriental fruits and spices with a specially brewed English Malt Vinegar produced by this same company. As this vinegar never varies there is a constant uniformity to H. P. Sauce, which will hold its customers. H. P. Sauce has proven its merit to the grocery trade as a valuable article to carry. Its sale has increased beyond the most optimistic anticipations and there is every indication of even brighter prospects. H. P. Sauce and Pickles were demonstrated and ten thousand samples were distributed among the ladies who attended the exhibition. The Midland Vinegar Company's products will not disappoint either the grocer or the consumer.

DAYTON COMPUTING SCALES.

Grocers, themselves, realize to-day the advances they have made in recent years in their business. Inventions have lessened labor, have simplified a great deal of the work that was formerly arduous and have helped to make the grocer an important figure among the business men of to-day. In this regard the Computing Scale Company, of Canada, Ltd., manufacturers of Dayton Computing Scales and Moneyweight Scales have played a prominent part in revolutionizing certain trade methods.

The Dayton Computing Scale need hardly be introduced at this stage to the grocery trade. It has proved its worth. It guarantees a square deal to the grocer himself, and, also to the customer, and that is the honest grocer's principal concern. It also is a time-saver in



CANADIAN NATIONAL EXHIBITION.—Scales Displayed by the Computing Scale Co.

the store, automatically registering the weight of goods and also their price, in such a simple manner that anyone can use the Dayton Scale.

For years the Dayton Computing Scale Company have had a staff of experts at work improving their scales and in their exhibit at the Canadian National Exhibition there was shown an entirely new invention in the form of an electrical scale, which combines features that are appreciated by the grocery trade. The Electrical Scale is the result of the labors of the company's experts during the past two years, and they have succeeded in perfecting this scale, so that it is in a class by itself. Moreover, it looks as if it would be a long time before anything will be devised to compete with it.

Each time the grocer weighs upon this scale, an electric light is automatically flashed upon the dial and remains lighted during the operation. This light enables the grocer to see at a glance the money value registered on the dial, and also the exact weight of the article. The light also flashes a reminder to the customer to "Call Again." This scale can be operated from the electric light in any store. All that is needed is the attachment either above or below.

This scale will prove a valuable asset to any grocer. It is not only thoroughly efficient, but it has been strongly constructed and well finished. It is a handsome, low platform, swivel base scale, and it seems impossible to suggest any additional improvement. It was demonstrated at the National Exhibition and not a few sales were the result.

The Dayton Computing Scale Company have different styles of scales, which in price will appeal to the small grocer, as well as to his brother grocer with the larger business. The company's travelers are at all times willing to explain the Dayton Scale to grocers. The latter recognize the fact that the computing scale is the scale of to-day. It is the modern idea, and above all it is a money-saver. Of this latter point there is not the least doubt.

Hundreds of those who have bought the Dayton Scale did not realize the losses they were sustaining until their attention was called to them, and an investigation was made by the grocers themselves. Others knew they were losing money in spite of all precautions and welcomed the Dayton Automatic Computing Scale. Grocers who are contemplating purchasing a new scale will find in the Dayton types every feature they are looking for, and they will soon learn that it is a strictly business proposition to instal the Dayton Scales in their stores.

KELLOGG'S TOASTED CORN FLAKES.

Of the many articles handled by grocers in this country it is doubtful if there is any that brings more satisfactory results to the dealer than Kellogg's Toasted Corn Flakes. The company from its establishment put forth all its



CANADIAN NATIONAL EXHIBITION.—Toasted Corn Flakes Exhibit.

plans, first recognizing that the grocer would be in a large measure responsible for the total number of sales. The confidence of the retail trade was won by the square deal policy that was extended to them. They were quickly impressed with the fact that they were securing a good profit by handling Kellogg's Toasted Corn Flakes.

Special measures were adopted by the company in order to guarantee protection to the small grocer, and among them the resolve not to grant a quantity price has been of great service. The small retailer is treated the same as the most influential. They both have to buy through recognized jobbers, and all are treated alike, courteously, but with no discrimination.

The display of Kellogg's Toasted Corn Flakes at the National Exhibition this year was in keeping with the progressive methods employed by the company to emphasize before the consuming public the particular merits and good qualities of this breakfast food. The demonstrations were highly satisfactory, crowds thronging the booth every day.

The phrase that has pleased millions "The Sweetheart of the Corn," with the illustration it refers to occupied a prominent place in the exhibit, and of itself attracted attention.

That Kellogg's Toasted Corn Flakes have become immensely popular as a regular food, is attested by the fact that the Canadian plant at London was doubled during the past year, and though the output was thus doubled it failed to meet the heavy demand that gradually kept increasing.

With each case of corn flakes the grocer receives a coupon, which he may redeem at the end of the year, thus securing a substantial rebate. The company is always pleased to forward to grocers material for dressing windows and welcome enquiries from the trade on any of these questions.

T. M. Sibbald, 20½ Front St. East, is the Toronto agent, and was in charge of the exhibit at the National Exhibition.

Corn flakes are handled by the wholesale trade throughout the Dominion, and are sold at $2.85 per case of 3 dozen. Besides the Toronto agency there are offices in charge of Locke & Williams, Winnipeg; Howe, McIntyre & Co., Montreal; Chas. E. McMichael, St. John, N.B., and Shallcross, McAuley & Co., of Calgary, Alta.

PURE GOLD MANUFACTURING CO.

Pure Gold products have for so long a time borne such a reputation for quality that the demand for them has expanded throughout Canada in wonderful strides. The retail dealer who wishes to obtain as great a share of this demand as possible should, if he has not already done so, stock these goods and add to the present demand his salesmanship abilities; he can make no mistake in handling the products of the Pure Gold Manufacturing Co.

Demonstrations were made in their attractive booth at the Canadian National Exhibition by several young ladies, whose tempting dishes were instrumental in gaining many new admirers for Pure Gold goods. Dainty salads, salad dressings, jellies, etc., as well as all their package goods and extracts were displayed in such a manner that they could not fail to hold the attention of the mistresses of the thousands of homes which were represented at the exhibition. Retailers know that every good wife is anxious to extend her knowledge of such dishes, and if he can be instrumental in bringing this to pass he will be all the richer for it.

With Pure Gold products he can easily increase his sales of goods that will make these dainty dishes because he can place absolute faith in their purity. Their quality is unquestioned and they can, therefore, be guaranteed to the housewife with perfect safety. The company make quality their leading feature and their motto "the memory of quality lingers when prices are forgotten," has done much to increase the demand.

Besides table jellies and salad dressing powders The Pure Gold Manufacturing Co., manufactures Pure Gold brands of baking powder, flavoring extracts, coffee and spices, all goods of merit, which will bear the minutest scrutiny of the most exacting government inspector.

The cleanliness which is made a feature in their manufacturing establishment was carried to their booth; everything about it was neat and clean; the



CANADIAN NATIONAL EXHIBITION. —Exhibit of The Pure Gold Products.

jellies served were certainly tempting and made without a flaw; the lady demonstrators were courteous and patient and gave the very best of service to the thousands who visited them during the two weeks of the exhibition.

LIPTON'S TEAS.

One of the problems that confront the majority of retail grocers to-day is how to build up a flourishing tea trade.

It is by building up a reputation for quality that the grocer builds up his business. It is Lipton's teas that solve the problem of his tea trade.

Older grocers know that in past years Chinas and Japans were the teas mostly drank. The price in the past was so high that tea was considered a luxury, something for the rich man and his household. To-day, India and Ceylon teas have the greatest demand and are continually winning increased popular favor by sheer merit. And furthermore tea has been reduced in price until it is a beverage of universal consumption.

In this development of the tea business Sir Thomas Lipton has played a prominent part, owning his own plantations in India and Ceylon, and being the pioneer in educating the consuming public to the good qualities of the teas grown in these districts, and in bringing the price of teas to a level which resulted in tea becoming an article of general use he has built up a business of world wide extent.

Blended and packed in bond in London, England, by a corps of the best tea experts in the world, coming direct from Lipton's own plantations, every operation from growth to the final blending and packing of the finished product being carried on under the direct supervision of experts, Lipton's Tea shipped to all parts of the world to-day is so carefully blended and packed that



CANADIAN NATIONAL EXHIBITION.—Lipton's Tea Display.

absolute uniformity is assured in the blends called for by conditions under which the tea is used in the several countries to which it is shipped. Consequently when the grocer sells a customer a package of Lipton's tea, he is quite safe in guaranteeing absolute uniformity in any blend which he finds his customer prefers, as every package is sold to him under an absolute guarantee as to quality by this house, backed up by their years of experience combined with the efforts of the foremost tea experts in the world to-day.

And at the same time the price is popular. In fact Sir Thomas Lipton fathered popular priced teas and the growth of the business proves more emphatically than words that Lipton's Teas are all that is claimed for them.

Special care has been taken to cater to the Canadian taste. The teas for consumption in the Dominion are specially blended. They are packed in air tight tins so constructed that the quality and flavor of the tea is fully preserved until the entire contents of the package have been used.

These are a few of the points in favor of Lipton's Teas, namely quality, uniformity of blend, careful packing, popular price and a good profit to the grocer.

In fact the grocer has a splendid opportunity to talk Lipton's Teas and to build up a tea trade he can adopt no safer nor more profitable plan than that of handling Lipton's Teas and of pointing out to customers their merits. Like methods have resulted also in building up a very large and steadily increasing business in coffee and jelly tablets, lines which for the Candian market have received special attention by this house, and which all grocers desirous of handling the highest quality of goods will find it profitable to stock and recommend to their customers.

CHRISTIE'S BISCUITS.

With an international reputation for a completely established supremacy for many years on the American continent, Christie, Brown & Co., Limited, Toronto, may justly be said to have put Canada in the van of progress amongst countries noted for the manufacture of pure, high-grade biscuits, crackers, wafers, cakes and puddings.

This fact was proved indubitably by the unique exhibit of Christie, Brown & Co., Limited, this year at the Canadian National Exhibition, by the equally unique booth in which the exhibit was displayed, and, not least, by the requests of the thousands of householders, wholesalers and retailers who visited the booth, for permission to inspect the firm's factory (Duke and Frederick Streets).

The booth itself, without parallel at this year's Fair, was a delight to the eye in simplicity of structure, beauty of finish (fine antique oak) and in sprightliness of appointments, the cool browns of the woodwork and furniture being brightened by the variegated colors of garden flowers and small potted palms and dwarf baytrees and cedars, while the show cases and shelves, replete with five hundred selected varieties of the Christie, Brown Company's specialties in biscuits, crackers, wafers, cakes and puddings, plain and fancy, were indeed a most enticing array, as the firm's motto runs, of "The Purest of all Pure Foods."

And that motto is the absolute truth, for Christie, Brown & Co., Limited, use no substitutes, no oil for butter, no cottolene for lard, but only the very finest milled flours, the choicest sugars, currants, raisins and fruits, and the very highest grades of butter and lard. This insures absolute purity and wholesomeness for their products; and so well-known and appreciated are the Christie, Brown Co.'s specialties that the leading United States wholesalers import them, despite the high tariff duties.

But this great and progressive Canadian firm also secures purity and wholesomeness in their products by another method. A visit to their factory, which Christie, Brown & Co., Limited, might justly and with pride name, "The Spotless Factory," will show the care the firm takes to insure perfect sanitary condition of the tins in which the biscuits, cakes, etc., are packed. Their tins are always sterilized before being packed, and when returned are first thoroughly cleaned and then sterilized again before being refilled.

Wholesalers and retailers should make a special point of this fact—each tin



CANADIAN NATIONAL EXHIBITION.—Christie's Biscuits Exhibit.

and box contains full weight, that is, if it is marked as containing 8 lbs. it will be found to contain 8 lbs. of biscuits, the wrappers and cardboard not being included in the weight charged. Where the goods are sold by package the price is based on the actual contents.

A sterling firm with an international reputation for the manufacture of sterling plain and fancy biscuits, crackers, wafers, cakes and puddings—such is Christie, Brown & Co., Limited, the greatest and most reliable firm of the kind in Canada, and a standard which other firms in the same business, in all countries, are copying in emulation.

HOLBROOKS LIMITED.

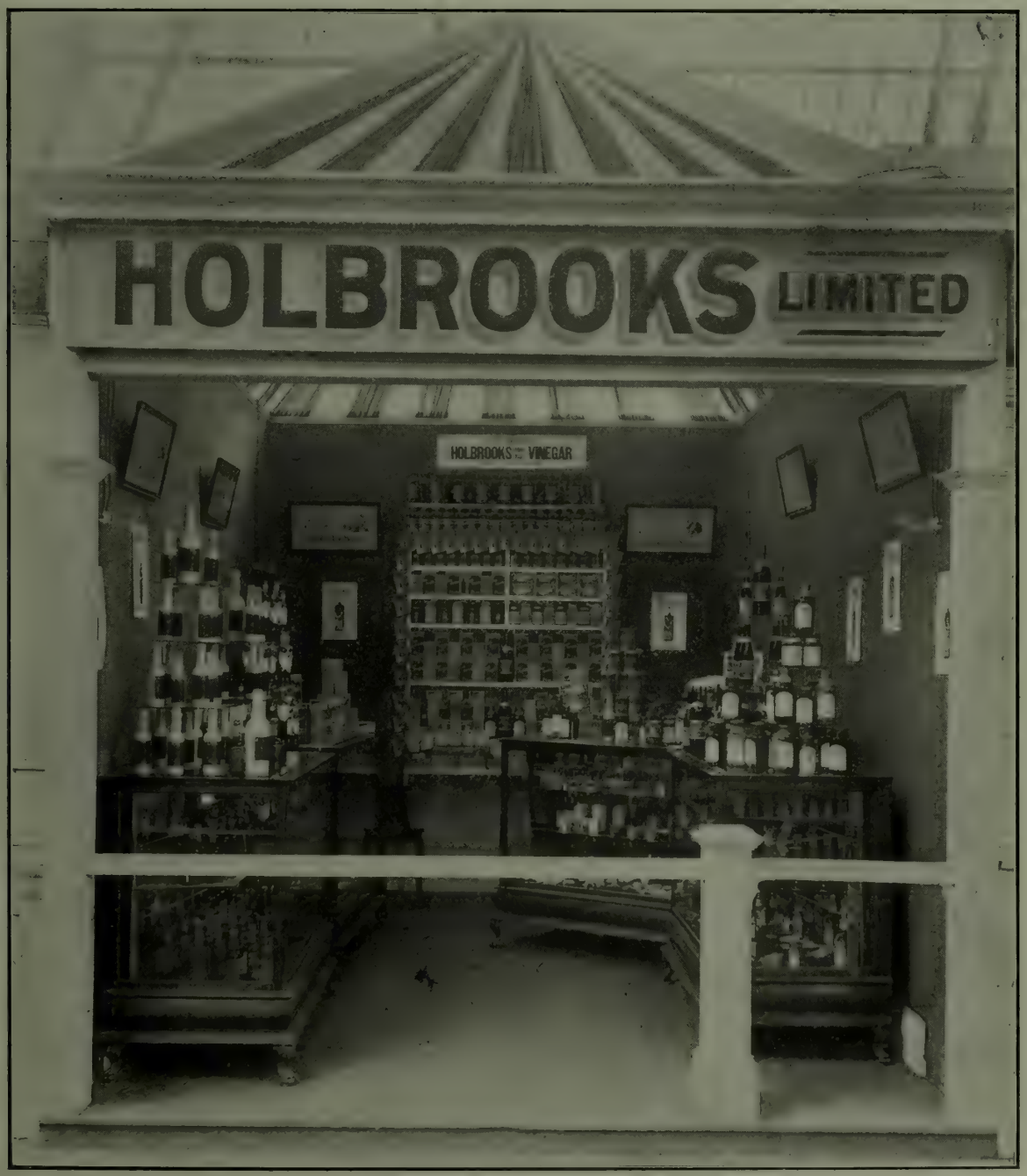
Few firms are attracting so much attention from the trade just now as Holbrooks Limited, of Holbrooks Sauce fame by reason of the remarkable growth of their business in Canada during the past year or so, and it was only natural that their exhibit attracted considerable interest.

Many grocers will remember only four or five years ago when this enterprising English firm of specialty manufactures, after looking over the Canadian field (in which so many English firms had tried and failed through lack of knowledge of Canadian conditions) decided to "Grow up Canadian" by opening up their own offices in Toronto.

Backed by unlimited capital, an immense output in other parts of the world, and the high reputation of their products, they were probably the first English firm to grasp the situation in Canada and establish their own offices on this side for the purpose of building up a trade by Canadian methods, or to use their own expression, "To do in Rome as the Romans do."

How far they have succeeded by the vigorous and enterprising methods which they have adopted in marketing their goods is well-known to almost every merchant in the Dominion and the large sale enjoyed by some of the new lines which they have placed on the market during the past year shows how keenly they watch the requirements of the trade, prepared to give the Canadian market what the Canadian market calls for.

Two years ago they decided upon an even more gigantic venture by entering the United States with a plan of campaign extending over a number of years and involving, it is rumored, an expenditure of between three and four hundred thousand dollars.



CANADIAN NATIONAL EXHIBITION.—The Exhibit of Holbrooks Products.

No manufacturing whatever is done on this side of the Atlantic, their organization here being merely for the purpose of advertising, marketing and distributing their English products in which they are assisted by a staff of twenty travelers.

Their operations in both Canada and the United States are conducted from their Toronto offices under the management of H. Gilbert Nobbs.

The business was founded in England in the year 1798 and they claim to have to-day the largest sauce factory in the world and are still building.

H. J. HEINZ CO.

The exhibit of the Heinz Pure Food Products at the Canadian National Exhibition was another mark of the progressiveness of H. J. Heinz Co., whose "57 varieties" have long since become known to the grocery trade in Canada as being among the purest of pure foods. These products are now made for the Canadian trade in the company's new plant at Leamington, Ont., where the same high character of materials, skilled supervision and all the methods which the "Heinz Quality" are maintained as in the various Heinz establishments throughout the United States and Europe.

A few facts about the vastness of this great industrial enterprize which had such a modest beginning in 1869 in a little garden in a Pennsylvania town, will prove interesting to the dealer who sells the Heinz goods over his counter. It has more than 4,000 employes in the main establishment, which covers 22 acres of floor space. It owns 15 factories, 69 pickle salting houses, and has 30,000 acres of land under cultivation. Forty thousand people are required to harvest the crops, there are 45 branch distributing warehouses and more than 500 traveling salesmen.

To-day Heinz dainties and delicacies are sold in every market in the civilized world. Their success is due almost entirely to the desire and purpose to excel and to the determination that no common or inferior thing shall ever bear the Heinz label. Preservation of the most scrupulous cleanliness at any cost, and unswerving standards of quality, can never fail to meet that full reward which the public has accorded to "the 57."

H. J. Heinz Co. are now organizing a larger sales force in Canada. Their agents in this country are: H. P. Eckardt & Co., Toronto; Hudon, Hebert & Co., Montreal; Provost & Allard, Ottawa; John Tobin & Co., Halifax, N.S.; Baird & Peters, St. John, N.B.; The A. Macdonald Co., Edmonton, Alta.; Georgeson & Co., Calgary, Alta.; The Codville Co., Winnipeg, Man.; Kelly, Douglas Co., Vancouver, B.C.



CANADIAN NATIONAL EXHIBITION.—Display of Heinz "57 Varieties."

OXO.

By handling Oxo the grocer is enabled to offer his customers an article which he need have no hesitation in proclaiming as pure as it is possible to be. It has been referred to as the greatest specialized article on sale to-day and this statement is not far-fetched. Oxo is solely manufactured by Liebig's Extract of Meat Co., Limited, whose head office is in London, Eng., and its superiority as a liquid beef is the result of the company's forty-five years' experience. They own 2,600,000 acres including the richest pasturing lands in Argentine and Uruguay (South America), where their herds of thoroughbred Herefords numbering over 250,000 head, from some of the finest British prize winning cattle are located.

In connection with this immense industry a whole village has been laid out apart from the factory, comprising workmen's homes, schools, hospital, churches



CANADIAN NATIONAL EXHIBITION— Oxo Exhibit.

and the residences of those in charge of the works

Every stage of the preparation of Oxo is guarded by all that science has to offer in order to guarantee its purity and absolute cleanliness.

These brief facts convey a slight idea of the immense organization behind Oxo and of the scrupulous care that is exercised in its manufacture.

The retail grocer is familiar with Oxo in bottles, and the Company is now offering it in the form of Cubes which are more readily and easily handled. It is not only unequalled as a nourishing food but it may be used in various forms in the kitchen, a selling point which the grocer should not overlook.

The Oxo display at the National Exhibition attracted many grocers who marvelled at the photographs of the company's herds, plant and the settlement.

The general public appreciated the demonstration of Oxo and this method, together with a progressive policy of advertising, should be of great assistance to the grocer, who will find that Oxo once introduced to a customer will bring continued sales on its own merits.

Among the other exhibitors at the Exhibition whose displays attracted the attention of the retailers were the following: Wagstaffe, Limited, Hamilton; S. F. Bowser & Co., Toronto; Canadian Shredded Wheat Co.; Eureka Refrigerator Co., Toronto; Gipe Carrier Co., Toronto; W. A. Freeman Co., Hamilton; Grimm Manufacturing Co., Montreal; Jno. Hillock & Co., Toronto; Nugget Polish Co., Toronto; Toledo Computing Scale Co., Toronto, and Harry Webb Co., Toronto.

Getting After the Trade Interrupted by Summer

Now is the Time For Retail Dealers To Put Their Salesmanship Behind Bread and Pastry Flours—As The Autumn Approaches Housewives Will Bake if Their Attention is Called to It—Up to the Grocer to Tell Them About it.

While summer is responsible for increased business in some lines, it also arrests the demand for other articles. It may be expected that most of this trade will return but there is one particular item of trade which upon consideration grocers may consider worthy of attention.

In the average home, bread-making is not included in the summer duties and during the warm weather months the baker gets a largely increased demand.

The housewife concludes that baking is too arduous during that time and the home made variety disappears for the time being. There is just the possibility that the housewife may forget to change back again unless the grocer puts forth some effort to remind her that the cool weather has returned and that the fire is allowed to burn all day.

If the mother is really a bread-maker, as a rule the family prefers the home make and moreover there is the economical consideration.

A campaign of this nature is now worthy of a thought by those retailers who are alive to their own interests. The same may be said of pastry flour.

The grocer who buys a consignment of flour and stores it away in the small store room, making no attempt to sell it, merely delivering an occasional bag when a customer asks for it is not a salesman. This kind of retailer can scarcely hope to make a feature out of his flour department.

General Business is Best.

Those who have been handling it should put the same life and energy into pushing flour as to any of the other articles. It will hardly be admitted that a successful grocery business will be built upon heavy sales in some few lines but rather by a good strong general business.

The grocer can sell flour if he tries to; he can sell pastry flour also, and he can sell confectionery, for there is one class of woman who does not want to, or does not know how to bake. As soon as the cool weather begins to make itself felt the grocer should make a big effort to reclaim the trade that summer interrupted.

Believes that Prices of Honey Will Remain Firm

Toronto, Sept. 15.—The honey market is proving of much interest to the jobber and retailer just now, and so the views of a bee-keeper who exhibited at the Canadian National Exhibition should prove interesting.

To begin with, he said, there were no old stocks held over. The new honey came on a bare market and this tended to keep prices high. The early portion of the season was damp and cold and was not conducive to a good yield. The result was that so far as he was concerned—and he believed it to be general in Ontario—the average yield per colony was only 40 lbs. while last year it was 100 lbs..

The increased number of apairies, however, will bring the total yield almost to the figure it attained last year. Nevertheless since the demand is widening, there will not be any too much honey on the market. It is all getting out of first hands so that, so far as the Grocer's informant could see, the prices would not decrease. He anticipated higher figures before next season's crop is marketed.



Exhibit of The British West Indies at The Canadian National Exhibition.

Should Local Publishers Accept Mail Order Ads.?

Discussion of a Question Which is Agitating Merchants Everywhere — Loyal Support of the Newspaper Deserves Reciprocation on the Part of Merchants— How Two Publishers Have Helped Their Local Advertisers.

Where does the publisher of the local newspaper stand in relation to the fight which merchants who patronize his columns may be putting up against mail order competition? To one phase of the question there is a positive answer. The great majority of publishers have at least demonstrated their loyalty to local interests by refushing to publish the advertisements of mail order houses which are offered to them from time to time. Some of those who have so refused have expressed themselves as satisfied with the amount of business which has come to them in the shape of advertising from local merchants. Even if they were dissatisfied they would probably take the same attitude as the man who declares that the local merchants do not do enough advertising, but that disloyalty on his part would be out of the question.

There are wide-open opportunities for sympathetic co-operation between the newspaper and the merchant with regard to this development of the home field in favor of local concerns. The medium of public opinion can very often pilot to success any organized effort which the merchants may take with the object of solving their different problems; it can straighten out kinks which retard united effort among merchants; it has access to every constituent of the community and can do much educative work in discouragement of long-distance shopping.



The City Departmental Stores Beaten at Their Own Game

Anything and Everything in every line of Trade

Everything from a Needle to a House and Lot

Dry Goods
Ladies' Wear
Furs
Clothing
Men's Furnishings
Boots and Shoes
Trunks and Valises
Furniture
Stoves
Tinware
Housefurnishings
Hardware
Woodenware
Earthenware
Chinaware
Groceries
Confectionery
Meats
Machinery
Tobacco
Smokers' Goods
Toys
Books
Magazines
Stationery

In this issue the Renfrew Journal presents a combined list of goods with prices quoted and suggested such as no city departmental store can equal in variety of stock, newness of goods quality, style, nor yet in prices.

The combined stores of Renfrew can easily outrival any two city departmental stores in the stocks carried, the prices offered, and the quality of goods sold

Investigation will prove this point beyond dispute.

When you have ALL the big store stocks here to choose from you have more variety than any city departmental can give in any one line

By trading here you have the opportunity of inspecting the goods and comparing values on the spot.

You save time, trouble, postage, express, and disappointment.

You have immense stocks of new goods to choose from

You have the reputation of business men who are here all the time to back up the quality of what you buy

You are not trading sight unseen You see the goods you buy, and buy the goods you see.

As to Prices!

On investigation it has been found that the city departmental stores do not sell the same quality of goods lower than the local merchants You may think they do, but the truth is that they do not Local merchants have less proportionate expenses to pay All the Renfrew merchants are financially sound, and so able to purchase for cash, and in large quantities—the City Departmental store has little advantage over them there, A comparison of the City Departmental Store's catalogue prices with the local merchants' prices will be the most convincing evidence that

It Will Pay You to Trade in Renfrew

Just make that comparison once or twice and convince yourself In the meantime read the advertisements in this issue, there are some great bargains offered See the goods, get the prices, examine the stocks, and the rest may safely be left to your good judgment.

School Books
School Supplies
Music
Musical Goods
Fancy Goods
Millinery
Drugs
Drug Sundries
Medicines
Harness
Photographic Supplies
Farm Machinery
Printing
Insurance
Banking
Legal Help
Medical Help
Veterinary Help
Money to Loan
Undertaking
Property
Business College
Collegiate Institute
And other lines too numerous to mention.

Read the Renfrew Journal each week. It contains the fresh, bright store news of *all the Leading* advertisers in Renfrew. You will get up-to-date news about stocks, goods and prices—not the big city store catalogue style printed maybe six months or a year ago. In addition you will get all the news of the district, a summary of the world's doings, special pages for the farm and the home, a good continued story and an original editorial page. The Renfrew Journal—an up-to-date local paper—only $1.00 a year. Send in your subscription now.

Page Ad. Clipped From the Renfrew Journal.

There Must be Co-operation.

There is neither room nor reason, therefore, for strained relations between the merchant and the newspaper. It would seem that no such situation should be allowed to develop which would suggest to either party a retaliatory action involving recourse to out-of-town patronage or prices. There should be no reason why one side should, for example, apply a handicap to the other's business in the form of a mail-order house advertisement, or why one should jar the other with a suggestion that he can get better prices on printing in a distant city. Yet, these things sometimes happen, and a good instance is available. At a recent conference of newspaper men where the discussion hinged on a certain phase of co-operation of local business interests, one man stated that a merchant had recently asked him for a figure on some job work. The printer gave him his best price, whereupon the merchant protested that he could do far better in a neighboring city. Yet this man was one who did not hesitate to nudge the newspaper man every time he thought the mail order houses deserved a knock. It developed at the meeting in question that this was not an extraordinary experience.

A Publisher's Opinion.

Should country newspapers refuse mail order advertising? The following reply to that question was given by a publisher at a recent session of the Weekly Section of the Canadian Press Association:

"On general principles," said he, "I think a country newspaper should be free to accept advertising from any source or any line of business, provided it does not offend against good morals, good taste, and the general policy of the paper; and its authors are financially responsible.

"The city department store is the big opponent of the local merchant, tradesman, and, sometimes, even manufacturer, and, thus, of the trade interests of the smaller towns and villages with whose interests those of the local newspaper are vitally associated. These interests the home

journal is bound to promote in the general interests of the community.

"My own opinion on the question is that when local dealers and business men of all classes are giving a fair support to the home printing offices, in the way of newspaper publicity, job work and subscriptions, the local paper should stand by its patrons and by the home industrial community. When such happy conditions do not exist and when the big departmental store's advertising campaign could be used 'to point a moral and adorn a tale,' it might profitably be accepted and used effectively in that way.

"On the other hand, it does not appear to the writer to be a square deal to the city advertiser to accept his copy and his good money therefor, and then knock him and his class in the local and editorial columns. Being in that fortunate class receiving a very generous local support, and feeling that we should reciprocate by protecting our patrons, this, paper has so far answered the city department store's advertising question in the negative."

An Experience and a Suggestion.

Newspaper publishers generally have the interests of their communities at heart. They are called upon from time to time to give consideration to the various problems which beset those communities. They are fully aware of baneful influences of the mail order problem, and, it would appear, are ready to participate in any plan of co-operation looking to its solution. Many of th m have already done much to develop local loyalty. The experiences of one publisher in this work are narrated in the letter recently received at this office. It also contains a good suggestion. This man states:

"Some years ago we devoted much thought and space to the subject of out-of-town dealing, and I feel that we did some good, but I quit it when one of our merchants, who clapped me on the back oftenest for my articles, was in the habit of getting stuff that he did not keep in stock from one of the Toronto houses. Later I learned that other merchants did likewise, and I felt that I was the fool.

"However, I feel that, from the standpoint of a town, the continued dealing in the larger cities by the citizens of the smaller towns and countryside, will eventually ruin our smaller centres. How can we overcome it, is the question? I see but one way. Our merchants may go on advertising that they sell as cheaply as the large departmental stores do, but that does not go. The merchant has to show what the department stores sell certain lines of goods for, and in the same line show what he will sell it for.

"Now, my idea would be for the leading merchants of the towns to join forces, and branch out in a vigorous campaign with a well laid plan. Have them meet weekly, take Eaton's, Simpson's, etc., advertisement, and carefully go over the leaders, noting the prices. Then have each merchant shape his advertisements for the weekly papers in his town accordingly, stating in bold figures what the certain articles are advertised for in Toronto and what he is selling them for. If the local merchants can sell as cheaply as the city chaps, which they claim they do, then such a course in my mind is the only one to appeal to the buyer.

"This plan may not be feasible in some places, but I do not see why it could not be made to work in others. It has now come to be a question of competition with the departmentals rather than locally, and the sooner the local merchants see this the better. In our town alone, it is estimated that not less than $3,000 monthly leaves here for the city departmentals. We are great sufferers."

Merchants Largely to Blame.

A publisher in a town of 5,000 has this to say:—"The merchants, I think, are largely to blame for losing to the departmental stores business that should go over the local counters. Persistent, intelligent advertising should convince the public that they really save money (all things being taken into consideration) by buying at home.

"For months I have been running a series of articles pointing out the advantages of patronizing the home stores, but such advice can have but little force unless it is backed up by advertised evidence from the merchants whose business we are trying to help. The trouble is that too many merchants bewail the amount of money that goes to mail-order houses and yet are not willing to spend a few dollars in letting the people know that purchases can be made just as cheaply at the town store without taking the chances of buying from a catalogue. There is an old saying that one should "fight the devil with fire." In this case the "fire" is advertising and if the merchants will use this weapon with intelligence they can hold a large portion of the business now going past them, and can rest assured that they will have the co-operation of every local newspaperman."

How Two Publishers Helped.

Reference was made in The Canadian Grocer some months ago to assistance given local merchants by the St. Mary's Journal by publishing a comparison of prices of goods quoted in departmental store catalogues and in local stores, the comparison being invariably in favor of the local merchant.

The Renfrew Journal has given similar assistance to local merchants by the same methods as well as by publishing the accompanying full page advertisement and editorial. The latter follows:

"A great many people believe that they can purchase certain lines of goods to better advantage in the big city departmental stores than they can in the local places of business. Practically speaking, nothing could be further from the truth, but the city departmentals by persistent advertising and insistent claims have persuaded a considerable following up to this false doctrine. Appeals might be made to the local patriotism, the local friendships and the local interest to patronize local business rather than the city departmentals, but the merchants of Renfrew, as will be seen by a perusal of this issue, have a better and fairer way. They ask no favors. They advertise what they have, quoting prices and qualities, and leaving the matter to the investigation of the people.

"Investigation is what is needed. If the general public would honestly and intelligently compare qualities and prices they would soon conclude that it would pay them to confine their purchases to the local merchants. For fear that this statement may be considered overdrawn, it might be well to compare some prices. In the catalogue of one big store the lines of Stanfields' underwear are quoted five cents per garment higher than they can be purchased at any store in town. A special stove, quoted as a bargain in a departmental store, at $44.50, is sold here regularly for $44, and is sometimes advertised for even less. A wool muffler, quoted at 27 cents in the big city advertisement Wednesday, is on sale here regularly for 25 cents. So it goes throughout the list, and there are few lines on which the local stores are truly beaten.

"To be sure, the city stores do sometimes catch bargains which they pass on in part to their customers. They buy in good quantities and for cash, but they have no advantage there, for local merchants do the same, and oftentimes have big bargains, too, to offer.

"What is needed is investigation and understanding of the situation. The merchant needs to advertise, the local people need to watch the advertisements. The enormous expense of the city departmentals in every line outweigh any minor advantages they have otherwise, and the local man who trades with the men he knows and can trust consults his own pocket and pleases his own local loyalty at the same time."

JIM PARKS' STORE.

You know Jim Parks? He used to farm
Out Hopkins Corner way.
Well, he got tired of planting corn
And cutting oats and hay.
It was too hard and dull a life—
He said he could make more
To move to town and open up
A little grocery store.

The opening up was easy done,
And things just 'peared to swim.
You work a farm, but keep a store—
It seemed like fun to Jim.
His trade? Well, he had more or less—
'Twas hardly ever more—
But times would better in the fall,
And—he liked keeping store.

One day last week I called around
And found him dreadful blue;
He kept the store all right, but kept
The things inside it, too.
"The business suits me lots of ways,
But tell me how," said Jim,
"A man can keep on keeping store
"When it will not keep him!"

Practical Methods Used in Retail Grocery Stores

Quebec Dealer Advises Careful Distribution of all Samples Given the Retailer—Chatham Merchant Attends to Thirst of His Customers—Fruit Jar Trade in Bracebridge—Regina Merchant Suggests a Training for Clerks.

Quebec, Sept. 15.—A retailer here would urge that all samples of goods, recipe booklets, etc., which are given to the dealer by the manufacturer be distributed systematically among customers. Very often these samples are placed aside and the booklets are torn when they might be given away. This often means loss of sales, for it is usually the case that customers are just looking for the very article sampled.

For the Thirsty Customer.

Chatham, Ont., Sept. 15.—A convenience not often found in small city stores is a feature of the store of Smith & Ash, in this city. It is a water tap for the free use of customers.

Of course, no merchant who has drinking water in his store will ever think of ignoring a customer's request for a glass of water. Usually, however, the water tap is in the rear of the store, and the customer has to wait while the merchant or clerk spends valuable time in securing the necessary refreshment.

In the Smith & Ash store, the water tap and sink are placed just at the left hand side of the front entrance, with a cup conveniently attached. The customer has merely to fill the cup and drink; there is no necessity of asking anyone's permission. In a city where there are only one or two public drinking fountains, such an innovation is decidedly popular, and doubtless has its value as a trade getter, especially in a business catering largely to women and children.

The cost of installing the fountain is the main expense, since at meter rates the cost of the water consumed is trivial. This would likely be more than made up by the value of the time of the clerks which might otherwise be spent in securing water for customers were the tap less conveniently situated; and by the extra business secured from those customers who feel that the use of the water places them under an obligation to spend something.

Fruit Jar Business Good.

Bracebridge, Ont., Sept. 15.—Grocers in town are going into the fruit jar business more strongly each year.

This season nearly every grocer has had window displays of this much needed article in the home, bringing to mind to the shopper when ordering fruit, sugar, etc., that she should also purchased fruit jars.

Dealers, too, can easily augment their sales of fruit jars by occasionally calling the attention of the housewife to them.

A Training for Clerks.

Regina, Sask., Sept. 15.—"I think that every retail store should have a school for clerks," remarked one of Regina's big merchants the other day. "And the first lesson that I would teach would be the lesson of courtesy. I know of no other quality that employes in business need so much as the quality of politeness and courtesy in dealing with the public. All are familiar with the comic supplement jokes on the "young ladies" in the department store who are too busy fixing their hair to take care of customers.

"Most of our employes are, of course, men, but don't you find that they often fail in this particular just as much as the young women? I don't know why it is, but oftentimes employes of business houses assume an attitude toward the public like that of the librarian who complained that so many people came to draw out books that he didn't have any time to read.

"We should teach our clerks that they are with us to serve the public and that it is their duty and should be their pleasure to go to any reasonable length to be of service to all who come to the store."

Announcement of Change.

Owen Sound, Ont., Sept. 15.—Since many grocers are changing business at all times, an example of an announcement of a business transfer should prove advantageous.

Recently J. McQuaker & Co. purchased the grocery business of J. R. Brown and inserted the following announcement in a neat little panel:

We have just concluded the purchase of the well known grocery business of Mr. J. R. Brown, of this town. We have arranged to take possession on the morning of the 8th of September and will occupy Mr. Brown's premises for two weeks. In order to reduce stock rapidly, we will sell at greatly reduced prices in both stores; we are now very much crowded for room and with the addition of Mr. Brown's stock, it would prove almost impossible for us to find storeroom. We have decided upon a clearing sale and prices will not be a consideration. Mr. Brown's splendid reputation as a first-class grocer should be a sufficient guarantee that the goods we put on sale will be of the best. We have not space to quote prices, come to the store for that. Mr. Brown has transferred to us his proprietary interest in his well-known brand of tea—five o'clock. We will continue to stock this tea and will have sole agency in Owen Sound. We will also sell his special blend of 40c coffee. This is an opportunity to buy goods cheap. Don't miss it.—J. McQUAKER & CO.

Against Price Cutting.

Calgary, Alta., Sept. 15.—"Price cutting has been the ruination of many an Eastern Canadian grocer," remarked a Calgary merchant who had his early experience in the east.

"I do not see why any grocer should cut a price on a staple article. This only tends to make a lower established price on that article in the district and when this happens the dealer's profits are cut down.

"When I purchase a new article I always watch for the invoice and mark the sales price accordingly regardless of what others may do and I believe this is one important factor in the success of every merchant. He should be independent enough to get a fair profit on everything that passes over his counter."



Front View of the Grocery Store of W. Greaves, College St., Toronto, in the midst of the Fruit Season.

The Markets—High Prices Rule in Dried Fruits

Prunes, Apricots, Dried Apples, Currants and Raisins are All in the Same Boat —Stocks are Extremely Light, in Fact it is Years Since a Similar Condition Prevailed—Gallon Apples are Higher as a Result of Short Crop—Sugar is Weak in Primary Market But a Good Demand is Being Felt—Low Grade Coffees Higher.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

POINTERS.

Currants—½c higher.

Marbots—2c higher.

Peas—Firm at advance.

Montreal, Sept. 15, 1910.

Interest during the past few days has been pretty well taken up with the Eucharistic Congress and its effect on local conditions. It seems to be taken as a low estimate that fully half a million dollars was the extra food bill during the week. Many place the figures at almost twice that. However it is an undoubted fact that local merchants are well satisfied with the result, and orders to replenish are coming to the wholesale houses.

The sugar situation is exciting considerable interest at present. It seemed weak for a time and almost looked like a sure decline, but conditions changed rapidly, and now the market looks fairly firm.

Two advances of the week are of note. They are currants and Marbot walnuts. Both the nut markets and dried fruits are on the up grade and this is a straw showing plainly which way the wind is blowing. It is following the recent advance of filberts, and there seem to be still others in both lines to follow.

Sugar.—Sugar shows a slightly firmer feeling than last week. The recent decline of refined in New York made the local market somewhat uncertain for a time, but conditions now show that there is slight chance of any immediate decline in local refined prices.

The raw market also shows added strength, and the combination may result in an advance, unless some counteracting influence shows up.

Granulated, bags	5 05
" 20-lb. bags	5 15
" Imperial	4 90
" Beaver	4 90
Paris lump, boxes, 100 lbs	5 85
" " " 50 lbs	5 95
" " " 25 lbs	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 75
" " 100 lb. boxes	5 85
" " 50 lb. "	5 95
" " 25 lb. "	6 15
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 50
" " 50-lb. boxes	5 70
" " 25-lb. boxes	5 90
Powdered, bbls	5 30
" 50-lb. boxes	5 50
Phoenix	5 50
Bright coffee	5 00
No. 3 yellow	4 90
No. 2 "	4 80
No. 1 " bags	4 65

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—During the past few days the demand for molasses has improved greatly, until now it is in a satisfactory condition. Country orders are coming well indeed, and the local consumption is much better. Prices are firm and unchanged.

In syrups the condition is the reverse. Sales are small, and not at all numerous, either locally or in the country. Prices, however, continue fairly firm.

Fancy Barbadoes molasses, puncheons	0 36 0 38
" " " barrels	0 38 0 39
" " " half-barrels	0 40 0 41
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 27 0 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls	0 03½
" ¼-bbls	0 03¾
" 38½-lb. pails	1 80
" 25-lb. pails	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50
" 5-lb. " 1 doz. "	2 85
" 10-lb. " ½ doz. "	2 75
" 20-lb. " ¼ doz. "	2 70

Tea.—The only line of teas showing any considerable activity here this week is Japans. Even they are not any too greatly in demand. However it is thought that retailers will begin soon to fill up the shortage in stocks caused by the demands for the visitors so lately here and business is expected to pick up considerably in the near future.

Prices are firm and unchanged.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 2
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—Coffee roasters report fine trade in almost every line. In fact they are busier than they have been for some years past at this time of year. Rios and Santos probably have about the steadiest call, but others are not far behind. The market is firm and shows little symptoms of any immediate change.

Mocha	0 18½	0 25	
Rio, No. 7	0 10	0 12	
Santos	0 14	0 17	
Maracaibo	0 15	0 18	

Spices.—Spice men continue to be about the busiest they have even been at this time of year. One man reports a night force working two or three days a week, and the others are hard put to it to fill orders.

Pickling spice season is now on and the demand for these lines has made a fine start already. The cool weather now prevailing has brought on the season somewhat earlier than usual. Prices are steady.

	Per lb.			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits.—Currants are ½c higher this week, owing to the firm state of the Grecian market. However, advices from Greece received here since the advance, show a weaker state of things than was thought, and it would be no surprise if the former level were to be regained before long.

The first fruit boat from Spain is now on the water, having sailed on the 12th. The second is to leave in two weeks. It is reported that the cargo of the first is high grade, and already most of it has been placed.

With the scarcity reported in almost all lines, dried fruits will be at a premium this coming fall, unless all signs fail.

Currants, fine filiatras, per lb., not cleaned	0 06½
" " " cleaned	0 07
" Patras, per lb	0 08 0 08½
" Vostizzas, per lb	0 09 0 09½
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 06
90-100	0 05½
Raisins—	
Australian, per lb., (to arrive)	0 08½ 0 09
Old seeded raisins	0 90
" fancy seeded, 1-lb. pkgs	0 09
" loose muscatels, 3-crown, per lb	0 07½ 0 08
" " 4-crown, per lb	0 08½ 0 09
" sultana, per lb	0 07½ 0 10
Malaga table raisins, Rideau clusters, per box	2 25
Valencia, fine off stalk, per lb	0 05
" select, per lb	0 06
" 4-crown layers, per lb	0 06

Nuts.—Marbot walnuts are 2c higher this week. The advance came as a result of the short crop this year, and the small spot stock in this city. According to local importers it is only the first of a series of advances covering nearly all the lines of imported nuts. At any rate all reports received over the cable tend to foster such a belief, and the buying is being done with such advances in view.

Filberts are firm at the recent advance. Other lines show added firmness.

In shell—	
Brazils	0 13½ 0 14½
Filberts, Sicily, per lb	0 10 0 12
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 14 0 15
Walnuts, Grenobles, per lb	0 13 0 14½
" Marbots, per lb	0 14 0 15
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 32½ 0 35
" 3-crown " "	0 31½ 0 38
" 2-crown " "	0 30
" (in bags), standards, per lb	0 26 0 27
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb	0 65
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 36 0 37½
Brokens	0 30 0 32

Evaporated Apples.—At present there is a dullness in the evaporated apple market which is perhaps more the result of no first class stock than a scarcity of buyers. However there is little moving, prices remain at the same old level.

Evaporated apples, prime	0 08

Beans and Peas.—Beans appear to be improving, for what first class stock is offering. That is a decidedly better state of affairs than has been the case for some time past. Prices remain firm at the present high figure.

Peas are quiet at unchanged quotations.

Ontario prime pea beans, bushel	2 40
Peas, boiling, bag	2 50

Rice and Tapioca.—Demand for Patna rices continues very strong, with a firmer tone to the market. Why these rices should be so favored at the expense of others is somewhat of a problem, but it may be due to the evenness of the grading. Rangoon rices are quiet, but firm.

Tapioca is in little demand just at present, but the quotations are firm and unchanged.

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on page 60

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Paris lumps, in 100-lb. boxes	6 05
" in 50-lb. "	6 15
" in 25-lb. "	6 35
Red Seal	7 10
St. Lawrence "Crystal Diamonds," bags	5 75
" " " ½ barrels	5 95
" " " 100 lb. boxes	6 05
" " " 50 lb. boxes	6 15
" " " 25 lb. boxes	6 35
" " " cases, 20-5 boxes	7 60
" " Dominos, cases, 20-5 boxes	7 60
Redpath extra granulated, bags	5 15
Imperial granulated	4 95
St. Lawrence granulated, bags	5 15
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 10
Wallaceburg	5 05
St. Lawrence golden, bags	4 75
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 "	4 75

Syrups and Molasses — This market has opened up slightly in molasses but the trade has hardly been worth mentioning.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 50	Gallons, 6 to case	4 80
		½ " 12 "	5 40
5 lb. tins, 2 doz. in case	2 85	Quarts, 24 "	5 40
		Pints, 24 "	3 00
10 lb. tins, ½ doz. in case	2 75	Molasses—	
20 lb. tins, ½ doz. in case	2 70	New Orleans, medium	0 26 0 28
Barrels, per lb	0 03½	New Orleans, bbls	0 24 0 26
Half barrels, lb	0 03½	Barbadoes, extra fancy	0 45
Quarter " "	0 03½		
Pails, 38½ lbs. ea	1 80	Porto Rico	0 45 0 62
" 25 " "	1 30	Muscovada	0 30

Dried Fruits—The situation has not changed much from last week. Currants are still quoted by brokers at about 26s., as compared with 19s 6d last year; Valencia raisins are a little easier. The growers are beginning to offer them for sale and as a result there is slightly lower tone to quotations. The first price last year was 18s 6d and they are now between 27s and 28s, although it is stated that they are down several shillings below those prices. Sultana raisins are also higher. According to one broker Sultanas that averaged from 12 to 20 shillings last year are now quoted at from 34 to 50 shillings. And so it goes. Spot currants, raisins and prunes are a scarcity and prunes are quoted at higher prices.

Prunes—		Per lb.
30 to 40, in 25-lb. boxes	0 11	0 11½
40 to 50 " "	0 08½	0 09
50 to 60 " "	0 06½	0 07½
60 to 70 " "	0 06	0 07
70 to 80 " "	0 07	0 07½
80 to 90 " "	0 06½	0 06½
90 to 100 " "		0 05½
Same fruit in 50-lb. boxes ½ cent less.		
Apricots—		
Standard	0 14	0 15
Choice, 25 lb boxes		0 15
Fancy, " "	0 17	0 20
Candied and Drained Peels—		
Lemon 0 09 0 11 Citron	0 14	0 17
Orange 0 11½ 0 12½		
Figs—		
Elemes, per lb	0 08	0 10
Tapnets, "	0 03½	0 04
Bag figs	0 03½	0 04
Dried peaches	0 08	0 08½
Dried apples		0 08
Currants—		
Fine Filiatras 0 07 0 07½ Vostizzas	0 08½	0 09
Patras 0 07½ 0 08		
Uncleaned ½c less		
Raisins—		
Sultana	0 06½	0 07½
" fancy	0 07	0 08
" extra fancy	0 08½	0 09
Valencias selected	0 06½	0 07
Seeded, 1 lb packets, fancy	0 08	0 08½
" 16 oz. packets, choice		0 07½
" 12 oz. "		0 06
Dates—		
Hallowees 0 05 0 05½ Fards choicest		0 10
Saire 0 05 Natural, from 4½ up.		

Nuts—The nut market is firm and in regard to walnuts the tendency is higher.

Almonds, Formigetta	0 11
" Tarragona	0 12½ 0 13
" shelled	0 32 0 35
Walnuts, Grenoble	0 13½
" Bordeaux	0 11
" Marbota	0 12
" shelled	0 33 0 35
Filberts	0 11 0 12½
Pecans	0 16 0 18
Brazils	0 13 0 15
Peanuts, roasted	0 08 0 12½

Spices—This market is steady and firm. Peppers are slightly firmer and ginger is specially strong. There is good business passing in spices just now. One large house has sold as much spices since June this year as they did from June until the middle of October last year.

Peppers, black	0 15	0 18	Cream of tartar	0 25	0 28
" white	0 22	0 25	Allspice	0 14	0 16
" whole, black		0 16	" whole	0 14	0 16
Peppers, whole, white		0 23	Mace, ground	0 75	0 80
Ginger	0 20	0 25	Mixed pickling spices, whole	0 15	0 16
Cinnamon	0 21	0 23	Cassia, whole	0 20	0 25
Nutmeg	0 20	0 30	Celery seed		0 24
Cloves, whole	0 22	0 35	Turmeric		0 20
			Curry powder		0 30
			Mustard seed	0 15	0 18

Teas—The tone of the tea markets is steady, as the statistical position indicates no oversupply. All advices of late from the East have been firm prices ruling above those of last year, particularly Japans.

Coffee—Coffees are higher, especially in the lower grades. Rios are affected particularly in this regard but the advance is as yet not sufficient to affect the retailer and will not likely be in the near future.

Rio, roasted	0 12	0 15	Mocha, roasted	0 25	0 28
Santos, roasted	0 14	0 17	Java, roasted	0 27	0 33
Maricaibo, "	0 14	0 20	Rio green	0 10	0 11

Evaporated Apples—While there is not much business doing in evaporated apples the price is higher than it has been in a good while. It is also practically certain to go higher.

Evaporated apples	0 09

Rice and Tapioca—This market is comparatively quiet. There is a fairly good trade in rice but the general condition is normal.

	Per lb.	
Rice, stand. B	0 02½	0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal		2 80
Rangoon	0 03	0 03½
Patna	0 05½	0 06½
Japan	0 04½	0 05
Java	0 06	0 07
Carolina	0 10	0 11
Sago	0 05½	0 06
Seed tapioca		0 06
Tapioca, medium pearl	0 05½	0 06

Beans—This market is firm with a feeling in some quarters that prices may go higher.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—
General Market—Unstable.
Syrup—Stronger.
Dried Fruits—Advancing.
Evaporated Apples—Scarce.
Layer Raisins—Out of stock.

Winnipeg, Sept. 15, 1910.

The chief feature of the market this week is the fluctuating condition in many lines. Nominal prices rule just now and there are evidences still of further changes. To state a price on new crop stuff is a more difficult task on the local market than in previous years. The reason is that crops anywhere are not extra large and the export demand is so good, that in order to get a liberal supply into Western Canada, better prices must be paid. The ordering in the west is excellent and jobbers are rushed with shipments. Payments are much better than expected and there is no fear of restraining conditions in the coming year.

Transportation is working more smoothly than last week and merchants are satisfied with deliveries notwithstanding the heavy traffic of wheat to the east.

Sugar.—In the west jobbers have been disappointed with the sugar output. Larger things were expected to happen when fruit came in, but the preserving was limited.

Montreal and B.C. granulated, in bbls	5 65
" " in sacks	5 60
" yellow, in bbls	5 25
" " in sacks	5 20
Icing sugar, in bbls	6 25
" " in boxes	6 45
" " in small quantities	6 45
Powdered sugar, in bbls	6 05
" " in boxes	6 25
" " in small quantities	6 40
Lump, hard, in bbls	6 55
" " in ½-bbls	6 65
" " in 100-lb. cases	6 55

Foreign Dried Fruits.—All lines are strong. Layer raisins are sold out and all raisin stocks are moving out rapidly. Prunes are the strongest in the list and may go many points beyond the present quotation. Currants have been going up with a vengeance and a strong future market is inevitable. Less certain has been the markets on pears, apricots, dates and figs, and they are fluctuating freely. There is no question about these lines becoming much stronger.

Smyrna Sultana raisins, uncleaned, per lb		0 07	0 12
" " " cleaned, per lb		0 09	0 13
California raisins, choice seeded in ¼-lb. packages per package			0 06½
" " fancy seeded, in ¼-lb. packages per package			0 06¾
" choice seeded in 1-lb. packages per package			0 07¼
" " fancy seeded in 1-lb. packages per package			0 08½
Raisins, 3 crown muscatels, per lb			0 06
" 4 " "			0 06¼
Prunes—			
25 lb. box, 90-100, lb	0 06½	Prunes, 50-60 "	0 08½
" 80-90 "	0 07	Prunes, 40-50, lb	0 09½
" 70-80 "	0 07½	Silver prunes, ac. to quality	0 10 0 13
" 60-70 "	0 08½		
Currants uncleaned, loose pack, per lb			0 07½
" dry, cleaned, Filiatras, per lb			0 07¾
" wet, cleaned, per lb			0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb			0 08½
Pears, per lb	0 10	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 11
Plums, pitted, lb	0 11 0 12½	" " citron	0 14 0 18

Syrup and Molasses.—The output is heavy just now and retailers are stocking in large quantities, although no change has been quoted, the market is firmer everywhere, due to the increased demand. The product is popular in the west as a table food and the general tone of the market will no doubt continue to improve.

Syrups—	
24 2-lb. tins, per case	2 23
12 5-lb. tins, per case	2 50
6 10-lb. tins, per case	2 55
3 20-lb. tins, per case	2 60
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
Gingerbread molasses, ½ bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—Stocks of nuts are large in all retail centres and the merchants are preparing for an excellent winter trade. Supplies are scarce in crop centres and this means an advancing market. The filbert crop is a partial failure and the 12½ cent price will not last long here.

Shelled Walnuts, in boxes, per lb	0 35
" " small lots, per lb	0 36
" Almonds, in boxes, per lb	0 35
" " small lots, per lb	0 36
Peanuts, Virginia, per lb	0 11 0 13
Filberts, per lb	0 12½

Tapioca and Sago.—The present prices are considered low owing to the limited supply and the heavy demand on the world's market. The stuff is going out well and will continue to sell well throughout the winter.



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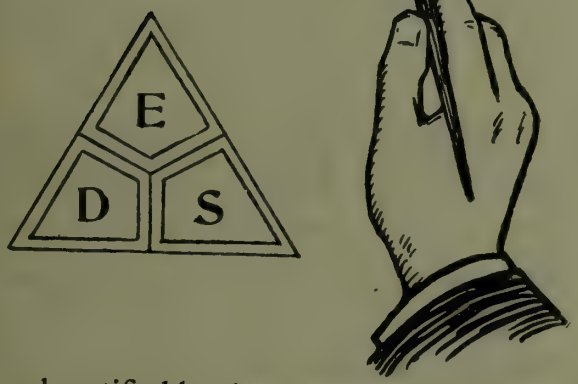
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Prices of Butter and Eggs Have Again Advanced

Markets During the Week Have Nearly all Moved, Some up, Others Down—Cheese, Butter, Eggs and Lard are Firm — Poultry and Honey are Easier—Trade Has Brightened and Volume of Business is Large—Exports of Butter and Cheese are Light.

Markets have in some cases strengthen considerably during the past week, a firmer market being noticed in butter, eggs and cheese. Practically all the markets show this firmness, and the increase in prices where they have been advanced was not unexpected at this season. Pastures are in good condition and production of cheese and butter keeps up well. In some markets, however, the demand is hardly met, and a noticeable firmness is felt. There is not much demand for export butter, as prices here are a little higher.

The production of cheese is keeping up well, and although not increasing there is no likelihood of it falling off yet, although the end of the season is beginning to loom into view. The demand for export is small and little is being done, the New Zealand cheese, which will be offering from now on, having had a depressing effect on the market in England. A few years ago Canada controlled 87 per cent. of the British trade, but now New Zealand has stepped in and is producing as fine a cheese as Canada at a less cost with the result that they are rapidly increasing their business in England.

Cream is being exported in increasing quantities to the United States, as the price of butter is high there, ranging from 31 to 33 cents. All the cream exported to the United States, however, is not made into butter, as some is used in making ice cream and other confections. This increasing export trade with the States will probably have the effect of raising the prices in Canada, but this will not be felt until later on.

The receipts of eggs have been gradually growing less and as selects are good demand, they are quoted at higher figures. The egg market is firm and dealers state that higher prices may be expected for quality goods

Honey is being received fairly plentifully and in some lines the quotations have been marked down, .. Poultry is also plentiful, and is meeting a good demand.

MONTREAL.

Provisions—Only two changes in quotations have been made this week. The two declines are in Windsor bacon and clear fat backs.

In spite of the rather weak condition of the market, there has been an increased demand for almost all lines.

It is thought by local packers that the weakness is only temporary.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15⅝
" " " 3 " "	0 15¾
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 15½
Tubs, 50 lbs. net, per lb	0 15
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 14⅝
" 5 " " " "	0 13⅞
" 3 " " " "	0 14
Pails, wood, 20 lbs. net, per lb	0 12½
Pails, tin, 20 lbs. gross, per lb	0 13½
Tubs, 50 lbs. net, per lb	0 12½
Tierces, 375 lbs., per lb	0 13½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	28 50
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	29 00
Clear fat backs	30 00
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 200 "	25 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 16
Long clear bacon, heavy, lb	0 15
Long clear bacon, light, lb	0 16½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16½
Large sizes, 18 to 25 lbs., per lb	0 18
Medium sizes, 13 to 18 lbs., per lb	0 21
Extra small sizes, 10 to 13 lbs., per lb	0 21
Bone out, rolled, large, 16 to 25 lbs., per lb	0 20
" " " small, 9 to 12 lbs., per lb	0 22
Breakfast bacon, English, boneless, per lb	0 21
Windsor bacon, skinned, backs, per lb	0 20½
Spiced roll bacon, boneless, short, per lb	0 18
Hogs, live, per cwt	09 25
" dressed, per cwt	13 00

Cheese—Practically the only cheese now selling for export is the extra fancy variety. Even these orders are few and far between.

Conditions in the country are somewhat easier this week, and buyers are showing their confidence by taking up most of the offerings.

Receipts are falling off to a small extent, being only 71,230 boxes, as against 73,444 same week last year. For the season they are 1,328,248, as against 1,367,979 same season last year.

Quebec, large	0 11½
Western, large	0 11½
" twins	0 12
" small, 20 lbs	0 12
Old cheese, large	0 13

Butter—Butter continues firm, and is in very strong demand at present prices. Sales during the past week by the retailer were exceptionally heavy, and undoubtedly there will be a call made on the wholesale before long to replenish stocks. Prices are unchanged.

Receipts are about the same as last year, 13,701 packages, as against 12,791 same week last year. For the season they are 1,328,248, as against 1,367,979 same season last year.

New milk creamery	0 25	0 25½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls	0 22	0 23

Eggs—Eggs are firm, and in the case of selects and No. 1 they are 1c higher. The reason is said to be the large demands made on present stocks of late. People were bound to have eggs, and the large drafts were made on the two lines mentioned.

Receipts for the week are very high, 8,876 cases, as against 5,124 same week last year. For the season they are 154,112, as against 155,821, same season last year.

New laids	0 30
Selects	0 26
No. 1	0 22

Honey—There is no change in the honey situation this week. Reports coming from the country bear out the assertion made in these columns that the crop this year had been underestimated, as buyers are having no difficulty in filling their requirements at fair prices.

White clover comb honey	0 15
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions—The price of live hogs has increased during the week to $9.25, and there is a scarcity reported throughout the country. Different houses are quoting different prices. Lard has advanced another quarter of a cent, and supplies are inclined to be short. There has been a good demand for pork during the past two weeks, but supplies were sufficient for every call.

Long clear bacon, per lb		0 15
Smoked breakfast bacon, per lb	0 19	0 20
Pickled shoulder		0 13½
Roll bacon, per lb		0 15
Light hams, per lb		0 19
Medium hams, per lb		0 19
Large hams, per lb		0 18½
Cooked hams		0 27
Fresh shoulder hams		0 13
Shoulder butts	0 17	0 18
Backs, plain, per lb		0 20
" pea meal	0 20½	0 21
Heavy mess pork, per bbl	26 00	27 00
Short cut, per bbl	30 00	31 00
Lard, tierces, per lb		0 15
" tubs "		0 15½
" pails "		0 15¾
" compounds, per lb	0 12	0 13
Live hogs, at country points		8 75
Live hogs, local		9 25
Dressed hogs	12 25	12 50

Butter—The butter market assumed stronger proportions during the past week. Receipts have been falling off more noticeably every week, and the demand for first quality stocks is too heavy for the supplies. The production of butter, however, for this season is good, and while the advanced prices were really expected by the trade, they admit that the supplies are coming in pretty well. The advance in prices not only includes creamery, but also all the grades.

	Per lb.	
Fresh creamery print	0 26	0 27
Farmers' separator butter		0 25
Dairy prints, choice	0 22	0 23
No. 1 tubs or boxes	0 20	0 21
No. 2 tubs or boxes	0 19	0 20

Eggs.—What was said of butter may be applied to eggs. Selects are rather scarce, the supply being below the demand. However, supplies are still being used to meet general demand, jobbers not having had to fall back on their storage supplies. The demand is steady. The recent advance in price was expected at this time of the year.

Selects	0 26	0 27
Fresh eggs, doz	0 23	0 24
Second grade, doz	0 20	0 21
Chips, doz	0 18	0 19

Cheese.—Production of cheese is keeping up at a fair figure and reports from the country say that the pastures are in excellent condition. Trade in cheese is steady and prices are firm. There is no evidence yet of a falling off in the production.

New cheese—			New twins.....	0 12½	0 12½
Large.....	0 12	0 12½	Stiltons.....	....	0 14

Poultry.—The trade in poultry has rapidly come to its own. Supplies are being received regularly now and the demand is heavy. Prices have dropped as the result of the heavy receipts and at the lower prices business has increased rapidly. The prospects are for good business in poultry as there seems to be a good supply in the country.

Spring broilers, live.....	0 10	0 11
Hens, per lb. live.....	0 09	0 10
Turkeys, per lb., large, dressed.....	0 14	0 15
Spring duck, lb., live.....	0 08	0 09

Honey.—Judging from the statements of local dealers the yield of honey this year is above the figures first mentioned. Supplies have been received freely with one result to be found in slightly lower prices for five and ten pound pails. The demand has been gradually improving.

Clover honey, extracted, 60 lb. cans.....	0 10½	0 10½
" " " 10 lb pails.....	0 11½	0 12
" " " 5 lb. pails	....	0 12
" " comb, per dozen.....	2 00	2 50
Buckwheat honey, lb.....	....	0 07½

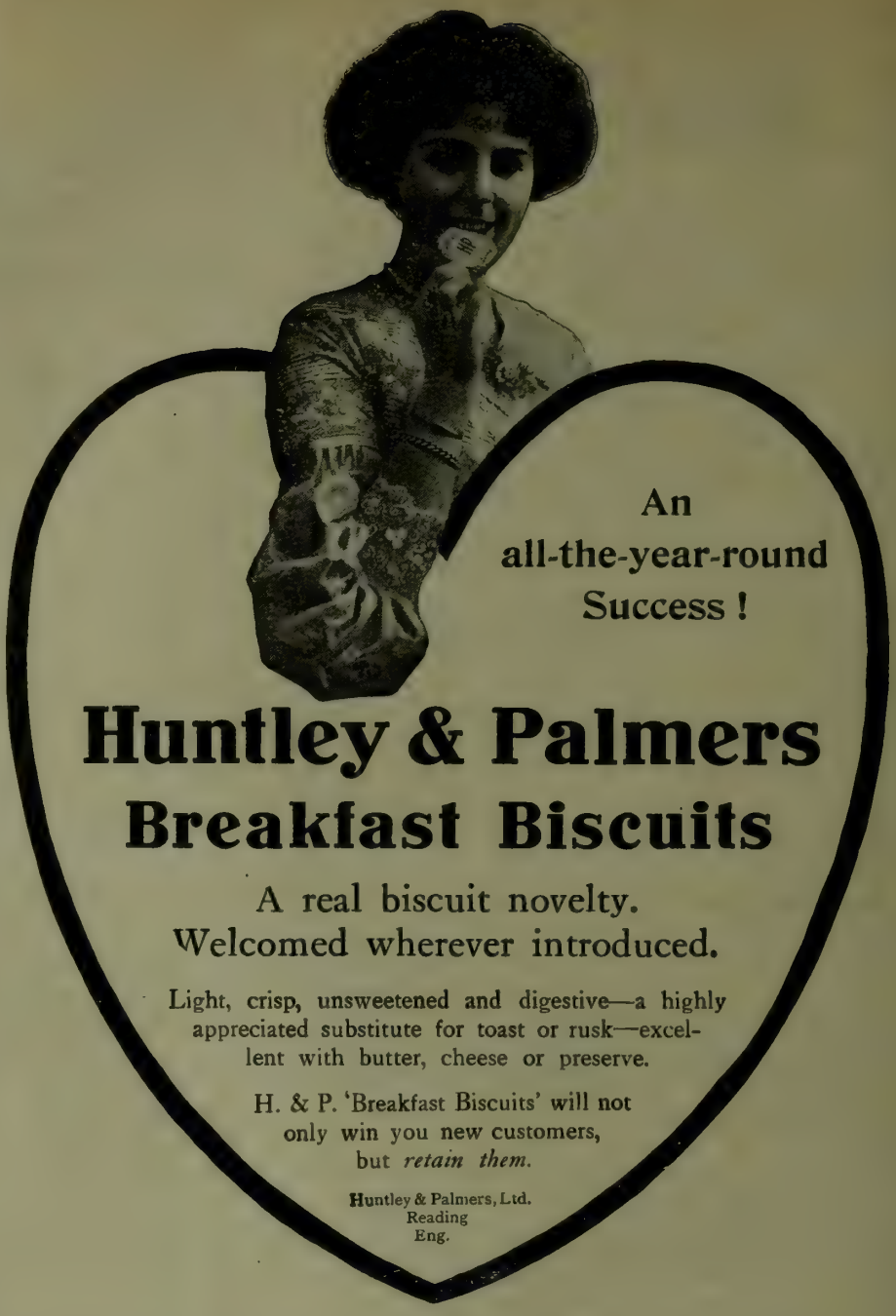
WINNIPEG.

Lard.—The output is heavy and merchants are putting in good supplies. The winter trade is expected to be excellent and prices are held fairly strong.

Butter.—The butter market is strong and supplies are a little scarce. The cold, wet weather has cut off the supply and higher prices are being quoted. Creamery is jobbing at 7 cents and No. 1 dairy at 23 cents.

Eggs.—The egg market is the strongest that has ever existed at this time of year. It is exceptional that eggs should be brought into the province before the tenth of September. Stocks are moving well, however, and jobbers are selling at 27 cents for fresh laid.

Cheese.—The trade is good everywhere in the west and prices are quite unchanged. Ontario sells at 13½c and Manitoba, 12 cents.



Profit on Bacon Insufficient to English Grocers

J. M. Mussen, Canadian Trade Commissioner in Leeds and Hull, England, says that in view of the restricted supplies of bacon and the highly enhanced prices for same which have prevailed for some time, there is an inclination among grocers in that part of England to take steps themselves to relieve the situation.

"As the supplies from Canada and the United States have appreciably fallen off" he adds, "and the hog meats recently introduced from China and Servia have found but little favor, it has been proposed to 'diminish the demand' by advancing prices even much higher than have so far obtained. It is explained that for some time past the bacon trade has been a losing one to grocers, who claim that they themselves have borne the burden of the advance in prices and as there does not seem to be any imminent decrease in market prices or any other sources from which bacon supplies can be obtained to make up the deficiency it is quite possible that this action may be taken. The result, would, of course, be to make bacon such a price that it would become a prohibited article in many households. Should this proposal be carried out, a further marked diminution in the consumption of bacon would inevitably follow, but it is contended by grocers that a reasonable profit on a smaller turnover would be preferable to a loss on a large trade."

Mr. Mussen, in view of the state of the bacon market in the Old Country, suggests that Canadian breakfast food manufacturing firms avail themselves of the opportunity to increase their sales in the United Kingdom.

KEEPING TRACK OF REMOVALS.

Business cards are furnished the draymen of Oshkosh, Kan., by a retail merchant of that city, on the condition that they telephone him the new address of every family they move. In this way the merchant is able to keep his prospect list up-to-date.—System.

TRADE NOTES.

C. E. Choat, Halifax, N.S., visited Toronto last week.

Some London, Ont., travelers are contemplating purchasing automobiles for business purposes.

The grocery store of L. V. Precoor, Ross Street, St. Thomas, Ont., was burglarized the other morning, and goods to the value of $30 taken, as well as $2 in cash. Mr. Precoor was absent in Toronto at the time.

The grocery business at the corner of Victoria and Nelson Streets, Goderich, Ont., conducted by Walter Hern for the past two years, and for many years previously by John Shaw, has been purchased by James H. Pipe, of Mitchell, who has already taken over the store.



Royal Yeast Cakes.



Most Perfect Made.

Sold and Used Everywhere.

With Royal Yeast on your shelves you have in stock the Standard Yeast of Canada. **You** know it and **your customers** know it, two good reasons why you should not experiment with unknown and unsaleable brands.

Order from your wholesale grocer.

A Pure Dry Hop Yeast.

E.W.GILLETT COMPANY LIMITED
WINNIPEG TORONTO, ONT. MONTREAL.

ESTABLISHED 1852.

Highest Honors at all Expositions.

YOUR TIME

is too valuable to expend in "talking" any particular product. We do all the "educational" work for Shredded Wheat. We aim to sell it before it is placed on your shelves But nearly every grocer has a fussy customer "from Missouri." When she asks you about breakfast foods, here are three things you can tell her about

Shredded Wheat Biscuit

First—It is the cleanest, purest, most nutritious cereal food, made in the finest, cleanest food factory in the world.

Second—It contains all the rich, body-building material in the whole wheat grain—not merely the white flour, which is mostly starch.

Third—Being in biscuit form, it makes delicious combinations with fruits—in fact, it is the only cereal breakfast food that makes wholesome and natura combinations with fruits.

Memorize these three points and be ready for the customer who asks questions.

The Canadian Shredded Wheat Co., Ltd.
Niagara Falls, Ontario

A Low-Priced Food

WITH

High-Priced Value

Clark's Pork and Beans are always good.

Compared to the high cost of butchers' meat they have exceptional value.

You can heartily recommend **Clark's Pork and Beans** on two grounds—goodness and economy.

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver — Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:

RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Brisker Buying in Flour Since the Last Decline

That 30 Cent Drop Said to Have Been the Result of Price-cutting Among Millers and Not Warranted by Conditions — Markets Steady—Eastern Oat Crop Heavier Than for Years Past —Wheat Shipped From the West This Year Earlier Than Ever, Practically Making a Record.

It is rather difficult to tell just where the flour market is this week as the primary market has been playing a see-saw game. The last drop in price according to one authority was due to a price cutting war between some prominent millers and it is asserted that this drop was not warranted. At any rate at the present price there is much better business passing. Millers who have been asked for opinions state that they do not look for a further decline with conditions as at present.

Reports from the west are to the effect that on Saturday last the cutting of grain had been completed. Wet weather has been experienced in certain districts and will prevent threshing for a few days and may possibly affect the grade of the wheat. One result has been that receipts at Fort William have declined. The world's wheat crop for 1910 has been estimated at 3,483,840,000 bushels compared with 3,637,144,000 bushels for 1909, giving a shrinkage of 153,304,000 bushels.

What might be termed a record in early shipping was the first shipment of wheat from Fort William a week ago. Millers are paying good premiums for October delivery. Export trade is light, as prices have not yet reached an export basis.

In regard to oats the stocks at Fort William and other elevators in Eastern Canada show six and one half millions compared with ¾ million last year. Ontario and Quebec have heavy yields of oats this year and the quality is said to compare favorably with Manitoba oats. One dealer has stated that the two eastern provinces will have sufficient oats for their home consumption independent of supplies from Manitoba.

The rolled oats market is steady with good business doing. Millers state that they do not expect reduced prices.

MONTREAL.

Flour.—Since the recent decline in flours there has been a little better trade as the customary result. Prices continue firm at the lower figure, however, and millers say they will go no lower for some time to come, unless something occurs to put a different face on the matter.

Some export trade is reported, though it is only the normal amount that might be expected at this time of year.

Winter wheat patents, bbl	5 45
Straight rollers, bb	5 50
Extra, bbl	5 25
Manitoba spring wheat patents, bbl	6 00
" strong bakers, bbl	5 50

Rolled Oats.—There is a steady undertone to the rolled oats market, but at the same time there is only a small volume of trade passing.

In cornmeals there is considerably more activity. Local demand is good, and there has been an increase in the foreign.

Prices of both lines show firmness, particularly the latter.

Fine oatmeal, bags	2 70
Standard oatmeal, bags	2 70
Granulated " "	2 70
Golddust cornmeal, 98-lb. bags	2 10
Bolted cornmeal, 100-bags	1 85
Rolled oats, bags, 90 lb	2 45
" barrels	5 10

TORONTO.

Flour.—Prices have held firm at the last decline and demand has been rather keen. Receipts are coming rather freely. Millers express the opinion that they do not look for any further decline in the price of flour, at least not for the present. The last drop is said in one quarter to be the result of price cutting among the millers themselves.

Manitoba Wheat.		
1st Patent, in car lots		5 90
2nd Patent, in car lots		5 40
Strong bakers, in car lots		5 20
Feed flour, in car lots	3 10	3 30
Winter Wheat.		
Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 20

Cereals.—There is a good demand for cereals and shipments of oats and wheat are being received regularly. While one house felt that a decline in oats might occur at any time and with consequent results to the rolled oats market the general opinion was that any movement of that nature was not close at hand.

Rolled oats, small lots, 90 lb. sacks	2 45
" " 25 bags to car lots	2 35
Rolled wheat, small lots, 100 lb. brls	3 10
" " 25 brls. to car lots	3 00
Standard and granulated oatmeal, 98 lb. sacks	2 70

WINNIPEG.

Rolled Oats.—The high market is maintained as a result of the general oat crop shortage. The price is firmer by several points but no quotations to that effect are given. The product will be quoted higher before the year is out.

Rolled oats, 80 lb. sacks, per 80 lbs	2 20
" 40 " " 40	2 13
" 20 " " 20	0 60
" 80 " (8, 10s)	2 60

COMPARISON OF PRICES.

A resume of the wholesale quotations on some of the staple grocer articles of a year and of 6 months ago, and a comparison of these with the present Montreal quotations follow:

	Sept. 1-09	Sept. 1-10	March 1-10
Sugar			
Standard	4.60	5.05	5.05
Eggs, fresh	.26	.30	.27
Butter, creamery	.24	.27½	.24½
Butter, dairy	.18-.19	.22½	.21
Bacon, Eng. Breakfast	.17	.18½	.21
Lard, in pails	.15½	.16¾	.15½
Compound	.10½	.13½	.12¾
Lemons, case	4.00-4.50	3.25	5.50-6.00
Oranges, case	3.50-3.75	3.00-4.00	5.50
Flour			
Man. Patents	5.90	5.80	6.30
Rolled oats, bags	2.75	2.40	2.45

INFORMATION FOR BUYERS.

Supplied to The Trade by Sellers.

M. Trester, Hamburg, Germany, is an old established commission agent, doing business with Canadian exporters. He is agent for the sale of evaporated apples, millfeed, bran, tallow, hides, butter, cheese and other Canadian export products, and desires to get into communication with shippers of goods to Germany. He has been established since 1865.



There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day.

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St, E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Raisins That Sell



"Beaver" Brand

FINEST QUALITY

4 Cr. Layers. Finest Selected.

Fine Off Stalk.

"W. ABEL" BRAND

CHOICE QUALITY

4 Cr. Layers. Fine Selected.

Fine Off Stalk.

PACKED BY

Mahiques, Domenech & Co.

DENIA, SPAIN

You should use great care in buying your VALENCIAS this year, as crop conditions will likely make small fruit. To avoid disappointment buy good grades. These are to be depended on and will give satisfaction.

JOSÉ SEGALERVA

MALAGA, SPAIN

This is the Trade Mark to look for on your

Malaga Table Raisins

If you insist on getting this brand you will receive the finest packed.

Ask your wholesale for these Brands.

Rose & Laflamme
Limited
Montreal - Toronto

FIVE ROSES FLOUR

Don't you be afraid of failure, B'rer. Grocer

¶ Sometimes, maybe, you get discouraged—feel that the flour business is an awful grind.

¶ Then you want to sell out—give up—start anew.

¶ But we say: *"STAY WITH IT."*

¶ Don't change your *business*—change your *brand.*

¶ Feeding the public is the finest job on earth.

¶ And, you know, many a man would rather hold a political job than earn an honest living.

¶ Don't be afraid of Failure, Brother Grocer.

¶ The flours you have been selling hitherto have failed you woefully.

¶ Why, then, you should profit by this non-success; seeking out the flaws, the imperfections, the quality slips, guarding against a repetition of these flour defects.

¶ There are many retailers, you know, who don't profit by their failures.

¶ Of course, we don't mean to refer to that queer way of doing business entitled—*"Every failure a success."*

¶ But YOU will improve your quality, your service, analyze every mistake, understand every flaw.

¶ And you will start selling FIVE ROSES, since it is *right* in store and kitchen.

¶ And when you begin selling FIVE ROSES, B'rer Brocer, it's because you have profited by past disappointment and *don't* want to repeat.

¶ And when your turnover grows nimbler with every purchase, and the sales seem so easy, and your profits are clean, and you get trade you never hoped to secure, and your opposition cannot match your quality—

¶ Then you'll be on the fast train to success—you'll become a FIVE ROSES enthusiast, too.

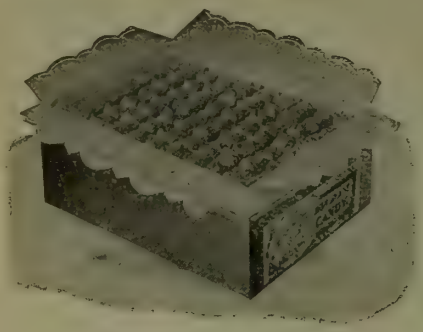
¶ No longer haunted by the fear of complaints, loss of trade, ultimate failure.

¶ Isn't it worth *your* while to try FIVE ROSES, Brother Grocer?

LAKE OF THE WOODS MILLING CO., Limited,

Montreal *St. John, N.B.*

LAKE OF THE WOODS MILLING COMPANY KEEWATIN TRADE MARK REGISTERED



"BORDO" Chocolates

We do not like to boast, but we certainly do not think that there is another chocolate equal to our "Bordo" in America.

Read on

We have such confidence in the goods, that we will guarantee the sale of this Specialty.

There is a reason

"Bordo" is something entirely different to any other line; both in ingredients and the unique flavor that has never been equalled.

After you once stock this line, no urging on our part is necessary.

Read on

One trial will settle the chocolate question for you.

Packed: 5 lbs. boxes.

Costs you 25c., sells at 50c.lb.

Remember we guarantee the sale

Send along your order to-day.

Trial order. Express prepaid.

Samples at least will cost you nothing, and a line of enquiry will bring you all details.

The Montreal Biscuit Co.

"Originators"

MONTREAL

"The House of High Quality"

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited

MAIL BUILDING, TORONTO

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal

Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

MAPLE SYRUP!

Small's Maple Leaf Brand is the Standard the world over.

CANADA MAPLE EXCHANGE
Montreal

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ESTABLISHED 1871

WINES! WINES! WINES!

Port, Sherry, Malaga, Burgundy, Moselle, Madeira, Native, etc.

DRAUGHT OR CASE GOODS

We are Specialists in Clarets and Sauternes

Write. Wire or Phone.

THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.
Prompt attention to all orders.

J. W. EWEN - Uxbridge, Ont.

W. H. ESCOTT

WHOLESALE

Grocery Broker

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

SUCHARD'S COCOA

This is the season to push SUCHARD'S CO. COA From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO., Montreal Agents.

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

· CHRISTIE ·

"CHRISTIE BISCUITS
—sell more than biscuits."

That's the text of all our advertising to the trade.

And—*there's a reason for it.*

A majority of the particular women of Canada prefer "Christie Biscuits."

Our national trade is positive proof of that statement.

Now, Mr. Merchant! Isn't it *reasonable* to believe that if *your* best customers *cannot* buy "Christie Biscuits" in your store, they *will buy* them at your *competitor's.*

More than that—they may reasonably transfer *most* of their trade to the grocer handling *"The purest of all pure foods."*

Aggressive general advertising is carrying the story of Christie *Quality* and *Cleanliness* all over the country.

That advertising *is convincingly proving* the fact that *"Christie Biscuits are the best baked."*

Your best customer will tell you that *there's a Christie Biscuit for every taste and they all taste delicious.*

The moral is plain.

Clinch the paying trade.

Christie Biscuits certainly do sell more than biscuits.

Christie, Brown & Co., Ltd.

· BISCUITS ·

PEACHES

Early Crawfords and Early St. Johns

Place your orders now for what you want.

Bartlett Pears
Finest Kinds of Plums
Grapes

This week will be a premier week for Canadian Fruits.

DON'T FORGET

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

A Word of Advice!

If anyone tries to persuade you that "St. Nicholas" or "Home Guard" are second to any brand or brands of Lemons —shun him—he is no friend of yours, and it's a question if he should be at large.

J. J. McCABE

AGENT

32 Church Street, Toronto.

Early Apples are Being Quoted at a High Price

Supply is Not Plentiful and as a Result Price Has Been Boosted—Peaches, Pears and Plums Bear the Brunt of Trade —Tomatoes and Other Vegetables for Pickling are in Heavy Demand at the Present Time—Lemons are Steady Before a Normal Trade—Cantaloupes Plentiful in Toronto.

While heavy trading in the seasonable fruits is undountedly a feature of the market just now, there is a scale of high prices on apples that seems to be significant. Duchess that were quoted a week or two ago at from two to three dollars a barrel are now up to four dollars and the supply is not at all plentiful. St. Lawrences of good quality sold in baskets are bringing a high price and these conditions seem to point to a general high price in the apple market for the rest of the season. It has been repeatedly said that apples were a failure this year, and while there are quite a few to reach the market yet in comparison with other years the yield is small and high prices will not surprise those who are acquainted with the conditions.

Peaches, pears and plums are being sold freely. The quality is generally good, but the supplies do not seem to be any too abundant. However, the general opinion is that the crop in each case will be a good one. Cantaloupes are bringing a good price in Montreal, but they are flooding the Toronto market and prices are easy.

Tomatoes are moving freely at a fairly low price. As pointed out in another column the present is the opportune time for the grocer to endeavor to get his share of the demand for those vegetables that are used in pickling. There is a good business passing and the grocer has the chance to get his share.

MONTREAL.

Green Fruits.—Good jelly crab apples are on the market this week, selling at $4 per bbl. Blueberries are scarce, and even those which are appearing are of only mediocre quality. As a result of this the price has gone up to $2,50 per box.

Pears are in good demand, in fact they are being used to such an extent that the price of barrels is now $1 higher. This is thought to be only temporary, however. Melons show much the same condition as pears, only that there are none too many to supply the market, and as a result there has been a $2 advance. Trade has been encouraging lately owing largely to the influx of out-of-town visitors.

Apples, bbl.	1 00	3 50
Bananas crated, bunch	2 00	2 25
Blueberries, large		2 50
Cranberries, bbl.		12 00
Cocoanuts, bags.		4 25
Limes, per box		1 25
Cali. Malagas		2 75
Lemons	4 25	5 00
Melons, Montreal basket	10 00	12 00
Oranges—		
California, late Valencias	4 00	5 00
Pineapples—		
Floridas, case		5 50
Plums, crate	2 25	2 75
Peaches	1 50	1 75
Pears	3 50	4 00
Pears, bbl	6 00	7 00

Vegetables.—Green beans are about done, and prices are up to $1 a basket as a result. The remainder of the market is somewhat busier than usual, but otherwise featureless. The increased business is ascribed to the Eucharistic visitors who have been here for some days past. Last Friday and Saturday marked the finish of a fine week's trade. The lines most in demand were staples, potatoes, corn, etc.

It is hoped among the trade that this week there will be almost as many of the guests remaining, and moreover there is a tendency to continue buying when once started.

Beans, green, basket	0 75	1 00
Beans, wax	0 40	0 50
Beets, bag	0 75	0 90
Carrots, bag	0 75	0 90
Cabbage, new, dz	0 40	0 50
Celery, doz.	0 40	0 60
Cauliflowers, Montreal	1 00	1 50
Corn, doz.	0 08	0 15
Cucumbers, bkt.	0 35	0 50
Garlic, 2 bunches		0 25
Green Peppers, bag		1 00
Lettuce—		
Montreal, doz.	0 40	0 60
Boston	1 00	1 25
Onions—		
Spanish, cases		2 50
Potatoes, bbl		2 25
Parsley, dozen		0 15
Parsnips, new, bag	0 75	0 90
Radishes, dozen bunches	0 20	0 30
Rhubarb, doz	0 25	0 30
Spinach, bbl		3 50
Tomatoes, box	0 35	1 00
Turnips, new, bag	0 75	0 90

TORONTO.

Green Fruits.—While peaches are claiming the first place on the market just now there are several other fruits coming in for considerable attention. Plums are arriving rather freely. They are of fine quality, but the market is not at all crowded with them. Grapes are slightly more plentiful this week, but the receipts are as yet not at all heavy. Canadian cantaloupes are, according to the dealers, too plentiful and have reached bottom prices. The market demand is not sufficient for the present supply. The conditions now existing are hardly likely to last long. Peaches are of fine quality, St. Johns, Crawfords and Albertas being the leading varieties. They are also arriving from across the line and some have arrived from Colorado and even Utah. There is a big demand for peaches and no difficulty is experienced in disposing of supplies. Pears are also moving rapidly, and altogether the market may be said to be quite satisfactory.

Apples are noticeably scarce and the price is ample evidence of the conditions in this case. Duchess are quoted as high as four dollars a barrel. Fancy St. Lawrence are also high. Apples are not a heavy crop and easy prices are not looked for. In fact there are no indications of low prices for apples this year. A consignment of 600 cases of peaches from the Hamilton-Grimsby district were shipped to the Old Country this week. Lemons are steady before a general but easy demand. Early Canadian peaches are done and the last of the berries have gone for another season.

Apples Duchess bbl.	3 50	4 00
Apples, Canadian, basket	0 30	0 40
Apples, St. Lawrence, basket	0 50	0 60
Bananas	1 50	2 00
Cantaloupes, Canadian—		
Crate		0 80
Basket	0 25	0 40
Rocky Ford, basket		0 40
Grapes, case	2 50	2 75
Early Canadian, basket	0 40	0 60
Grape Fruit—		
California	3 75	4 75
Lemons—		
Verdelli		5 00
Limes, box		1 25
Oranges—		
Valencia	4 50	5 00
Peaches—		
Crawford	0 75	1 25
Elberta	0 5	1 25
St John	0 50	1 00
Pears, box		3 50
Pears, Canadian basket	0 30	0 75
Pears, Bartletts basket	0 50	0 75
Pineapples, case		4 00
Plums, bask	0 35	0 75
Watermelon, ea.	0 30	0 40

Vegetables.—Some of the vegetables are already passing. Beans are about done and dealers state that they can

hardly give cabbage away. Other vegetables are becoming scarcer and the bulk of the present trade is centreing around tomatoes, red and green peppers, cucumbers, potatoes, etc. The tomato crop has turned out well according to general reports and not only are there many being marketed, but the canning and catsup factories are getting a large share. The grocer should not overlook the pickling demand just now. The season is right at its zenith and the demand for small onions, cucumbers cauliflower and peppers and other vegetables is at its height. The potato market is steady and there is every indication of a good crop.

Beets, doz.....	0 25	0 30	Ontario.....	1 00	
Beans, wax, per 11-qt. basket...	0 15	0 25	Domestic.....	0 40	
Cabbage, case— Canadian.		0 50	Potatoes, Ontario, new, bag.	0 75	0 80
Carrots, Canadian, doz.....		0 30	Parsley, per doz bunches.....	0 25	0 30
Cauliflower, dz..	0 75	0 85	Radishes, doz...		0 25
Celery, basket..		0 40	Red pepper		0 75
Cucumbers, bas	0 20	0 25	Green peppers, 11-qt. basket..	0 35	0 40
Gherkins.....	1 00	1 25	Tomatoes, Can., basket 11 qt...	0 25	0 30
Lettuce, Canadian, head....	0 25	0 30	New turnips, p r 11-qt. basket.		0 50
Onions— Spanish, large..	2 25	2 50			

WINNIPEG.

Green Fruits.—The rush is still on in all fresh fruits. The quality of the

CRANBERRIES
CAPE CODS

ARE HERE and THEY ARE FINE. Start the season now by ordering a BARREL OR A CASE.

Late Valencia Oranges

Our POINTER BRAND is giving tip-top satisfaction. If you want the best, buy POINTER VALENCIAS.

WHITE & CO., Limited
The Fancy Fruit House
Toronto and Hamilton

Musk Melons
Rocky Fords

We are large shippers in this line.

Grapes
Sample is fine and our prices right.

Peaches
Crawfords—large supply.

Bartlett Pears

Plums
Fancy stock.

Late, firm stock
Tomatoes

Wire, phone or mail your orders to

Stevens & Soloman
Growers and Shippers of
CANADIA FRUITS
Phones 1990 and 2700
HAMILTON, -- - - ONT.

We are Big Receivers of Canadian Fruits and Vegetables

PEACHES
PEARS
PLUMS

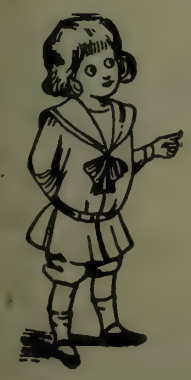
Now arriving in large quantities every day

All of good quality and at reasonable prices

FANCY
ORANGES LEMONS and BANANAS
at lowest prices

SEND US YOUR ORDERS

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



THE VERDICT

Gentlemen of the Jury: I am glad you are unanimous in your verdict, and wish to congratulate you on arriving at your decision so quick. I concur in your finding that **Follina Bros.'** pack of Lemons is par excellence. The evidence produced clearly indicates general satisfaction in hand ing their lemons. **Follina Bros.'** boxes are standard size—arrive in an unbroken condition, and contain Lemons of a superior grade and quality. I recommend **Follina Bros.'** pack to all dealers. When you order, mention **Follina.**

W. B. Stringer, Canadian Sales Agent

T. H. E. Trade, Examiner

Our Brands— "Hiawatha," "Lord Beresford," "King George," "Buster Brown," "Dominion" "Waterseller," "Mercury."

stock this year is exceptionally good and prices are moderate. The local output has been large, but the general distribution throughout the west was not heavy. Cantaloupes, lemons and peaches have been reduced. Ontario barrel apples are selling well.

Apples—		Cocoanuts, doz.	0 90
Ontario, No. 1, brl	5 00	Lemons, Cal.	7 50
Ontario, No. 2, brl.	4 50	Peaches, Crawford's, case	1 15
Apples, Wash., box	2 25	Pears, case	3 00
Bananas,	2 50	Oranges, Valencias	5 50
Cantaloupe, Cal	4 50	Plums, Wash., bx	1 25
Crab apples, box	2 50		

Vegetables.—The prices are slowly but surely advancing on all vegetables. The season has been excellent and the quality of old stocks has been good. Potatoes are moderate in price, considering the heavy demand. Ontario tomatoes are selling well at a low figure.

Butter beans, lb	0 03	Onions, imported	0 03
Carrots, doz.	0 25	Potatoes, new, bs	1 00
Cabbage, new, lb	0 03	Parsley, per doz.	0 25
Celery, doz.	0 60	Radish, dozen	0 30
Cucumbers, doz.	0 40	Rhubarb, lb.	0 04
Lettuce, doz.	0 40		
Mint, doz.	0 30	Tomatoes, Ont., basket	0 50
Onions, green, per dozen	0 20		

Supplies of Fish Have Not Been Encouraging

Reports are Almost a Unit to That Effect—Business Has Been Improving and it Should Not be Long Until it Becomes Brisk—The Outlook is for Higher Prices Unless the Supplies Arrive More Freely—Receipts up to Present Have Been Small—Same Condition Prevails in Almost all Lines.

Oysters and smoked fish are the most active lines just now, and the trade is inquiring for a fair quantity of salt and pickled fish.

The fishing as far as haddock are concerned has been poor, and the scarcity is very pronounced. It is stated that unless supplies come in much more freely in the near future, prices are going to soar.

The situation in halibut is much the same as the foregoing. Also it presents the feature that the supply of frozen is hardly enough to satisfy requirements, and it is being drawn on more heavily from day to day.

In Labrador herrings, the first class article is exceptionally scarce for this time of year, and there is a decided firmness in the present situation.

The mackerel catch last season was a failure. Present stocks are insufficient to take care of the fall demand ,and higher prices seem to be a certainty.

NOVA SCOTIA.

Halifax, Sept. 15.—The export of fish to foreign ports has commenced. The Lady Napier that sailed from here on the 10th, for Brazil, took a cargo of dry fish, valued at $25,000. This is one of the largest cargoes exported from Halifax for some time. Arrivals of fish have been disappointing, but as the weather is good for curing, no doubt fish that have been carried through July and August will now be ready for market. A few stray cargoes of Newfoundland and Gaspe are arriving. Dealers are not anxious to buy at present prices on the coast, preferring to wait until the fish reach the market and business will be done on a sale before purchases basis, while the present high prices continue.

There is not much doubt that the Labrador fishery will be short, and the Newfoundland trap fishery will not nearly be an average one, but the hook and line men on the coast of Newfoundland have been doing well for the last two or three weeks.

Codfish is firm at $5.50 for quintal.

There is not much improvement in pickled fish. A few herring are being taken on the coast, and mackerel are very scarce. The latter are bringing record prices.

QUEBEC.

Montreal, Sept. 15.—There is a firm feeling throughout all lines of fish. This is due largely to the very unsatisfactory fishing during the past month. This is particularly the case with haddock, halibut, and mackerel. It seems a certainty that there will be a shortage and higher prices in these lines.

Oysters and smoked fish are very popular at present, as is only natural about this time of year.

Trade in other lines has been only fair.

FRESH

Pike	0 08	Fresh Lab'dor. salmon	0 22
Perch	0 07	Whitefish	0 12
Steak cod.	0 05 0 06	Mullets	0 08
B.C. salmon	0 15	Haddock	0 04½ 0 05
Market cod.	0 04	Halibut	0 09
Sturgeon	0 13	Bullheads	0 09
Lake trout	0 11	Carp	0 08
Blue fish.	0 15 0 18	Dore	0 11
Sea trout	0 13	Mackerel, each	0 25
Sea bass	0 12	Swordfish	0 12

FROZEN

Codfish	0 04 0 04	Pike	0 07
Dore, winter caught, per lb	0 10	Salmon, B.C., red,	0 20
Haddock	0 04	Gaspe salmon per lb	0 18
Halibut, per lb.	0 09	Smelts, 10 lb. boxes	0 07½
Herring, per 100	1 25	Whitefish, large, lb	0 09
Market cod	0 04	Whitefish, small	0 07
Steak cod	0 05		
Mackerel	0 10		

SALTED AND PICKLED

Green cod, No. 1, bbl	6 00 6 50	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" ½ bbl	3 00	" " pink, bbl	12 00
Labrador sea trout, bbls	10 00	" Labrador, bbl	17 00
Labrador sea trout, half bbls	5 75	" " ½ bbls	8 50
No. 1 mackerel, pail	2 10	" " trcs., 300 lb	22 50
½ bbls	10 00	Salt eels, per lb	0 07
No. 1 pollock, 1	4 00	Salt sardines, 20 lb. pls	1 00½
Scotia herrings, bbl.	5 00	Scotch herring	6 50 7 00
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box	1 50
Haddies	0 07
Boneless haddies	0 09
Herring, new smoked, per box	0 14
Kippered herring, per box, small	1 25

SHELL FISH

Shell oysters, bbl.	10 00
Lobsters, live, per lb.	0 35
Oysters, choice, bulk, Imp. gal.	1 40
" Selects, Imp. gal.	1 65 2 00

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per lb	0 06½ 0 10
Skinless cod, 100 lb. case	5 50
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	5 50
Dried haddock, medium, bundle	5 50

ONTARIO.

Toronto, Sept. 15.—Demand for fish has shown considerable improvement of late, and all the supplies that are received are quickly snapped up. Halibut, white fish, salmon trout and herring are still in great demand, and white fish will for some time yet be offered on the market. The various houses are beginning to prepare for the coming season, which has hardly opened up to any extent yet. Oysters are being quoted at $1.85 a gallon for selects, and although there is an

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE, Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1888
Ingersoll - Ontario
Would you like our Weekly Circular

Cable Address: "TRESTER." ESTABLISHED 1865 A. B. C. Code, 4th Ed.
M. TRESTER
HAMBURG, - - GERMANY
Old established Commission Agent for the sale of
Evaporated Apples, Millfeed, Bran, Tallow, Hides, Cereals Butter, Cheese and all other Canadian Export Products.
Correspondence with offers F.O.B. solicited.

There is nothing New in the fact that we are putting up

HERRING

But, we want to emphasize the kind of fish we are using, and the way they are put up. We are packing only the finest

Large Fat July Salt Herring

and are using a SPECIALLY MADE IRON HOOP BARREL, guaranteed not to leak.

BONELESS COD

Our CANADA STRIP BRAND of Boneless Cod contains No Bones, No Scrap. It is clean, wholesome and is a pleasure both to the dealer and consumer. Packed only in ***30-lb. boxes.***

If you have never sold BOUTILIER'S SMOKED FILLETS you are missing one of the best things on the market. "Once a customer, always a customer," is our motto. We have the GOODS. See that you have also.

Ocean Brand } **BLOATERS**
KIPPERS
FINNAN HADDIES

A trio that cannot be improved upon. You can recommend them with perfect confidence to your customers. We are behind the goods, and we KNOW they are right.

Ask your wholesale house for our lines, or write direct to

The Halifax Cold Storage Co., Limited

(Selling Branch)

45 WILLIAM STREET - - - - MONTREAL

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor, and because there is an absolute guarantee of purity of contents given with each tin.

Each tin is provided with a spare lid for use after the tin has been opened.

"CONCORD" SARDINES will more than please your better-class customers, and will prove a remunerative line to handle.

CCC
Norwegian Canned Goods

LIST OF AGENTS:
R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

awakening trade, it is not really on its feet yet. On the whole there are many indications of increased business among the fish dealers marking the first of the fall season.

FRESH CAUGHT FISH

Halibut	0 10	Steak cod	0 08
Salmon trout	0 13	Perch	0 07
White fish	0 12 0 13	Haddock	0 07
Herring	0 06		

FROZEN LAKE FISH

Pike	0 07	Pan frozen whitefish	0 10
Whitefish, frozen	0 09	Gold eyes	0 06

OCEAN FISH (FROZEN)

Herring, per 100	1 50	Salmon, pink, per lb	0 08
		" red	0 09

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Cod, Imperial, per lb	0 05
		Fillets, per lb	0 11
Acadia, 2-lb. boxes, pr. crate	2 40	Haddie, Finnan	0 08
		Halifax, 1-lb. bxs., pr. crate	3 12
Boneless Digbys, box	1 00		
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Quail on toast, per lb	0 05

BRITISH COLUMBIA.

Vancouver, B.C., Sept. 15. — Halibut has become scarcer than ever, with the result that the price has gone up to four cents wholesale. The prospect that with continued limited supply the price will advance higher during the course of the next few months. The stormiest time of the year is November and early December, and in that time the boats have not the same advantage in fishing as they have during the days and nights when the sea is fairly calm.

Although this is the close season, the Fraser cohoe salmon are coming in freely. The fishermen are getting 30 cents per fish, which is high, for it is not many years back when fifteen cents was counted a high price. Even at this price there is big demand from the canneries, and there is not enough to go round.

With the falling off in halibut, there is more call for herring, and many of these are being caught in the Gulf of Georgia. The fish are of good quality and size, and fishermen are doing well at this fishery.

Codfish, per lb	03	Salmon, fresh	0 8
Halibut, per lb	0 04	Smelts, per lb	0 03
Herring, pr. lb	0 03		

MANITOBA.

Winnipeg, Sept. 15.—The fish trade has kept up well considering the supplies have been hard to get, and deliveries uncertain. The quality of fresh fish brought from a distance is surprisingly good.

The canned stuff is moving well and it is expected that all salmon will be quoted higher in a short time. Lobsters have practically been sold out, and prices are naturally firm.

FRESH.

Halibut	0 09	Whitefish	0 09
Salmon Trout	0 11	Smoked—	
Whitefish	0 09	Bloaters, basket	1 50
Haddock	0 06	Fillets, lb	0 20
Lake Frozen—		Haddie, Finnan	0 08
Goldeyes	0 03½	Herring, Digby, bdls	0 95
Yellow Pickerel	0 07		
Pike	0 03½		

CANNED.

Clover Leaf and Horseshoe brands salmon—	
1-lb talls, per dozen	1 94½
1-lb. flats, per dozen	2 20 2 22
Other salmon—	
Cohoes, dozen	1 45
Red Spring, dozen	1 75
Red Sockeye, dozen	1 94½
Lobster Futures—	
½-lb. flats, doz., $2.20, $3.34; 1-lb. talls, doz., $4.00. 1-lb. flats, doz., $4.50.	

Eggs by Weight Claimed to be Impracticable

Wholesale Dealers in New York Sound Objections—The Use of Dummy Goods For Making a Quantity Impression — Trouble in France About Cost of Living—Other Brief Items for Busy Merchants.

Cables from European olive oil producing sections state that the markets are strong and advancing.

Recent reports from Smyrna announce the opening of the fig bazaars there at 34s. 3d. per cwt. for regular proportion of sizes. This is said to be the highest opening in a good many years.

"Everything comes to him who waits," should read "to him who works."

Watch for the Canadian grape season—it will be on in a short time.

The New York State Grocers' Association at their recent convention adopted resolutions favoring the protected selling price plan. The retailers of that State were urged to co-operate with all manufacturers, who adopt this plan and thus, they claimed, to assure a reasonable profit for the dealers. It is set forth in the resolutions that the manufacturer's right to set and maintain minimum prices has been amply demonstrated, and that the so-called price-cutter is a demoralizer of trade conditions.

"How can we get all the merchants of our town to join the Retail Merchants' Association?" was one of the questions asked at the recent convention of Pennsylvania retailers, but no one was able to offer an answer.

Wholesale egg dealers in New York city claim that they cannot practically sell eggs by weight, and they have enumerated their difficulties to the weights and measures commissioner, who has been enforcing the new eggs-by-weight by-law.

There are some businesses—the tobacconist's for instance—where quantity of stock is a stong selling factor. Strange as it may seem, few will go into a tobacconist's shop unless the shelves are well stocked, although the variety of cigars, cigarettes and tobaccos may be very limited. In this particular line, dummy cartons of brands established and packed, purporting to contain goods are often used, and effectively, too, for while one-fifth of the supply may be genuine and contain actual stock, the rest may very well be dummies. Grocers can often make immense pyramids of certain specialties with a view of impressing buyers with the magnitude of the stock and presumably of their large sale for it. Not infrequently the greater portion of canisters, jars or bottles are empty. Boxes of fruit and other supplies are also often dummies, and hollow windows in which large stocks purpose to be exhibited take the place of solid stores.

The Committee of the General Federation of Labor in France, has decided to post up broadcast a placard protesting against the high price of food, which it attributes to the disgraceful manipulation of speculators. Meetings will also be organized throughout France. The committee calls upon the workers to do without the middleman by buying as far as possible from co-operative stores, and to boycott sugar, wine and meat until the price of these commodities has been reduced. It looks as if the commission didn't know very much about co-operative stores, so far as their methods in this country are concerned.

A merchant friend was asked recently, "What do you think should be done with persons who give short weights in trade?" To which he replied, "I think they ought to be given "long weights" in jail."

TO DEVELOP FISH INDUSTRY.

Royal Commission in the West Looking Into Conditions.

Regina, Sask., Sept. 15. — The first meetings of the Royal Commission appointed to inquire into the fisheries of Saskatchewan and Alberta, were held in Regina the week of September 5, and in Saskatoon the week of September 12. The commission composes Professor Prince, Ottawa; Judge Maguire, Prince Albert, and Dr. Euston Sisley, Calgary.

The chairman, in opening the proceedings, expressed the hope that the commission, which was first appointed with large powers to investigate, would result in gathering of such information as would enable them to make recommendations to Ottawa, which would be in the interest of the western fisheries generally.

The most interesting evidence given during the day was that of Dr. Charlton, provincial bacteriologist, who submitted analyses of the various lakes and rivers of the province with a view to showing their adaptability or otherwise for fish cultivation.

Little things count ever so much. Just the cool appearance of the employes in a store makes customers feel more comfortable when they come in, and that means that they are more "sellable."

Are you studying up methods for getting fall business? There is going to be something doing this autumn for every merchant who is alive to his opportunities.



This "Coast-Sealed" Cabinet

will increase your Oyster Profits

Don't be skeptical. Two sound reasons lie back of this statement.

1. **It keeps oysters absolutely fresh for a longer time than any other cabinet.**
2. **It uses only one-eighth of the ice required by other cabinets.**

Note its unique construction---the picture tells the story. And we sell you "Coast-Sealed" Cabinets outright for **$17.00** each f.o.b. Toronto. This will appeal to independent grocers who rightly object to being coerced into buying a line of oysters through jug-handled loaning agreements on Oyster Display Cabinets.

We rely on quality alone to sell our "Coast-Sealed" Oysters.

Write us for full particulars and prices.

Connecticut Oyster Company

88 Colborne Street, - - - Toronto

Head Office: Milford, Conn.



It's knowledge that directs the successful grocer in stocking up with

Brunswick Brand Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that has "made good."

You will always be on the safe side if you sell "Brunswick Brand" because this is the "quality" brand, and we leave no stone unturned to maintain the high standard we have attained. Order to-day.

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt' Yarmouth, N. S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Vancouver Grocers' Picnic a Strong Attraction

More Than 2,000 Attend—Dealers and Their Clerks Demonstrate Their Alacrity in Tying Parcels, Foot Races and Tug-of-war—Wholesalers Defeated in the Latter—Winners in Best Delivery Outfits.

Vancouver, B.C., Sept. 12.—Vancouver grocers let themselves loose on Labor Day and gathered in force at Exhibition Park, at the fourth annual picnic. Fully 2,000 people were present altogether, and a thoroughly enjoyable time was spent. Not only were there events for young and old, boys, girls, men and women, but a parcel tying contest and sign writing competition was held to stimulate interest along these important lines to the trade, and also prizes for the best showing of delivery rigs and horses.

Many neat turnouts entered in the delivery contest, both single and double rigs being shown. In the wholesale, Leeson, Dickie, Gross & Co., took first; in double rigs for retailers, W. H. Walsh got first and second, while the London Grocery took first in singles.

J. A. Low, of the London Grocery, gave himself quite an advertisement, when he won firsts in both the parcel tying and sign writing contests.

Retailers Best in Tug-of-War.

Plenty of fun was furnished by the tug-of-war and comedy races, and judging from the laughter and applause with which different events were greeted, the crowd evidently enjoyed themselves. The married men proved themselves superior to the single men in the tug-of-war, and in the pull between the employes of the wholesale and retail houses, the latter took victory in two straight contests.

The ladies were quite shy in entering the events provided for them, but they soon entered into the spirit of the day and when the nail-driving competition and the egg and spoon race were called there was almost a surplus of competitors.

There was the usual blueberry pie eating contest for the boys and all kinds of races for the children in general. To use a thorough trade term, the employes of the W. H. Malkin Company handed the lemons to their opponents, the drivers for the wholesale houses, in the baseball tournament. The score was held down to first league figures, namely two runs to one.

Races For Members of the Trade.

Then came races for members of the trade. While A. J. Low was the swiftest with his hands, Alex. Gunn proved rapid with his feet, which is a particular virtue on a busy day in the store. He was first in the hundred-yard dash for clerks, while among the drivers, H. Kirkbride was the winner. The race for travelers, developed high speed in Cameron, representative for Kelly, Douglas & Company.

Mrs. James Henderson showed that while her husband may be able to dance the Hielan' Fling and cut high capers with his taes, she was none the less active with her feet when it came to a fifty yard dash. In that event for the grocers' wives she reached successfully out for first, and among the clerks' wives, Mrs. Pritchard showed that she was alacrity itself.

A race for the younger generation of grocery proprietors was won by Charles Henderson. Those over the forty-year mark, who had raced for many a day in business were given a chance to show that they still had wind left for a-bit-of-a-go on the track, but it was a tight squeeze between A. G. Main and W. Clark, the former jumping the counter just in time.

Traveler Vividly Sets Forth Trade Troubles

In His Movements Throughout Canada He has Come Across Many Different Stamps of Retail Dealers — Jealousy Among Competitors Hindering Advancement — Suggestions For Improvement.

The traveler who moves about from city to town and town to village usually hears of all the troubles of the trade. An observant knight of the grip who has been in both eastern and western Canada enumerates many of the ills the trade is heir to and his description of them will no doubt read familiar to his confreres and to many retailers as well. He says in a letter to The Canadian Grocer:

"As one moves about, meets and converses with retail grocers, of various stamps and with diverse ideas, the more he is impressed with the necessity of the value of a good trade paper like yours to take the lead in directing the thought of the retail men to a higher plane of doing business.

"We live in an age of progress, development, and advancement but many retail grocers have not yet awakened to this fact, and are struggling under difficulties out of which they see no escape. Instead of eagerly looking for and encouraging efforts intended to improve the general tone of the trade, they are complaining about the small profits, and trying to put the blame where it does not belong.

"Some of them stand behind their counters, work hard, and worry harder, but are too jealous of others who are struggling under the same difficulties to exchange ideas; as a result each one has a sure tonic of his own make to cure the disease, and nine out of ten do not understand the nature of the trouble.

Everybody to Blame.

"Some put the blame on the wholesale houses, others on the manufacturers, others on the departmental stores and still others in the price-cutters; but none ever attach any blame to themselves.

"Some want the price cutting stopped, and others want to sell just as they please. Some are pleased because bribery to some extent is checked through the Secret Commissions Act and others think it is unduly interfering with their rights, and are "tickled to death" if they can secure the goods cheaper by some hook or crook and defeat the law. While some look upon conferences with the wholesalers and manufacturers with favor, others see nothing but danger.

"Some talk intelligently about legislation on behalf of the trade, but many of them know nothing whatever about it. While some are working day and night with the desire to see evils in the general trade removed, others are sharing the benefits of their work without bothering about it; they do not think for a moment that they should bear a part of the expense of the work. Some read their trade paper with great interest and profit ,and others cannot see how it is possible to learn anything more.

Jealousy Still Rampant.

"Under such circumstances those who are public spirited and are trying to improve trade conditions have a difficult problem to face, and often have reason to grow weary of well doing. Progressive retailers have risen above the unfriendly rivalry with their neighbors, but it is remarkable if not deplorable, how jealous retailers are, in some towns, of each other.

"Some won't speak and actually stay away from places where they might meet their competitors in business. They expect the general public to support them, but they do not support each other. They complain and grumble about trade conditions, but haven't the manly courage to meet one another and suggest better methods.

Difficult to Reach Them.

"The people need the towns and the conveniences of the retail stores and will patronize them in preference to sending their money away to large centres, if the retailers themselves will learn to do their part right. How to reach this class of merchant with the gospel of proper methods seems to be the difficulty. He will not attend meetings and a good many do not even read their own trade paper; neither do they support the local paper of the town. If the large stores can draw the immense trade which naturally belongs to the towns, through constant advertizing is it not reasonable to suppose that a town can draw the trade for its own neighborhood through the medium of the local paper if properly utilized."



It Pays to Handle SEALSHIPT OYSTERS



Why Not Sell REAL Fresh Oysters and Get Real Profits From Pleased Customers?

Four points make a success of the **Sealshipt Oyster System.** FIRST, the fine quality of **Sealshipt Oysters** and their perfect, sea-fresh condition, including the sea tang preserved by our **Sealshiptors.** SECOND, Publicity, consisting of our extensive magazine advertising, reinforced by the wide discussion of food purity in newspapers. THIRD, Our co-operation with the grocer—the local advertising helps we give him to draw to his store the sales we create by our general advertising. FOURTH, Oysters handled under any but the **Sealshipt System** of outside icing and airtight containers are so generally inferior that people leave the stores where they are sold and go to the ones which sell **Sealshipt Oysters.** If you secure the **Sealshipt Agency** you'll get the trade of the merchant who handles the other kind of oysters. If you let a competitor get the **Sealshipt Agency your** customers will go to **him** for their oysters and you'll be lucky if he doesn't sell them all their groceries. Don't delay until the active season before investigating, but write us at once for our general catalogue, terms and full particulars.



WEEKLY TRADE CHANGES.

Recent Happenings Among Grocers Throughout the Dominion—New Stores Opened.

Ontario.

B. L. Dunn, grocer, Toronto, has assigned.

John Buie, grocer, Toronto, is succeeded by A. A. Hill.

J. D. Wilson, grocer and butcher, Hamilton, has sold out.

A. Staley, grocer, London, Ont., has sold to Mrs. Crockford.

Lewis Anguish, grocer, Cayuga, Ont., has sold to Waddle Bros.

D. Lavrock, grocer, Hamilton, Ont., has sold to Geo. D. Ellis.

Camille Olivier, grocer, Ottawa, Ont., has retired from business.

I. A. Haley, grocer, London, Ont., is selling to C. M. McKerlie.

W. A. Hunt, general merchant, Drumbo, Ont., has sold to E. Coleman.

Pugliese Bros., grocers, Cobalt, Ont., is succeeded by Pugliese & Co.

Chas. McCauley, grocer, Ottawa, Ont., is succeeded by A. A. Badnoff.

Ella Williams, grocer, Toronto, has sold to Elizabeth Thompson.

H. E. Trebilcock, grocer, London, Ont., is succeeded by Wm. E. Watson.

The Premium Tea, Coffee & Spice store, Hamilton, Ont., has dissolved.

The stock of F. H. Timmis, grocer, Hamilton, Ont., has been sold by sheriff.

W. F. Haygarth, general merchant, Cayuga, Ont., is advertising his business for sale.

Quebec.

O. Lefebvre & Co., grocers, Montreal, have registered.

S. A. Collette & Cie., grocers, Montreal, have registered.

J. A. Brotherton, general merchant, Gascon, Que., has assigned.

P. Colozza, general merchant, Chicoutimi, Que., offers to compromise.

J. B. Bedard & Frere, wholesale grocers, Qubec, have dissolved and new firm registered, style unchanged.

Maritime Provinces.

P. P. Ultican, general merchant, Jacquet River, N.B., deceased.

N. C. Scott, grocer, St. John, N.B., suffered loss from fire. Insured.

F. S. Inglis & Co., general merchants, Shediac, N.B., have registered.

Western Canada.

F. P. McHaffey, grocer, has sold to W. Hepworth.

H .E. Maycock, grocer, Melita, Man., has sold out.

C. Campbell, grocer, Winnipeg, has sold to O. Velie.

Timmins & Mitchell, grocers, Vancouver, have assigned.

G. D. Lamont, grocer, Vancouver, B. C., has sold to J. Lowenthal.

Knight & Co., general merchants, Broom Hill, Man., are retiring.

J. B. Wilson, general merchant, Hamiota, Man., has sold to H. C. Pugh.

E. P. Hicks, general merchant, Selkirk East, Man., is succeeded by Wm. Epstein.

The Cresby Co., general merchants, Darlingford, Sask., are negotiating sale.

W. G. Murphy & Co., general merchants, Dauphin, Man., are succeeded by J. W. Stewart.

The Viscount Supply Co., general merchants, Viscount, Man., are succeeded by the Viscount Farmers Supply Co.

Prosperity of Burmah Depends on the Rice Crop

Burma exports annually more than two billion pounds of rice. It is the money crop of the country, and the people are rich or poor as the rice grows well or ill. The grain is harvested as "paddy," and in the fields it looks not unlike wheat or oats, but every kernel has a husk on it and this sticks to it as if it were glued. The rice paddy is packed in bags and is floated on barges down the streams to the Irrawaddy river and towed to Rangoon, the port where the mills are, and from whence the finished product is shipped.

The rice is of various grades, according to the broken grains in it, and every shipment has to be tested by counting the number of whole grains in a fixed quantity. The polishing of the rice is an interesting procedure. The paddy, or rice, in the husks, is first winnowed. It is then passed through grinding stones so carefully set they pare off the husk without breaking the rice. The stones are of a composition harder than iron and they have to be roughened every week by skilled Hindoos, who understand how to fix them. It is winnowed and fanned until the husk is off and then the kernels are polished. This is done with chamois skin, the grains being thrown back and forth against a roller covered with this material. The chamois cylinder goes around at the rate of 500 revolutions a minute and when the rice flows out from it it is as clean and white as it is possible to be made.

EXPERIENCE TEACHES.

"Sure and oi t'ink ut pays to be honest, afther all", said Pat. "Oi troied that phoney-weight business in my grocery-sthore losht year, and oi losht money by ut."

"How so? Did you get found out?" asked his friend.

"No, sorr," returned Pat. "Oi made the mistake of fillin' me weights wid lead, so that ivery mon thot come to me for wan pound of sugar got twinty-three ounces to the pound."—Harper's Weekly.

Never Run Short of

SHAMROCK

BIG PLUG

SMOKING TOBACCO

Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade





"THE SALT THAT SATISFIES"

That is the great advantage of handling

PURITY SALT

It never fails to satisfy your customers. It is PURE; being composed of fine, dry, even salt crystals only. Ask your jobber for "Purity" Salt.

The Western Salt Co., Limited Moorestown, Ontario



There's Genuine Pleasure

and liberal profit in selling

"WHITE LILY" BRAND MARSHMALLOW BISCUITS!

They are genuine satisfaction-givers because of their excellent flavor and the crisp and fresh condition in which they always reach the retailer. Put up in glass-front tin boxes and retail at 18c and 20c. Obtainable also in 20-lb. tins and in wood boxes. Other leading "White Lily" lines you can handle profitably are—CREAM SODAS, HAVELOCK LUNCH, JAMJAMS and PEOPLE'S FANCY MIXED.

Write for prices.

J. A. MARVEN, Limited - - Moncton, N.B.

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from Imported Leaf Exclusively

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

ARTICLES FOR SALE.

FOR SALE—GROCERY STORE FIXTURES.—Owner retiring from business. Any reasonable offer will be entertained. 1 safe, 36 in. high, 25 in. wide; 1 Dayton computing scale; 1 tea scale; 1 platform scale; 10 decorated tea tins, capacity 75 lbs. each, $2 each; 1 show case, 6 ft. long; 1 cash register, wooden frame, in first-class order, $25. All of the above articles are in first-class order. Kindly write J. R. BROWN, Owen Sound.

ARTICLES WANTED.

WANTED—A Eureka Refrigerator, suitable for butcher business. Give size, style and price. Address Box 362, CANADIAN GROCER, Toronto. (38p)

WANTED—Three good second-hand Silent Salesmen, 6 to 7 feet long. For Sale—One good complete second-hand Soda Fountain. For particulars address "Silent Salesmen," THE CANADIAN GROCER, Toronto. (37)

BUSINESS CHANCES.

FOR RENT—A large three-story brick building, cellar under all, suitable for any business. In the centre of the business part of the town. Has been dry goods for twenty-five years. Apply G. O. WERRETT, Simcoe, Ont. (37p)

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

BUSINESS OPPORTUNITY.

FOR SALE — An old established manufacturing business of grocers' and confectioners' sundries, comprising such lines as flavoring extracts, jelly powders, catsups, fluid beef, egg products, etc. Reason for selling—winding up estate. A good proposition to the right man. Small capital only necessary. Write ESTATE LYON SILVERMAN, 313 Notre Dame St. East, Montreal. (37)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

MISCELLANEOUS.

AUTOMATIC COMPUTING SCALES — THE ANDERSON. Worth knowing about, especially the improvements and price. Not in a combine. W. F. HARRIS, General Agent, Windsor, Ont. (37)

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUSINESS MEN, professional men, merchants and church workers, find innumerable uses for Fulton Sign and Price Markers. The Fulton Rubber Type Company of Elizabeth, N. J., are makers of Ink Pads, Daters and Business Outfits of high quality. Sold by all stationers. A. R. MacDougall & Co., Toronto, Canadian Agents.

MISCELLANEOUS.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

EVERY Retail Merchant should write for a copy of our finely illustrated catalogue of rebuilt typewriters. It shows the best typewriter bargains ever offered in Canada. Moreover, it contains facts on retail advertising intensely interesting to retail merchants. It is free. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto, also Montreal, Hamilton, London, Ottawa.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE MONEY you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 338 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

5-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb	4 90
" 3 lb.	13 60
" 5 lb	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams	Per doz		Per doz
		Peach	1 80
		Pear	1 70
Strawberry	1 90	Jellies	
Raspberry	1 90	Red currant	2 40
Black currant	1 80	Black currant	2 40
Red currant	1 80	Crabapple	1 70
Raspberry & red currant	1 80	Plum	1 70
		Grape	1 70
Raspberry and gooseberry	1 80	Marmalade	
		Scotch	1 40
Damson plum, stoneless	1 70	Orange Jelly	1 75
		Green Fig	2 25
Greengage plum, stoneless	1 70	Lemon	1 80
		Pineapple	2 25
Gooseberry	1 80	Ginger	2 25

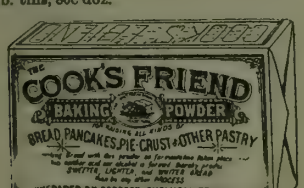
Pure Preserves—Bulk

5's & 7's per lb.	14's & 30's per lb.
Strawberry 0 11	0 10½
Black currant 0 11	0 10½
Raspberry 0 11	0 10½
Other varieties 0 09	0 08½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz		Per doz
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
No. 2, 5-oz., 6 doz	0 80	In Tin Boxes—	
No. 2, 5-oz., 3 doz	0 85	No. 13, 1-lb., 2 dz.	3 00
No. 3, 2½-oz., 4 dz	0 45	No. 14, 8-oz., 3 dz	1 75
No. 10, 12-oz., 4 dz	2 10	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 2 dz	2 20	No. 16, 2½-lbs.	7 25
		No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

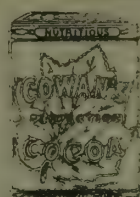
White Swan Flaked Peas, per doz. $1 00

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" 8's " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.



Elite, 10c size (for cooking) doz 0 90

	90 per dz.
Mott's breakfast cocoa, 10c. size	0 38
" " " ½'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ⅓, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes.	0 28
¼ lb. packages, assorted, in 5 lb. boxes.	0 29
½ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	.. .	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 16
Shredded	0 16
In packages 1-oz., 4-oz., 8-oz., lb.	0 17

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85

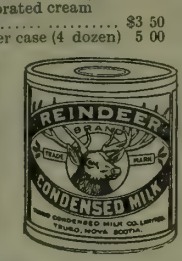




TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17½
" " "		ground	0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 3 tumblers), $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz.. 8 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz. 18 00

Med. size, doz. 17 00

Small size, doz. 12 00



Roquefort—

Large size, doz. 2 40

Small size, doz. 1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 25
Medium blocks, dozen	1 40



Ground or bean,	W.S.P.	Ret. P.
lb	0 32	0 50
⅔ lb	0 33	0 40
½ lb	0 29	0 30
⅓ lb	0 30	0 30
¼ lb	0 22	0 30
⅛ lb	0 23	0 30

Packed in 30s and 50-lb. case
Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1
Milk Chocolate Sticks, 36 in box, "	1
" " 10c cakes, 36 in box "	1
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0
" " No. 2, " "	0
Maple Buds, 5-lb. boxes, lb	0
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal

$2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts.

SHIRRIFF'S

1 oz. (all flavors), doz.	1 00
2 " " "	1 75
4 " " "	2 00
8 " " "	3 00
16 " " "	5 75
32 " " "	10 00
64 " " "	18 00

Discounts on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails, per lb	0 06½
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07
30-lb. wood pails	0 06½

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $140. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 00 jars, doz. $1.48.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $13 do

FRIENDS—NOT GROWLERS



RISING SUN Stove Polish in Cakes never comes back to you with growls from the housekeeper. It is always up to the same high standard maintained for forty years, and is always just right. That's why we have the thousands upon thousands of grocers pushing it everywhere. Grocers don't wish to run the risk of losing a good customer by passing out an inferior stove polish, which is wrong more often than it is right. RISING SUN makes friends for you and for us in every household where you put it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

You Must Realize

that an article which has a huge amount of consumer advertising behind it to pull it through the stores, as has

2 in 1

The World's Best Shoe Polish

must be a profitable and quick-selling line to handle.

But in addition to this ad-pulling force, "2 in 1" has sterling merit behind it. It preserves the boots and makes them pliable; is waterproof; shines quickly and lasts a long time; does not soil the clothes or clog the brush, and is just now in increasing demand.

You can't afford to be without "2 in 1" on your shelves.

The F. F. Dalley Co.

LIMITED

Hamilton, Canada, and Buffalo, N.Y.

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.



Summer Rubs!

It is during this weather that much polishing is done—door knobs, letter box slits, brass on boats, etc. Is your stock of

Royal Polishes

sufficient to meet all requirements?

If NOT, increase it to-day. Shipments very prompt.

ROYAL POLISHES COMPANY

MONTREAL

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON

91 YOUVILLE SQUARE, MONTREAL

BROOMS OF QUALITY

WE make them! **YOU** should sell them!
YOUR customers will appreciate them! **OURS** do

and keep our factory going on FULL TIME

A postal will bring you information.

Walter Woods & Co. - **Hamilton and Winnipeg**

BLACK JACK

QUICK, CLEAN, HANDY



TRY IT.

SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

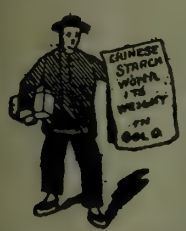
as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20;

Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

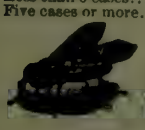
The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Fly Pads.



WILSON'S FLY PADS

In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.80; 5 boxes $2.75.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 13¾
½-bbls.	0 13¾
Tubs, 60 lbs.	0 13¾
20-lb. Pails.	2 80
20-lb. tins	2 70
Cases 3-lb.	0 14¼
" 5-lb.	0 13¾
" 10-lb.	0 14¼



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 12¾
Tubs	0 13
20-lb. pails.	0 13¼
20-lb. tins	0 12¾
10-lb. "	0 13¼
5-lb. "	0 13¾
3-lb. "	0 13¾
1-lb. cartons	14

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy box, 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 10 5-lb. cans	1 50

"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 7½c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

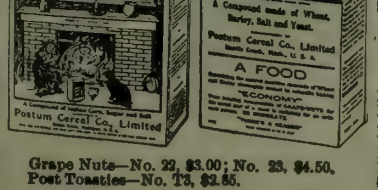
"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25

Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3 50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb. tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ¼-lb. tins	per doz.	0 85
" ½-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 5 75
" pts. 24's	6 50
" ½-pts. 24's	4 25

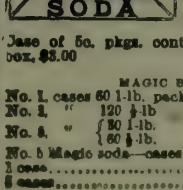
Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box, $3 00

Case of ½-lb. containing 120 pkgs. per box, $3.00

Case of 1-lb and ½-lb. containing 30 1-lb. and 60 ½-lb. pkgs. per box $3.00

Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND

	Per case
No. 1, cases 60 1-lb. packages	$2 60
No. 2, " 120 ½-lb. "	2 60
No. 4, " {30 1-lb. " / {60 ½-lb. "	3 60

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	$ 3 65
5 cases	2 55

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

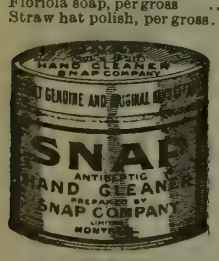
THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. **Montreal**

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd. Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 06½
Barrels, 200 lb	0 06
Kegs, 100 lb	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

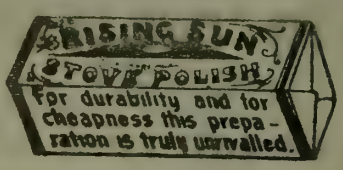
Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD
6a size, gross, $2.40. 2a size, gross, $2.50

Boot Polish

PACKARD'S BOOT AND SHOE POLISHES



Mon-Ami, $9 gross; Black "O," $9 gross; Large Combination, $20 per gross; Pony Combination, $10; French Glycerine, $9; Ladies' Special, $20; Pat. Lea. Cream $20 per gross.

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03½ per lb.
Half barrels 350 lbs	0 03¾ "
¼ barrels, 175 lbs	0 03¾ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—

	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 75
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)

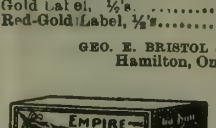


Teas

THE "SALADA" TEA CO.

	Wholesale	Retail
Green Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's & ½'s and ¼'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.

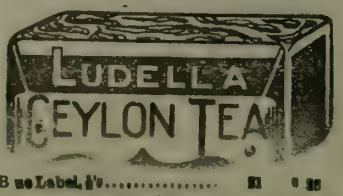


EMPIRE PACKAGE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c	1s, 20c.; ½s, 21c.
30c	1s and ½s, 23c.
40c	1s and ½s, 28c.
50c	1s and ½s, 35c.
75c	1s and ½s, Vulcan, 50c.

100 lb. lots freight paid.



Blue Label, ½'s	$1	0 25
Orange Label, 1's and ½'s	0 28	0 40
Red Label, ½'s	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 50

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19

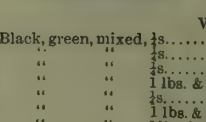


BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	007	1 00



		Wholesale	Retail
Pink Label	1's and ½'s	30c	40c.
Gold Label	1's and ½'s	35c.	50c.
Lavender Label	1's and ½'s	42c.	60c.
Green Label	1's and ½'s	50c.	75c.
Canisters			
Gold Tins, 5's		35c. 1.75	50c. 2.50
Gold Tins, 3's		35c. 1.05	50c. 1.50
Gold Tins, 1's		36c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.	
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.	

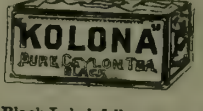


MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ⅛s	0 40	1 00
" " ¼s	0 55	0 80
" " ½s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ¼s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs	0 24	0 30

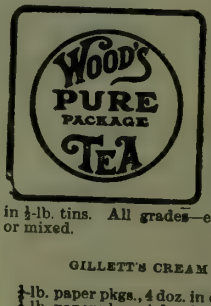


Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$1 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 27½
360-lb. barrels	0 25½

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	44
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	80

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

Fortune in Foresight

There's a fortune ahead for every grocer who shows foresight in his buying—who meets the public want by featuring

SNAP

THE MAGIC HAND CLEANER

SNAP is without a rival in the effective cleansing of hands soiled by grease, tar, paint or dirt, and is, moreover, beneficial to the skin.

SNAP sells at sight! It is required by every one who works.

Order from your Jobber

SNAP CO. LIMITED



MONTREAL CANADA

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the **PUREST**, contains **LEAST MOISTURE** and therefore **GOES FURTHEST** of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

The best there is
is what you get
when you order
SALT
from
Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

WETHEY'S
Condensed
Mince Meat

Wrapped in sanitary packages.
Absolutely dust-proof.
3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

"In Addition to tracing Direct Business to our Advertising in The Canadian Grocer---

—our representatives, working all the way from Sydney to Victoria, have many times reported the assistance it has been to them, because the trade had already been acquainted with our lines."

The above is taken from a letter written us not long ago by a Toronto firm doing a national business.

A manufacturer in Windsor, Ont., writes as follows:

"The direct effect of our advertising in The Grocer is easily traced, as our business is about 90 per cent. mail order.

"We have received business from coast to coast, where we were not soliciting patronage, so The Grocer must have been directly responsible."

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 311 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, SEPTEMBER 23, 1910 NO. 38.

All the World Loves a Winner

AND

KEEN'S 

OXFORD BLUE

has proved a world winner because of its satisfaction-giving qualities. Keen's goes further than any other blue, and is just the line to handle to build up the trade you are after—the steady family trade. See to the stocking of your shelves. For sale by all the Canadian jobbing trade.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

DRIVE THESE TANDEM

BENSON'S "Prepared" Corn STARCH

and

EDWARDSBURG "Silver Gloss" STARCH

They are the leading Laundry and Cooking Starches in Canada, and are noted for their purity and ease in handling. Moreover, they leave a "worth while" profit for the dealer. Order from your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

Purveyors to H.M. The King

MACONOCHIE'S

QUALITY PRODUCTS



Pickles
Peels
Jams
Marmalade
Pan Yan Pickles
Pan Yan Sauce
Bloater Paste
Worcester Sauce
Silvocea Fresh Herring
Silvocea Kippered Herring
Silvocea Herring in Tomato Sauce
Silvocea Fresh Mackerel
Etc., Etc.



FOR SALE BY ALL UP-TO-DATE JOBBERS

CANADIAN AND UNITED STATES REPRESENTATIVES

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO, CANADA

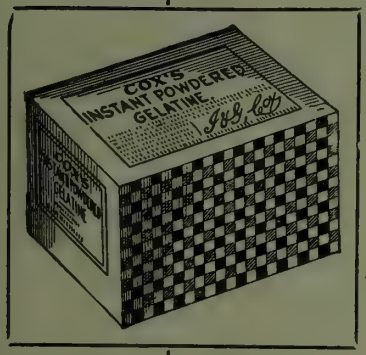
"The World's Best."

The cook who uses

COX'S GELATINE

knows in advance exactly what to expect, namely, exactly what she (and all other cooks) want, *satisfactory results.*

There are no adulterations in Cox's Gelatine—no by-products to lessen the purity at the expense of a little extra profit for the maker.

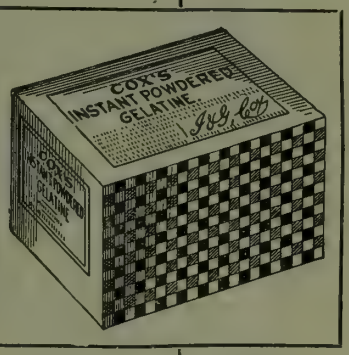


ONE PACKAGE of COX'S

Gelatine makes

TWO QUARTS OF JELLY

The Purest, the Cheapest, the BEST.



For greater convenience to meet most modern requirements it is put up in powdered form.

STRONGEST, PUREST, BEST

The maximum of quality at the minimum of price to the grocer who buys and sells it. The Gelatine that established the standard.

ABSOLUTELY PURE

A. P. Tippet & Co., Agents

8 Place Royale
Montreal

84 Victoria Street
Toronto


Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.


Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

TRY A CONDENSED AD. IN THE CANADIAN GROCER.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

FINEST LARD in America, Morris's Chicago.

AGENTS:

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

When writing advertisers kindly mention having seen the advertisement in this paper.

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

RAW SUGAR ON SPOT

Barbadoes, Muscovado, Jamaica Light and Dark Crystals

Lind Brokerage Company

73 Front St. E., Toronto

Agency required for Canned Goods, Etc.

The HARRY HORNE CO.

Grocery Brokers and Manufacturers' Agents.

309-311 King St. West, - - Toronto

Good warehouse and distributing facilities.

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

United Kingdom and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O Box 1812

BUSINESS IS BOOMING IN

WINNIPEG

BAWLF, DAVEY & CO.

Wholesale Grocery Brokers.

AGENCIES WANTED WINNIPEG MAN.

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to the Retai Track connection with all Railroads.

J. F. Eby,
President.

Hugh Blain,
Vice-Pres.

THE HALL MARK OF QUALITY

FINEST QUALITY

Canned—
Fruits
Salmon
Vegetables



Spices
Herbs
Jelly Powder
Baking Powder

FINEST QUALITY. GUARANTEED ABSOLUTELY PURE

Sold and guaranteed by

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

MINIMUM *of* TROUBLE

MAXIMUM *of* PROFIT

Blue Ribbon Tea

Does Credit to your Recommendation, Brings New Customers, and Gives them Absolute Satisfaction.
Always Reliable.

BLUE RIBBON TEA COMPANY, Limited

MONTREAL, CAN.

TAKE NO CHANCES

The Grocer

with an eye to a steady and profitable soap trade never hesitates to feature

Richards Pure and Profitable Soaps

They are veritable trade winners and trade holders!

Here is the full line :—

Richards Pure Soap—Quick Naptha Soap—Snow-flake Soap Chips—Ammonia Powder—100% Pure Lye—Toilet Soaps

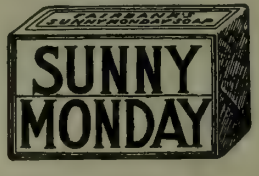
Get prices and details

Agent for Hamilton and Toronto
A. HUTCHINSON - - Omand Mfg. Co.
76 Colborne Street, Toronto

SUNNY MONDAY

LAUNDRY SOAP

"Contains No Resin"



You are taking no risk when you recommend Sunny Monday Soap.

Sunny Monday Soap is as absolutely pure as soap can be made, only the highest class of materials enters into the manufacture of it, and best of all it contains **no resin.**

Sunny Monday Soap gives the grocer a good profit, and a satisfied customer.

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA

You make better profits on the better grade peas



INSTEAD of selling imported French Peas to supply the demand for better grade peas, sell our Extra Fine Sifted (Petits Pois) Sweet Wrinkle Extra Sifted and Early June Sifted.

Not from sentimental or patriotic reasons, but because they will yield you a better profit, give your customers much greater satisfaction and help to increase the demand for the more profitable higher grade peas.

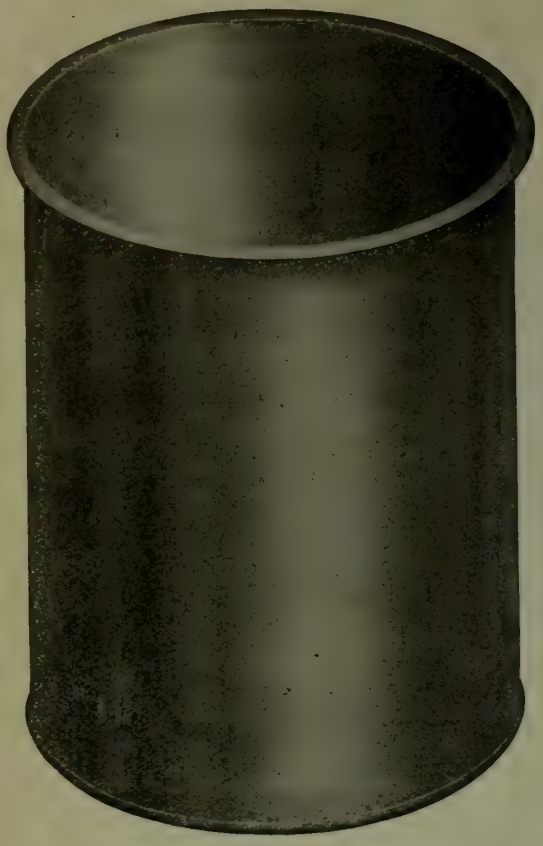
That vivid green color which makes some lines of imported French Peas look so pretty is produced by Sulphate of Copper—a chemical that is not only very injurious to health, but which kills the true flavor of the peas.

We never use sulphate of copper or any other coloring chemicals in our canned peas.

Extra Fine Sifted (Petit Pois), Sweet Wrinkle Extra Sifted and Early June Sifted are thoroughly sterilized, the very pick of the pack, fine, tender, and of exquisite flavor.

You can materially increase your profits and your reputation by pushing these lines. Try it.

Dominion Canners, Limited
Hamilton, - - Canada



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatces.

Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Ams Patent

"KOOTENAY" Brand

THE LINE OF SUSTAINED PROFIT

PURE FRUIT Jams and Jellies

IN BOTTLES AND TINS

There's ample profit and entire satisfaction in handling **"KOOTENAY" BRAND,** a line made solely from the freshest and most luscious British Columbia Fruits and the purest cane sugar. Every modern process is employed in the handling of these fruits and the factory is a model of cleanliness. Here's a line to stock and recommend. **"KOOTENAY" JAMS** are genuine trade winners and holders.

See to your stocks. Are you handling our 5-lb. tins? They are ready sellers.

Donnelly, Watson & Brown, Limited

—AGENTS—

Calgary - - and - - Vancouver

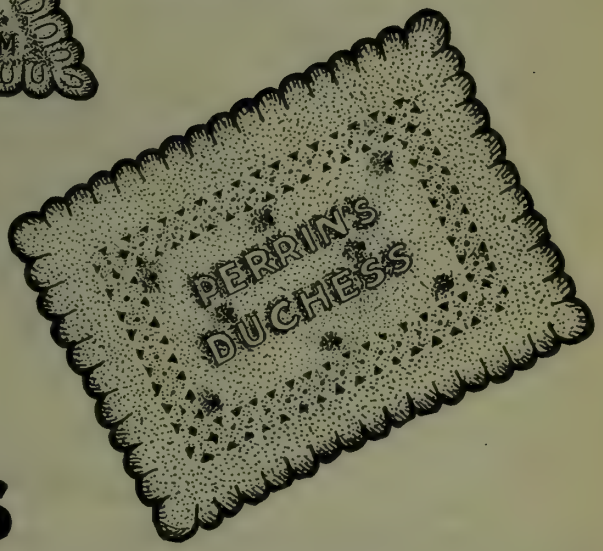
PERRIN'S BISCUITS

THREE SELLERS





AND ALL TRADE KEEPERS





SATISFIED CUSTOMERS

OUR BIGGEST ASSET

Give your customers

Balaklava Brand Baked Beans

And you can rest assured that the merits of these goods will bring repeats and satisfied customers.

Write us for Information and Prices. Your Interests are Ours.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

Sell Poulton & Noel's

Rolled Ox Tongues,
Potted Meats, Galantines,
etc.,
IN GLASS AND TINS.



NOTED FOR

their quality and attractive packing

Canadian Selling Agents:

ROSE & LAFLAMME, Limited

Montreal - - Toronto

SHORTAGE OF THE PEA CROP



One way to solve the Pea Shortage Question is to handle "1761" brand of Imported Marrowfat Peas.

The "Canadian Grocer" of August 12 had the following editorial on the Pea Situation:—

CANNED PEAS SHORT

There has been a big grab for canned peas, and still jobbers are short. The trouble is that there was no a sufficient quantity packed to supply all demands and there is not the remotest chance of prices coming down

One jobber states that he could only secure 250 cases out of every 1,000 ordered. Another says that there will be no more than a 60 per cent. delivery.

In Toronto this week some wholesaler, didn't have a case of peas to sell for present delivery, so low have the old stocks been run.

Retailers, therefore, who have not contracted for their canned peas, should delay no longer. Prices are sure not to be lower and there is every possibility of them going up. Of course there is the limited price when stock will be imported.

Demand for peas has rapidly been soaring in recent years and retailers should pay particular attention to this article.

A few years ago the Canadian Trade ridiculed the idea of importing Marrowfat Peas from England into Canada, and it certainly at first sight appears as far fetched an idea as "Shipping Coals to Newcastle," but to-day we are sending our Marrowfat Peas from Coast to Coast, and the public are beginning to realize that a 10c package of "1761" Brand of Marrowfat Peas makes, when prepared—full directions for which are on each package—more Peas than the contents of two cans, and what is more important—EQUAL TO FRESH GARDEN PEAS.

Our "1761" Brand of English Crown Marrowfat Peas contain in addition to the choicest hand picked Peas, a steeping tablet impregnated with mint, as well as a boiling bag for use when preparing.

Ask your Wholesaler to enclose with your next order, trial case of these goods, or write us direct for Prices.

MacGREEGOR SPECIALTY COMPANY

TORONTO Importer of Good Things to Eat. **ONTARIO**

McCORMICK ELITE FINGERS

Your trade will be glad you persuaded it to try these delicious confections. Exquisitely flavored with pure banana essence—rich—luscious—crisp. Try them yourself with ice cream or fruit, and you won't wonder why they sell so fast. Get them in stock right away. Now is the season they surely will sell well. Order some. Order plenty, too. Order NOW.

Factory at London

Warehouses at
Montreal - Ottawa
Hamilton - Kingston
Winnipeg and Calgary

McCORMICKS ELITE FINGERS



LOOK FOR THE BEAVER

M D. & Co. "Beaver" Brand
Valencia Raisins

are of special fancy quality, and are sure to please particular customers of yours. You should have them in your store at all times.

"W. Abel" Brand
Valencia Raisins

are of standard quality, and also in keeping with the reputation of the house that packs them.

Packed by MAHIQUES, DOMENECH & CO., Denia, Spain
Canadian Agents:
ROSE & LAFLAMME, Ltd., Montreal and Toronto

The Chief Competitor
Of Prepared Foods is Home Cooking

¶ Housewives would not go to the trouble of preparing all the foods they do at home if they could buy satisfactory substitutes ready cooked.

Most women who are prejudiced against goods in cans and bottles have simply tried the wrong kind.

¶ The only way to build up a good business on prepared foods is to sell a quality as good or better than can be made in the home.

HEINZ 57 VARIETIES
PURE FOOD PRODUCTS

are made of the best materials money can buy. They are prepared in model kitchens by methods which are the result of forty years' experience aud endeavor to improve the best home ways of food preparation.

¶ The housewife may be able, in some instances, to prepare similar foods that will be more pleasing to her own individual family, but she cannot make cleaner, purer, or better.

H. J. HEINZ COMPANY
Members of American Association for the Promotion of Purity in Food Products.

WESTERN ASSURANCE COMPANY
Incorporated 1851
FIRE AND MARINE

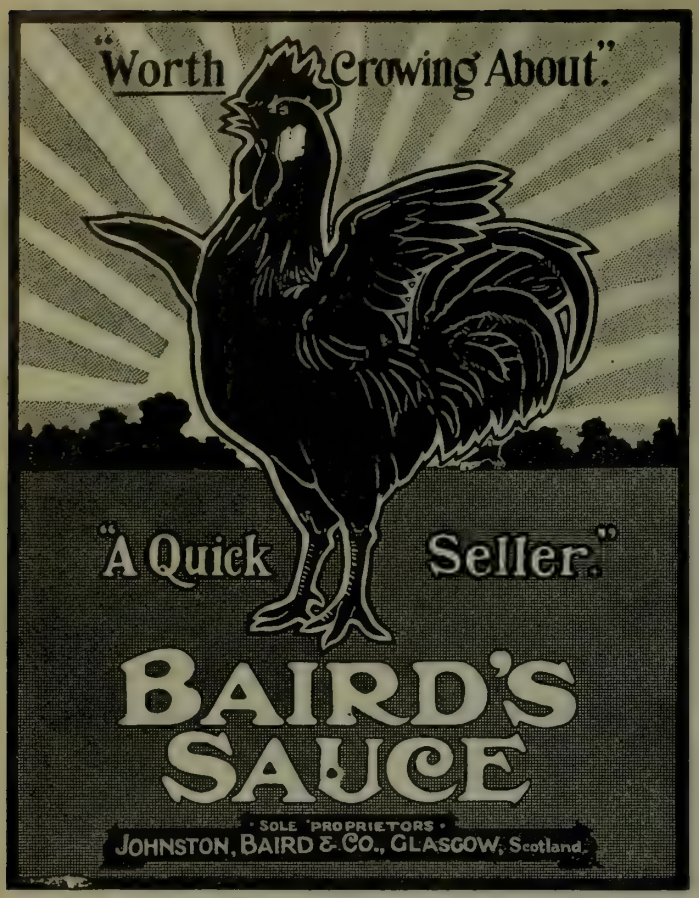
HEAD OFFICE—TORONTO, ONT.
Assets over - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company
A.D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS
Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow,
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Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.
W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - - $1,400,000.00
ASSETS - - - - - - - - 2,162,753.85
LOSSES PAID SINCE ORGANIZATION 29.833,820.96



Agents :—Maclure & Langley, Ltd., 12 Front E., Toronto—604 Lindsay Bldg., Montrea
W. L. McKenzie & Co., Winnipeg ; R. Robertson & Co., Vancouver and Victoria

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

"Edinburgh's Pride"

EVERY BOTTLE OF



Symington's "Edinburgh" Coffee Essence

does credit to the makers and the city of production. Every bottle gives satisfaction and helps to create further demand.

Our **ESSENCE OF COFFEE AND CHICORY** gives wonderful value. One bottle makes 40 cups of delicious coffee, fit for any connoisseur.

Recommend it for camping parties and Summer outings. It always pleases.

Thos. Symington & Co.

EDINBURGH

AGENTS FOR ONTARIO—

Messrs. W. B. Bayley & Co., - - Toronto

AGENTS FOR QUEBEC—

Messrs. F. L. Benedict & Co., - - Montreal

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, Nelson, B. C., and Calgary, Alberta

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

Quality, Purity and Cleanliness

Just how heavily these count is attested by the fact that the best merchants always give the preference to Borden's Brands, and by the further fact that the great majority of consumers will consider no others.



The Original



Leaders of Quality for Over 50 Years.

Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary.



FACTS ABOUT ADVERTISING



By The Advertising Manager

IV.

One of the best known and most successful retailers in America remarked that "the manufacturer or jobber who advertises in the trade paper that I read shows he is polite enough to tell me about his goods when I have the time to listen."

* * *

When you come to think of it, there is something in what this merchant says.

A salesman for the Blank Co., calls on a grocer when the latter is very busy—as he usually is. The merchant's mind is full of matters that affect his business at the moment, and, while courteous, he really does not give the salesman his undivided attention.

The sale is often lost before the traveler starts in on his talk.

* * *

For it is an inflexible law—as inflexible as the laws of nature—that in the process of selling, a prospective buyer's *attention* must be gained before any progress can be made.

* * *

Until this is done, what use is there struggling along in an attempt to arouse interest? The salesman has about as much chance of doing so as he has of blowing up the rock of Gibraltar with a penny firecracker.

* * *

The fault lies, not with the salesman, but with the Blank Co.

* * *

For there is a way of getting the merchant's attention—

—maintaining it to the point of interest—

—even, in many cases, arousing a desire to buy—

* * *

—before the traveler sets foot in the retail store.

* * *

The Blank Co. neglects to take advantage of it.

* * *

The Jones Co., competitors of the Blank Co., have been broad enough in their selling methods to recognize this way of getting the mechant's attention.

* * *

They advertise in The Canadian Grocer.

* * *

When the Jones Co.'s traveler walks into the store and states who he represents *the merchant knows a good deal about his firm and its lines, and has already had the main points of the traveler's selling talk hammered home to him.*

* * *

The Jones Co. believe in telling the dealer about their goods when he has the time—and inclination—to listen.

They believe the dealer appreciates their endeavor to get his attention in a way that will save his time and that of their travelers during business hours.

* * *

It means good dollars and cents to the Jones Co. to prepare the dealer for their traveler by giving him a lot of information about their proposition through The Canadian Grocer.

You'll Hit the Bull's Eye

on the "Popular Taste" Target if you are selling

AURORA COFFEE!

The distinctive quality, aroma and flavor of "AURORA" Coffee have made it a prime public favorite, and its retailing price of **40c.** leaves you a "well-worth-while" profit. See to your stocks.

W. H. GILLARD & CO., Hamilton, Ont.

BRANCH—SAULT STE. MARIE



Redpath

is

Canada's Standard

for

Refined Sugar

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

A Special Offer

WE WILL SEND

The Financial Post of Canada

FREE from now until Xmas to all new subscribers. Each week a summary is given of financial business and commercial conditions in the important centres of Canada. It will pay you, as a business man, investor or economist, to read *The Post* regularly.

A paid up subscription sent in now will not run out until Jan. 1st, 1912.

A SUBSCRIPTION FORM IS ATTACHED

The Financial Post, Ltd.
Toronto, Can. _____ *1910*

Please send to address below one copy of *The Financial Post of Canada* (weekly) until Jan. 1, 1912, for which I {enc'ose / will remit} three dollars.

Name _____

Address _____

_____

Remember—We are always glad to mail sample copies free. **Ask for one.**

JAPAN TEAS

The season is near to the close. Jobbers who have not yet placed orders for their requirements will be able to get best value from

S. T. NISHIMURA & COMPANY

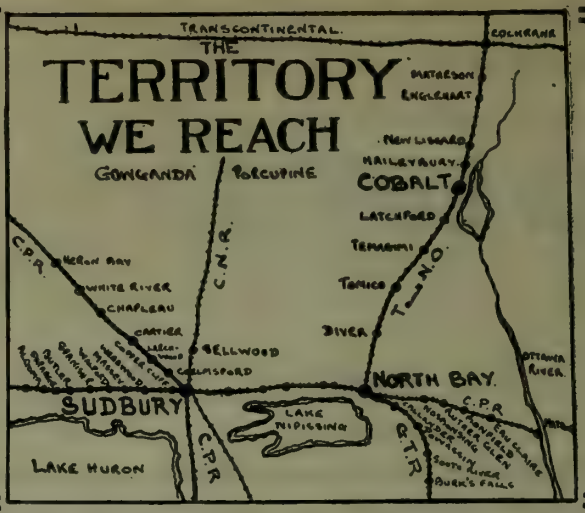
MONTREAL and JAPAN

Grocers

of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our Customers are doing so;

Why not you?

The Young Company
LIMITED
North Bay and Sudbury

TRADE MARK
KEYSTONE
BRAND
REGISTERED

NEW CORN

We are now supplying Brooms made of this season's crop of Corn and are in a position to make prompt shipment of orders.

A very fine growth of Corn enables us to make the

Klondike and Jubilee

BETTER THAN EVER.

Stevens-Hepner Co., Limited
PORT ELGIN - - - ONTARIO

Grasp the Opportunity

in these days of keen competition, of doing a profitable trade in

STERLING BRAND BULK PICKLES



SWEET, MIXED or SOUR

In 1, 3 and 5 Gallon Pails.

They are made from the finest and freshest vegetables only, and purest vinegar, and are handled in an up-to-date sanitary factory. You'll find them ready sellers and A1 profit producers.

Write for prices to-day.

The T. A. LYTLE CO., Limited
Sterling Road, - - - Toronto



It is to your own profit and credit

to handle a superior brand of Jelly Powders, and no line will prove so satisfactory as

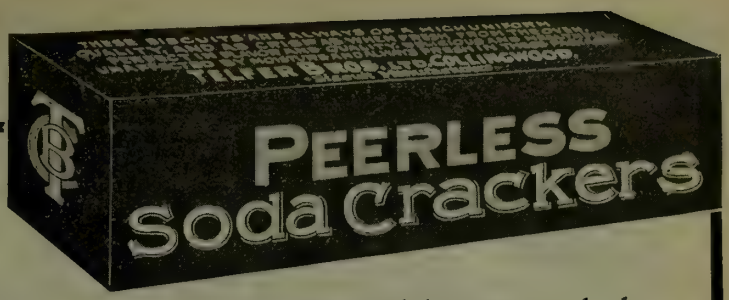
SHIRRIFF'S JELLY POWDERS

This well-known brand is always reliable, easy and quick to handle, and retains in a large degree the natural flavor of the fruit.

Order from Your Jobber or Direct

Imperial Extract Co., 8, 10, 12 Matilda St., **Toronto**

The Package of Quality !

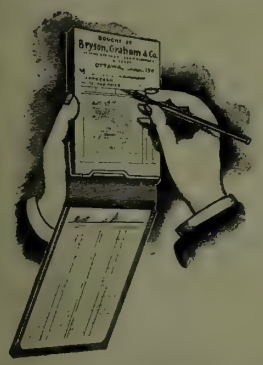


You can be sure of the flavor, goodness, quality and wholesomeness of every packet of GRAHAM WAFERS—if they come from Telfer Bros. They are golden-brown squares of nourishment, and always reach you in a fresh and appetising condition. Feature this line. It pays !

TELFER BROS., LIMITED, - COLLINGWOOD, ONT.

Branches: - Toronto, - Winnipeg, - Hamilton, - Fort William

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 **Phone Uptown 5962**

ASEPTO SOAP POWDER

"The Enemy of Dirt"

Whether for washing clothes or for house-cleaning, "ASEPTO" will be found the most effective, quickest and most economical soap on the market. Recommend "ASEPTO"—its qualities only want to be known—and you will be astonished how it sells.

Leaves you a good profit. Write us.

Asepto Mfg. Co., St. John, N.B.

Agents—Rose & Laflamme, Ltd., Montreal

Here's a line to recommend !

A line of package tea that is used by the Crowned Heads of Europe will surely please even your most fastidious customer! Sell

Twining's Tea

the most reliable of all package teas. We have bona fide warrants from Monarchs of the World, which are your guarantee of purity and flavor. The favorite tea with all classes, sells at a moderate price, and leaves a good margin of profit.

Just the line for your best class trade.

Sold in packets only.

Canadian Agent

HAROLD RITCHIE,

8 Matilda St., TORONTO

Tartan BRAND

When calling us up tell Central to reverse check before getting connection, and ask for our new number

PHONE 3595

We have been compelled to install a switch and the use of this number places all our several trunk lines at your service.
All Long Distance Messages free to our customers.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

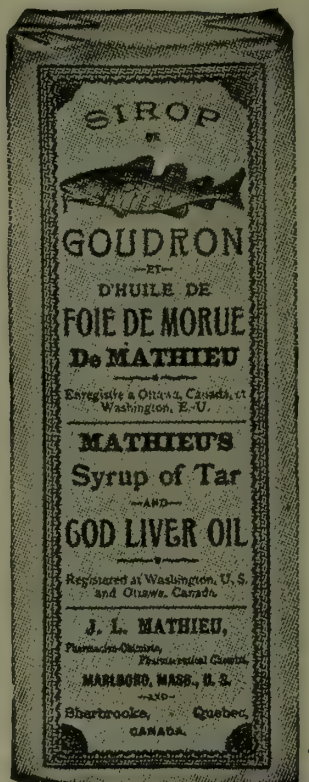
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere.

It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

THE MILK WITH A REPUTATION!

You can rely on a steady sale for any article that combines purity and quality!

"Canada First" Evaporated Cream

is made only from the purest tested cow's milk, and every can comes to you guaranteed and fully sterilized. It is canned in air-tight, sanitary cans—most attractive package. A splendid selling line. Order from your jobber.



The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

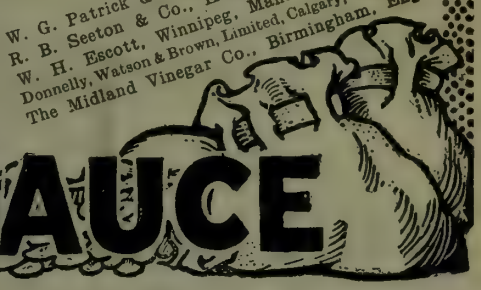
Head Offices: Hamilton, Ontario

If it's BUSINESS you want, Sir, H.P. Sauce will surely bring it along.

H.P. is no shelf-warmer, it's no sooner on than it's off again—off again to good purpose, too, to your customers and to you.

Don't **TRY** to do without

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Limited, Calgary, Alta.
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

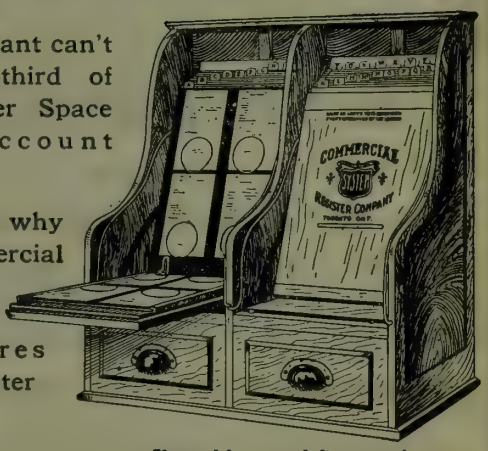
The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA

COUNTER SPACE, FIRE PROTECTION

The Merchant can't afford one-third of his Counter Space for his Account Register.

One reason why the Commercial is made compact—and requires little Counter Space.



Fire Protection

Sheets lift out and fit any safe.

Another reason for compactness. The sheets will fit any safe, an absolute necessity, as merchant must have fire protection for his accounts.

Besides

It cuts out book-keeping, does your collecting, pleases your customers and pays for itself within a few months.

Send us a postal for Catalogue and full Information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

The West India Co., Ltd.

The Canadian house of

Sandbach, Parker & Co., Demerara, B.G. **Sandbach, Tinne & Co., Liverpool, Eng.**

and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building, - - - MONTREAL

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

"Pansy" and "Daphne"

(FANCY) (CHOICE)

SEEDED RAISINS and EVAPORATED FRUITS



are put up in California, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.

California

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders



Ask any of the following jobbers for our illustrated catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gordon, Eckert & Co.
ST. JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).

Woodruff & Edwards

ELGIN, ILL., U.S.A.

Pure **Sweet**

Wholesome **Well Packed**



You can obtain and hold the best of the family trade by featuring the quality brand of canned fish

"King Oscar" Sardines

They are packed from the freshest, mild cured selected fish, are attractively gotten up and never fail to satisfy. Feature "King Oscar." It's a trade winner.

CANADIAN AGENTS

JOHN W. BICKLE & GREENING

(J. A. HENDERSON)

Hamilton - - - Ontario

CENTURY

Ho!

Mr. Grocer.

The Salt your Customers will call for again and again---if you'll just stock it---is the purity-sure

CENTURY SALT

We're advertising it brightly. We're shipping it promptly. Just get our price list and try us.

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA, - ONT.

SALT



Tell this to the WOMEN

By using Minute Tapioca a first-class, delicious dessert can be produced in fifteen minutes.

Minute Tapioca does not require soaking—ready for instant use right from the package. One package of

MINUTE TAPIOCA

makes six full quarts of a pudding that is unusually delicious in taste and appetizing in appearance. MINUTE TAPIOCA is absolutely pure and is put up in the largest and most sanitary tapioca factory in the world.

Ask your jobber for MINUTE TAPIOCA

Minute Tapioca Co., Orange, Mass.

Becoming the Housekeeper's Choice

LYNCH'S Quality Biscuits

prove the Grocer's easy seller and profit-maker and sell at favorable prices. We make a specialty of staple lines.

Here are some of our leaders, which always reach you crisp and fresh:

Creamalt Sodas	Seed Sugar
Family Pilot	Fig Bars
Graham Wafers	Crimp Sugar
Ginger Snaps	Lemon Creams

LYNCH'S LTD.

Sydney, N. S.

Manufacturers of Biscuits, Confectionery & Bread

and at

Stellarton — Fred A. Milligan, Manager

Halifax — Frank A. Gillis, Manager

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company

Technical Book Department)

143-149 University Ave., TORONTO



Many Kinds of Pickles

—but

only one kind that makes you wish you could eat some more.

ROWAT'S
Sauces and Pickles

The Connoisseur's Choice

Rowat & Co.
Glasgow, Scotland

Canadian Distributors: Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.





LET THERE BE LIGHT

A steady, brilliant white light in your store will prove an asset whose value cannot be over-estimated. Get in touch with us. Our apparatus is absolutely safe, is better and cheaper than electricity or gas and safer than coal oil and candles.

Clean and sanitary.

Write for circular and special price to merchants direct.

MacLAREN & CO.
Gasoline Lighting Systems

AGENTS WANTED — MERRICKVILLE, - ONTARIO

McLean's
"The Name"

AND THE PACKAGE TO THE RIGHT

The Canadian Cocoanut Co.
Sole Makers
MONTREAL





A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin & Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
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White Dove Cocoanut



The friend of every cook.

W. P. DOWNEY
MONTREAL



It dries them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same Write for prices.

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STANDARD CEDAR SHINGLES

Extras ..... $2 20 Clear..... $1.75
2nd Clear ..... 1.40 Clear White.... 1.30
Extra No. 1..... 65c.

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THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

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QUIT LOSING!

What's the use of sticking to anything that is continually causing you loss? If your credit customers are the source of the greatest loss to you, why not try the ONE way to make them a safe, profitable ASSET? You can do this by adopting the Allison Coupon Book System, which has proved its worth to hundreds of progressive merchants all over the country.

Allison Coupon Books

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For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

The Condensed Ads. in this Paper will bring good results

PICKLING SPICES

This is the season during which it is most profitable for you to push Pickling Spices, and we strongly recommend you to feature

Prince of Wales Brand

The brand that always gives your customer, as well as yourself, entire satisfaction.

MINT
THYME
SAVORY
SAGE
MARJORAM

All herbs in ¼ lb. open face cartons.

Send us a trial order.

S. H. EWING & SONS

Montreal and Toronto



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

The Greatest Yet

Last week in Ontario alone there was actually shipped to dealers in this province 60,606 lbs. of "SALADA" Tea. As the total tea consumption of the province is about 168,000 lbs. per week, this means that we are supplying over ONE-THIRD of Ontario's tea requirements.

It pays every dealer to push goods that are giving the public satisfaction. The following figures bear eloquent testimony to the satisfaction

"SALADA"

is giving. Our trade for the past TWENTY-ONE WEEKS shows a total INCREASE of 362,865 lbs. over the same period of 1909. The figures of our increases week by week are as follows:

For	the	week	ending	April	30th,	our	sales	increased	27,476	lbs.	over	1909
"	"	"	"	May	7th,	"	"	"	21,684	"	"	"
"	"	"	"	"	14th,	"	"	"	57,219	"	"	"
"	"	"	"	"	21st,	"	"	"	39,606	"	"	"
"	"	"	"	"	28th,	"	"	"	14,532	"	"	"
"	"	"	"	June	4th,	"	"	"	32,608	"	"	"
"	"	"	"	"	11th,	"	"	decreased	5,142	"	"	"
"	"	"	"	"	18th,	"	"	"	815	"	"	"
"	"	"	"	"	25th,	"	"	increased	2,663	"	"	"
"	"	"	"	July	2nd,	"	"	"	18,718	"	"	"
"	"	"	"	"	9th,	"	"	"	25,748	"	"	"
"	"	"	"	"	16th,	"	"	"	4,375	"	"	"
"	"	"	"	"	23rd,	"	"	decreased	5,671	"	"	"
"	"	"	"	"	30th,	"	"	increased	29,545	"	"	"
"	"	"	"	Aug.	6th,	"	"	"	13,209	"	"	"
"	"	"	"	"	13th,	"	"	"	22,882	"	"	"
"	"	"	"	"	20th,	"	"	"	20,019	"	"	"
"	"	"	"	"	27th,	"	"	"	24,626	"	"	"
"	"	"	"	Sept.	3rd,	"	"	decreased	12,342	"	"	"
"	"	"	"	"	10th,	"	"	increased	9,440	"	"	"
"	"	"	"	"	17th,	"	"	"	22,485	"	"	"

Every day new customers are won for "SALADA." Every day business is growing. Orders are coming in in increasing numbers. Trade is being won and held. Dealers and consumers realize that quality **does** tell.

The "Salada" Tea Co., TORONTO and MONTREAL

"50 Years of Satisfaction"

IS THE PEDIGREE OF

COOK'S FRIEND BAKING POWDER

Buy the Powder with a Pedigree



When you handle Cook's Friend you take no chances with the Pure Food Laws, and are sure of perfect satisfaction to your customer.

Stock up NOW

W. D. McLAREN, Limited

MONTREAL

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Further Light on Department Store Accounting

How Such Stores Keep Their Books When Special Mark-down Sales are Made —Charge Loss to Advertising—Use of a "Cost Book" Thoroughly Explained— Simple Method for Making It—A Training for the Memory.

By Henry Johnson, Jr.

The accounting system which will enable one to produce a profit in face of the heavy expense of the Department Store can never be without interest and value to a grocer. That is why I pursue this subject further.

As already stated, the department store works on selling price altogether. If there is an advance in the market on oatmeal, for instance, the stock on hand is immediately inventoried, and the advance on all the stock is charged against the grocery department. Thus, the department has the responsibility of producing returns to the amount of the new value of the oatmeal stock. The compensation is that the grocery manager now "pays less" for his oatmeal than he formerly paid, since the actual cost of the stock on hand is not changed. If the price on oatmeal declines, the stock is inventoried just the same, but then groceries is credited with the difference and thereafter has to account for just so much less. But here the advantage is not what it seems, for, the cost remaining as it was, groceries pays more for its oatmeal.

The constant effort is to make the actual inventory at the end of any period tally with the inventory which the books show. The theory of the bookkeeping end is that, at any period, the books must show just where any department stands.

Special Sales.

The instructive point is here: You are having special sales from time to time, so it will help you to know the way the Department Store manages these things. Years ago, when it was decided to sell Pears' soap for 9 cents, the drug man was told to estimate how much his loss would be and, since the sale was for the benefit of the entire store, he would be credited with his estimate and the amount would be charged to advertising. As, however, there was constant friction between the management and the department heads on these estimates, the plan was hit upon to charge advertising and credit the departments with the precise amount of the "mark-down." So now, the clerks are given the list of mark-downs and entries are made accordingly. We will say that Fairy Soap is to be sold for 3 cents; Yeast Foam at 4 cents, and Jones' 30 cent tea for 27 cents. Every sale of those articles for the day will appear as follows:

3 Fairy Soap	5-3	.09
1 Yeast Foam	5-4	.04
1 Jones'	30-27	.27

When the day's work comes up for checking in the accounting division of the office, these items will show the exact shrinkage for which the department must get credit. A number of girls is kept for no purpose other than to figure reductions. On the list noted above, the credit to the Grocery Department would be 10 cents: 6 on the soap; 1 on the Yeast Foam, and 3 on the tea. The amount being credited to the department, plus the amount received for the sale, will keep the books straight.

Careful Accounting.

When you have a special sale, your problem is simpler and different, but still you have a problem. You, too, are advertising, only you do not always reason the thing out logically, as you should do by all means. And the only way you can do it is by careful accounting.

The simplest way is for you to make special piles of the goods you intend to sell at a reduction, so that sales will be made from those piles only. Take all of those things out of their accustomed places, so there may be accuracy in keeping tab. At the end of the sale, count up what you have left and deduct that from what you had; then you will know exactly what you sold and how much your total "mark-down" was. This amount is to be charged to Advertising and credited to Merchandise.

Not only will this serve to show you what you are doing, in an exact, tangible way, but you will have an illuminating picture of what it costs to advertise. Many a man who says he is spending $600 a year to advertise is actually spending much more—maybe twice as much, without knowing it. It is these leaks that keep us behind and make our inventory so disappointing. We must KNOW WHAT THINGS COST.

The Cost Book.

Cost being one of the most important fundamentals, it is essential that every merchant should know it; but it is astonishing how few actually do know their costs. And, of those who attempt to keep track of costs, very few go about it right.

Right here it might be well to ask the question: What is cost of Merchandise? I have a fairly accurate idea myself, but I should like to get the answer from somebody else. Meantime, to go on with the manner of keeping cost.

It is such a simple matter to compile and keep a cost book that there is no excuse for not keeping one. A blank book with record ruling, 5 by 8 inches, holding 160 pages is good, in fact, the only better book for a retail grocer is one of the same size, loose leaf, with capacity for the same number of pages. It should be indexed, allowing the properly approximate number of leaves for each guide-letter. And this number is different for the grocery business from what it is for a ledger index, since, for instance, very few items of groceries will come under "A." You will have Axle Grease, but your Apricots will go either under Dried Fruits or Canned Fruits; and you may put Ammonia under "A" or under Drugs or Laundry Supplies, according to the peculiarities of your individual stock.

Headings May Differ.

Old fashioned grocers, like Johnson & Son, carried Epson Salts, Blue Stone, Ultramarine Blue, Ammonia, Brimstone, Sealing Wax, etc., under the caption of Drugs; but things change constantly and also differ in different localties. For instance, we have always carried Oat Meal, etc., including all the Breakfast Foods under Farinaceous Goods; though latterly we have put Rice under "R" and likewise Raisins.

But suppose you use the caption, Farinaceous Goods. You will write that caption large and clearly, at the outside, right-hand margin, at the top of a page of "F"; and below that, list your Sago, Tapioca, Oatmeal, Split Peas, etc., all written in ink allowing one line of the page for each sub-head or individual item. Use all lines except three of four for unforeseen items. Then put a hard board between that page and the next one, and, with a very sharp pen knife, cut off the right-hand margin of the page, just below the caption, Farinaceous, clear down to the bottom. This will expose about an inch of the margin of the next page, so you can write other captions below "Farinaceous" and fill that page in turn. Then cut the next page the same way, and so on throughout the entire letter. This will enable you to turn instantly to any item in the book.

How to Mark the Cost.

Following each item, write the cost in pencil, using either plain figures, or a secret cost-mark. I prefer the cost-mark, as then you can look up any item any time and nobody can read your cost. As the cost changes, scratch out the old cost and pencil in another. This gives you the last cost and also the former cost. Keep this up until the line is filled; then rub out the pencil marks and begin over again.

The first writing up of the book is the only real work about this. After that, it is a matter of a few minutes work to take each invoice and enter your costs; and the doing of this work not only keeps you informed, but trains your memory all the time so that you will know your entire business much better than you can know it without such a cost-system. Nothing about your business can be more valuable to you or more completely "worth while."

EUROPEAN WHEAT ESTIMATES.

A cablegram received from the International Institute of Agriculture, gives the yield of wheat crop estimated September 1st, as follows: Italy, 165,346,656 bushels compared with 184,956,913 reported last month, and 125,363,287 last year; Roumania, 108,853,211 bushels, compared with 107,886,633 reported last month and 59,043,045 last year; Hungary, 198,482,118 bushels, compared with 189,252, 220 reported last month, and 125,363,287 last year; Russia, 917,633,489 bushels compared with 784,203,650 last year: Prussia, 87,799,070, compared with 138,000,049 in all Germany last year.

Cost, Selling Price and Profit are Discussed

Retail Dealers are Apparently Careful About What Goods They Stock—A Spirit of Independence Shown—Experience of Retaiers Illustrating Their Desire to Handle Goods Which are Worthy in Their Estimation—One Refuses to Fill Orders Taken by Manufacturers at Exhibition.

Toronto, Sept. 22.—The dealers who were present at the regular meeting of the Toronto Retail Grocers' Association on Monday night asserted in no uncertain tones their determination to get a fair profit on the manufacturers' goods which they handle.

The names of several manufacturers who, they claimed, were overlooking them in the matter of profits, were mentioned and instances were given where the dealers had told manufacturers' representatives that they refused to stock their goods. Cost figures were named and profits were figured out on a popular price basis so that each member present became aware—if he were not already aware—of the actual profits he was making on the goods mentioned.

Think Profit Inadequate.

One canned article which was sold to the retail trade at $2.05 per dozen was considered and the opinion expressed that 20 cents retail was too low a price. The cost figures out to 17½ cents each which means a profit of 2 11-12 cents above the cost. Figured on a percentage basis this makes 14 7-12 per cent. on the 20 cents sales price or a little over 17 per cent. if figured on the cost. With the cost of doing business somewhere about 14 or 15 per cent. in Toronto this was thought to be an inadequate profit.

Another article was mentioned which this year costs $1.27½ per doz. and last year $1.12½. But the retail selling price has to be the same, 2 for 25 cents, although the retailer has to pay 15 cents per dozen more.

Refused to Stock Goods in Spite of Demand.

One of the members referred to orders which had been secured from some of his customers by manufacturers at the Canadian National Exhibition. In some cases, after figuring out the cost and considering the selling price, he had written to the manufacturers to the effect that he would not fill the orders and that they could not expect him to advertise their goods in his store or through his salesmanship, for nothing.

"I'm not going to stock goods at $3.95 when I have to sell them at 6 for a quarter." he declared with emphasis.

Handles Only Profitable Goods.

Another grocer stated that when anybody asks for an article which he does not stock because the profit is light, he sends out for it. He simply would not stock it, he said.

Secretary J. C. Beaumont recalled an instance of a Toronto grocer selling baking powder at 9 cents which cost him 95 a dozen.

"We shouldn't pay any more than 90 cents for a 10 cent article," was D. W. Clark's opinion.

A. J. Coniam believed that the retailer was to blame in a great many cases for lowering the established price. He told of an experience in which his competitors sold an article for 10 cents which should have sold for 15. The reason this was done was because an extra case was given with a ten-case purchase; the grocers simply sold the 10 at a loss and made profit on the eleventh only. Mr. Coniam waited until the competitor had sold out and he received 15 cents for his goods.

Does Price Rule the Sale?

When the question of a popular retail price was considered, it was the general opinion of the members that the price ruled to a large extent the quantity of the sales. It was maintained that if the price to the consumer went up much above the ordinary figure the sales dropped down accordingly.

"When a manufacturer advances a price he should consider us," was one remark and instances were given which indicated that the dealer was not considered.

Conference With Manufacturers

President Donald McLean and D. W. Clark reported on the trip to Hamilton and their interview with the Dominion Canners which has already been referred to in these columns.

Mr. Clark suggested that a committee consisting of two men each from the London, Hamilton and Toronto Associations be appointed to thresh out with manufacturers wherever necessary, the question of cost and selling price. This was merely suggested but it met with favor.

Those Unfilled Orders.

Wholesalers then came in for some criticism in the handling of canned goods. It was alleged that while some wholesalers filled entire orders in canned peas others did not.

One member asserted that the jobber bought canned peas in this manner: "He totals up his entire orders from the retail trade and then adds on a certain amount for sale outside of the regular orders; he then only fills 50 or 60 per cent., as the case may be, of the orders, while since he contracts for more than he needs from the canners, he has enough to fill 100 per cent. of the retail orders."

The conditions existing by which the retailer has to carry canned goods from the autumn—and pay for them then—for almost a year was again criticized, the wholesaler coming in for the blame. "We should get goods from the wholesaler when we want them and not have to pay an advance of 2½ cents on December 1st either," was one expression of opinion. "If we are carrying goods for the wholesaler we have a right to expect him to allow us 2 or 3 per cent. for risk and tied up capital."

The members are considering plans for enlarging their membership and expect by the next meeting—the third Monday in October—to report a substantial increase: They believe that their business conversations and exchanges of experiences are beneficial and intend interesting others to the extent of getting them to become members.

Things That Shouldn't Be



When a Traveler Calls on a Merchant He Should at Least be Treated Courteously and Respectfully, if Necessarily Firmly Ordering a Traveler out of the Store Who Has Not Been Offensive is not the Act of a Gentleman.

A Credit Men's Association Formed in the West

The Members Claim it is for the Purpose of Protecting the Honest Wholesaler and retailer—Prosecution of Fraudulent Debtors and Trade Clearing House and Adjustment Bureau Among its Stated Aims — To Encourage Fire Insurance Among Retailers as Well as Proper Book-keeping and the Taking of Cash Discounts.

Winnipeg, Sept. 22.—A body has been recently organized in Winnipeg called The Canadian Credit Men's Association, which according to the constitution is for the purpose of "improving existing credit methods through the co-operation on individuals engaged in extending credit, and such other matters as the members may from time to time determine."

The membership consists of credit men and general managers engaged in any legitimate line of business where credits are given.

It has already assumed large proportions, as the list of members testifies, being made up practically of the representatives of all the larger wholesale houses in Winnipeg, and of those houses in Montreal, Toronto and other eastern cities which are doing any considerable business in the Western Provinces.

The association has opened offices in Winnipeg, under the management of a president, vice-president, six members acting as a board of governors, and a secretary-treasurer. The officers are:

President—H. H. Piggott, (The J. H. Ashdown Hdw. Co.)

Vice-President—R. R. Wilson, (Campbell Bros. & Wilson).

Board of Governors—W. M. Boyd, (The International Harvester Co.); J. D. Burnham, (Stobart, Sons & Co.); W. S. Fallis, (The Sherwin-Williams Co.); A. McAllister, (The W. E. Sanford Mfg. Co.); T. D. McGee, (The Thos. Ryan Co.); B. C. McMillan, (The McClary Mfg. Co.)

Secretary-Treasurer—Henry Detchon.

Questions on the Slate.

Strong committees have been formed to take up the following subjects:

- Legislation Affecting Business Conditions;
- Prosecution of Fraudulent Debtors;
- Improved Mercantile Agency Service;
- Trade Clearing House and Adjustment Bureau;
- Fire Insurance;
- Improved Credit Dept. Methods.

The association has already in hand various questions affecting legislation which will be brought before the proper quarters when ready to be submitted.

It has also taken up one or two cases of fraud, but as these are still undecided by the courts, it is impossible to comment on same.

A Clearing House has been established for the interchange by members of ledger information. This feature of the association is really an enlargement of the Clearing House Department lately carried on by the Winnipeg Jobbers' Credit Clearing House. This branch of the latter concern, however, has now been merged into the new association and strengthened by the addition of a large list of new members; the Clearing House Department now affords information from no less than 136 wholesale ledgers. This is done so that members by giving their own ledger information, can now fairly accurately appraise the exact position of those with whom they are doing business, and judge pretty well the desirability or otherwise of extending credit to any particular person.

To Encourage Fire Insurance.

The question of fire insurance is also an important matter being dealt with by the committee appointed for the purpose. The desirability of a merchant keeping fully insured against loss by fire will be brought forcibly before the attention of the retailers by means of educational literature, and the association will investigate any cases brought before its notice of alleged overcharge in rates and delays in adjustments of fire losses.

The improvement in the methods at present adopted in wholesale houses in dealing with credit matters is likewise engaging the attention of the association, and uniformity in these methods tending to curtailment of work for both the retailer and the credit man is being sought. As an example, in the past each wholesale house has adopted its own financial statement form, to be filled in by the customer seeking credit, but now the association has adopted a uniform form, which will materially diminish the work of both customer and wholesaler. These forms have been printed in large quantities and are being sold at actual cost to the members.

In addition to bringing before the retail merchants the question of insurance, such matters as rendering correct yearly statements to the mercantile agencies and wholesalers, keeping proper books of account, taking cash discounts, and other important features will be gradually brought into prominence.

Claims to Aid Honest Retailers.

While on the face of it, the association has been formed among wholesalers for the protection of wholesalers, the members claim that it will materially assist and protect the honest retailers by driving the dishonest and fraudulent merchant out of business, and thus affording a better field for the operations of those merchants who are honestly endeavoring to gain a competence by hard and industrious trading.

After Unscrupulous Persons.

At the meeting of the association on September 14th, it was decided to start a fund for the purpose of prosecuting unscrupulous persons. President Piggot presided, and was supported by R. R. Wilson, vice-president.

A desire was expressed for a higher state of efficiency in mercantile services, and a determination to obtain more up to date information, to be the means of harmonious co-operation between the members of the association and the agents supplying the information.

The report was read from the Legislation Committee, respecting the necessity of further legislation governing the obtaining of credit by means of fraudulent statements submitted to the mercantile agents.

Where Retailers Claim Shortages.

Complaints were lodged by the members for the unjust claims of shortage made by the retailers, and it was decided to take action to minimize this as much as possible. The Legislation Committee also referred to the issuance of cheques on banks where no funds were in deposit to cover such cheques at the time they were issued. This was felt to be a serious question to be dealt with at once, as there were many such cases in the west, it was declared, where this kind of thing is being carried on.

These matters are receiving the attening of the Legislation Committee, and they expect to be able to make reports at an early meeting.

Financial Statement Forms.

The secretary reported that the uniform financial statement forms which were adopted by the association at a previous meeting were now being used largely by the members, who issue them free of charge to their customers. He expressed the opinion that before the end of this year, these forms will have replaced the old forms now in use, and a much needed change would be brought about which would undoubtedly bring better relationship between the credit men and their customers.

The Clearing House Committee reported an increase in membership. This committee has for its object the collecting from, and the distributing amongst the members of the committee ledger information of mutual accounts, and the value of this information has come to be recognized in deciding where credit should be given.

To Hold Monthly Meetings.

It was decided to hold a monthly luncheon of the association on the second Wednesday of each month at 6.30 p.m.

Secretary Detchon leaves the city this week to interview the wholesale trade in Western Canada, with a view to getting co-operation in the general work of the association.

The following members took part in the discussion: W. M. Boyd, W. L. Helliwell, D. C. McMillan, M. F. Christie, M. S. Fallis, A. H. Fergusson, E. I. Madigan, A. McAllister, E. Barry, W. S. Arnold, J. Campbell, T. W. Leary and Mr. Webb.

Two Good Samples of Newspaper Advertising

Hamilton and Calgary Grocers Who Use Space Effectively—The Object of the Advertiser is to Create Demand Over and Above the Actual Goods Asked For — The value of Quoting Prices.

The aim of the retail advertiser is to sell goods which would otherwise remain unsold if the question of buying were left entirely to the decision of the consumer.

For instance, if the merchant who prides himself as a salesman, depended simply on the ordinary everyday demands of the customers for his entire sales, what would his turnover be in comparison to what it is now?

When a dealer, therefore, sits down to write his ad-copy he should do so with a view to creating as wide an interest in the goods he advertises as possible. His talks through the newspaper should be just as persuasive and suggestive as if he were talking to the people from behind the counter or over the phone.

This is the feature which makes the accompanying Carroll's advertisement such a splendid one. Mr. Carroll is a Hamilton, Ont., grocer, and as his advertisement states, he has six stores in the Ambitious City. The original newspaper ad. was about 15 x 4½ inches, but a portion of it had to be omitted in order to reproduce it in The Grocer's column.

The introduction, "Choicest Creamery Butter, per lb. 25 cents," is enough to arrest attention. The talk which follows is persuasive and there seems to be no reason why it would not sell butter to a housewife who wants butter and who is not particular about giving her butter trade to her own grocer. The lemon and tea and coffee talks are also capable of creating interest, and demand as well as the other items mentioned.

The ad. is exceedingly well written and as Mr. Carroll is a persistent advertiser he gets good results. The portion of his advertisement omitted was a long list of articles with their prices—another splendid point in its favor.

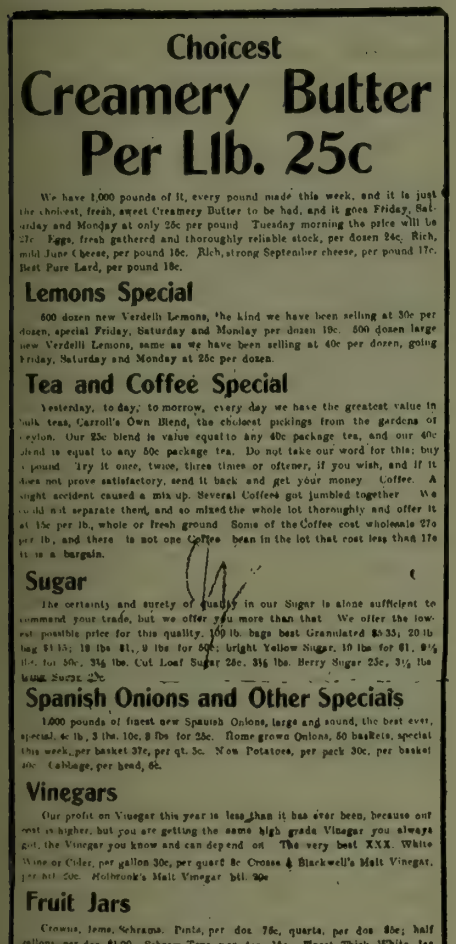
A Calgary Advertisement.

The advertisement of J. T. Macdonald, taken from a Calgary, Alta., newspaper, is another good example. The feature of it is the wide range of articles mentioned with their prices. The introduction, "The Profit is Yours," is a good catch line for attracting attention.

A criticism which might be made of this advertisement is the lack of brief, educative talks on goods offered. For instance, if a merchant wanted to sell a crate of plums to a customer he would naturally say something like this: "Those plums are nice and ripe and have a splendid flavor; the price is 95 cents per crate."

If the advertisement included a few talks as suggested, it ought to be more effective in holding interest and bringing the reader up to the point of deciding to purchase.

Both the above advertisements, however, are good examples of advertising that brings results.



Choicest

Creamery Butter Per Llb. 25c

We have 1,000 pounds of it, every pound made this week, and it is just the choicest, fresh, sweet Creamery Butter to be had, and it goes Friday, Saturday and Monday at only 25c per pound Tuesday morning the price will be 27c Eggs, fresh gathered and thoroughly reliable stock, per dozen 24c. Rich, mild June Cheese, per pound 16c. Rich, strong September cheese, per pound 17c. Best Pure Lard, per pound 18c.

Lemons Special

600 dozen new Verdelli Lemons, the kind we have been selling at 30c per dozen, special Friday, Saturday and Monday per dozen 19c. 800 dozen large new Verdelli Lemons, same as we have been selling at 40c per dozen, going Friday, Saturday and Monday at 25c per dozen.

Tea and Coffee Special

Yesterday, to day, to morrow, every day we have the greatest value in Bulk teas, Carroll's Own Blend, the choicest pickings from the gardens of Ceylon. Our 25c blend is value equal to any 40c package tea, and our 40c blend is equal to any 50c package tea. Do not take our word for this; buy a pound. Try it once, twice, three times or oftener, if you wish, and if it does not prove satisfactory, send it back and get your money Coffee. A slight accident caused a mix up. Several Coffees got jumbled together We could not separate them, and so mixed the whole lot thoroughly and offer it at 15c per lb., whole or fresh ground Some of the Coffee cost wholesale 27c per lb., and there is not one Coffee bean in the lot that cost less than 17c it is a bargain.

Sugar

The certainty and surety of quality in our Sugar is alone sufficient to command your trade, but we offer you more than that We offer the lowest possible price for this quality. 100 lb. bags best Granulated $5.35; 20 lb bag $1.15; 10 lbs $1., 9 lbs for 90c; bright Yellow Sugar, 10 lbs for $1. 9½ lbs. for 90c, 3½ lbs. Cut Loaf Sugar 25c. 3½ lbs. Berry Sugar 25c, 3½ lbs White Sugar 25c

Spanish Onions and Other Specials

1,000 pounds of finest new Spanish Onions, large and sound, the best ever, special, 4c lb, 3 lbs. 10c, 8 lbs for 25c. Home grown Onions, 50 bas Reis, special this week, per basket 37c, per qt. 3c. New Potatoes, per peck 30c, per basket 40c Cabbage, per head, 6c.

Vinegars

Our profit on Vinegar this year is less than it has ever been, because our cost is higher, but you are getting the same high grade Vinegar you always got, the Vinegar you know and can depend on The very best XXX White Wine or Cider, per gallon 30c, per quart 8c Crosse & Blackwell's Malt Vinegar, per bt. 20c. Mcltrose's Malt Vinegar bt. 30c

Fruit Jars

Crowns, Lems, Schrams. Pints, per doz. 75c, quarts, per doz 85c; half gallons, per doz $1.00 Schram Tops, per doz. 15c. Finest Thick White Jar Rubbers 9c doz., 3 doz 25c Gray Jar Rubbers, doz. 6c.

CARROLL'S 6 STORES

146 James Street North.	Corner James and Macauley.
118 John Street South.	Corner Queen and Hunter.
Corner Emerald and Wilson.	Corner York and Carolina.

A Hamilton Grocer's Ad. Reduced From a Large Newspaper Space Illustrating the Proper Way to Write Copy.

The Profit is Yours

Read Carefully and Then Take Advantage of MacDonald's Prices.

PLUMS—this week 4 basket crates, 95c	BUCKWHEAT FLOUR—The pure stuff, per sack, 60c	JAMS—Wagstaff's Raspberry and Strawberry, 2 lb. tins, this week. Per tin, 38c; 3 for $1.00
PEACHES—this week per crate $1.25	SAUCE—This week, Taylor's reg 25c bottles, 2 for 25c	PICKLING SPICE—This week, 3 pkgs for 25c
RIPE TOMATOES—per case, 95c	OLIVES—This week, 3 bottles for 25c	TOMATO CATSUP—This week, 3 bottles for 25c
GREEN TOMATOES—per crate this week 80c	RYE FLOUR—This wk per sack of 24 lb $1.00	FRUIT JAR RINGS—Any size, this week, 2 dozen for 25c
POTATOES—Not white Ashcrofts, this week 10 lb for 25c; Per bushel $1.45	LUX—We have lots of this line, per pkg. 10c	BROOMS—A very high class 6 string broom, this week, each 60c
TURNIPS—this week, 3 lb. for 25c	WHEATLETTS — This week, per sack 25c	LIMA BEANS—This week, per lb. 10c
CELERY—fine white, well bleached stock, this week, 2 lb for 25c	DOMESTIC SARDINES —This week, 5 tins for 25c	KIDNEY BEANS—This week, per lb. 10c
CARROTS—This week, 3 lb. for 25c	VINEGAR—This week, pure Malt, White Wine or Cider, per gallon 60c	CURRANTS—This wk per lb. 10c; 10 for 95c
PARSNIPS—This week 5 lb for 25c	LOMBARD PLUMS—This week, 5 tins for 58c	RAISINS—This week, 6 packages best seeded for 40c
ONIONS—This week, 6 lb. for 25c	NEW LOBSTERS—This year's pack, tin 25c	PEEL—Lemon or Orange peel, per lb 15c
BEETS—This week, 6 lb for 25c	RICE—This week, No 1 Japan, 6 lb for 25c	CITRON—Per lb 20c
FLOUR—Purity or Five Roses, this week. Per sack $3.40; Per ½ sack $1.75	CORN STARCH—This week, per pkg 10c or 10 for 95c	WASH BOILERS—Large heavy size galvanized iron boilers, this wk each $1.50
ROLLED OATS—This week. Per 8 lb sack 35c; 20 lb sack 75c	LAUNDRY STARCH—This week. Per package, 10c; 10 for 95c	TUBS—Large galvanized iron wash tubs, reg $1.25, this week each $1.00
CORN—This week, 6 tins for 55c	CHEESE—The very finest Ontario. This wk. 3 lb. for 35c	WATER PAILS—Three sizes, this week, 9, 10 and 14 quarts, at, each 20c, 25c, 30c
BEANS—This week, 8 lbs. for 55c	COOKING BUTTER—This week. 2 lb. for 45c	MILK PANS—4, 6 and 8 quarts, this week any size each 10c
TOMATOES—This wk. 3 tins for 25c	WHITE BEANS—This week, 4 lb. for 25c	COAL HODS—This wk heavy galvanized iron or Japanned, each 50c
VINELAND FRUITS—Peaches, Pears, Raspberries and Strawberries, per tin 20c Per case, as assorted, $4.50	FORCE—This week, 2 packages for 25c	PRESERVING KETTLES—Very best enamel plate granite from 4 quarts to 22 quarts else, and from 25c to $1.25
SUGAR—This week 20 lb B C Sugar $1.25	MALTA VITA—This week 6 pkgs for 55c	
WHOLE WHEAT OR GRAHAM FLOUR—This week, per 10 lb bag 40c	SALMON—Best Pink, This week, 5 tins for 55c	
MORTEN'S KIPPERED HERRING—This week, 2 tins for 25c	KIPPERED HERRING Large oval tins, this week, 2 tins for 25c; 5 for 55c	

We prepar freight on all orders for $10.00 or over to any station in Alberta.

J. T. MACDONALD

Phone 165. *209 Eighth Avenue East*

An Advertisement From a Calgary Paper Showing the Importance the Writer Places in the Quoting of Prices.

Characteristics of the Collector who Gets the Cash

"Yes, I think I am a pretty good collector," said a merchant who does a large credit business. "I lose very little through bad debts, for the simple reason that I am very particular whom I trust. When people come to me for credit, I begin by having a thorough understanding with them that the money must be paid when due or their credit stops. Not only that, I have also an understanding with them as to whether all the family are authorized to order goods. This I find to be necessary, as I have cases of a daughter ordering goods and the mother saying afterward that she had no right to do so. The worst collector imaginable is the man who is lenient in the first place, but who afterward gets frightened and tries to bluff into paying up. This is just what people want. It gives them an excuse to get angry and refuse to pay. I believe that quietly insisting on prompt payment from the very first is the only way to do business where you can't trust the law to help you. And the proof that my method is successful lies in the fact that I have often had accounts paid by people covered with attachments. Why, I have even collected money from people whose furniture was being carried out of the house by creditors."

Jas. A. Walker, Toronto, who has been a traveling salesman with the Blue Ribbon Tea Co. for the past 3 years, has accepted an appointment with J. S. Fry & Sons, Bristol, Eng., to travel west of Toronto.

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - PRESIDENT

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PUBLISHED EVERY FRIDAY

DROP IN FLOUR AND ROLLED OATS.

There is another decline of 20 cents per barrel in flour this week which ought to stimulate demand. Retailers should therefore make it a point to dispose of as much flour as possible while the price lasts; no one seems to know what will happen next.

The cause of the decline is attributed to keen competition on the part of large millers and it is stated that natural causes do not rule. This is believed to be the real reason although some contend that it is not.

Rolled oats have taken a drop in the east. The raw material has been coming on the market more freely and this is the reason for the decline.

NUTS ADVANCING IN PRICE.

Retail dealers should keep an eye on the nut market or by the time they begin to buy their Christmas goods some of the prices will have gone up so high that their profits will either be cut down in selling to the consumer or the demand will fall off considerably.

For instance shelled walnuts have been steadily firming up and during the past few weeks advances have occurred.

Walnuts, almonds and filberts are on the upward march, advances being noted in Montreal quotations this week. The trouble is due to short crops making the primary markets so high that brokers and wholesalers have found it imperative to raise their prices.

COMING LATE TO WORK.

Many retail dealers are complaining of their employes coming late to work and have asked The Canadian Grocer to take up the question.

The great trouble with those who get into this habit is that they do not realize they are actually robbing their employers. They are paid for doing a certain work, a work which has to be done inside the store, and not in the home or on the street.

It is therefore only right that they should be on time. Many may think that their employers are under obligations to them if they arrive on the minute. But this is erroneous; it is their simple duty and they deserve no praise. The reason they expect it, is because so many people have been in the habit of not measuring up to their standard of simple duty and they think because they are doing so, that they should receive an extraordinary commendation.

There are many clerks who would come late to work if the store did not open till noon. They seem to think that dropping in five or ten minutes late is fashionable and they want to be in the fashion.

Such employes are not ambitious; they will never become salesmen and if they make outstanding successes in the business world they simply stumble into fortune and it is not their "faults."

No retail business, so far as we know, is a charity institution. The clerk who habitually arrives late evidently thinks it so. It's the punctual, modest, steady-going, honest, resourceful, observant clerk who makes the salesman and who is actually useful to his employer—he will have a good business of his own some day.

HONEY AND HOT BISCUITS.

Judging from the amount of honey that is being bought throughout the country most grocers have laid in a stock of the new yield. A honey window should stimulate interest in this line just now.

It is likely a long time since the dealer made a specialty of this article and it would almost appear as a novelty just now. It is not everybody who likes honey, but the majority of people do and if the impression is conveyed that the grocer has made special arrangements to secure stocks of the best quality he will create a greater interest in his new goods.

Honey is especially delightful with hot biscuits and if the grocer has no other idea he might put on his show card with the window display, "Delicious With Hot Biscuits" and give the price on another and smaller card. The passerby not only sees the honey but also, in his or her mind, the honey with the hot biscuits.

Every little bit helps, it is said, and one never knows when the little idea is going to be of great assistance.

TRADE WITH THE WEST INDIES.

Edgar Trip, Canadian Trade Commissioner in Trinidad, B.W.I., states that not enough attention us being paid by Canadian exporters of butter to that market.

The bulk of the butter coming into Trinidad is from the United Kingdom, United States and France. In fact France leads the rest; this is because years ago a French butter manufacturer took the trouble to find out the class of butter suited for trade in the tropics and the best package in which to put it.

This is where many of our exporters are lacking. They do not study the foreign markets closely enough and therefore are not acquainted with the conditions under which their goods are exported.

This was not the policy of the wise French butter men. They first determined the peculiar conditions existing in the foreign country and then conformed to these. The result is that out of a value of $165,000 worth of butter received in Trinidad in 1909, France sent about $100,000 worth. British North America's contributions amounted to a value of only $3,880.

If trade with our sister British West India colonies is to be developed according to the opportunities afforded, Canadian exporters have first to study the trade conditions, climate, etc., in the lands to the south and shape their export polices accordingly.

MUTUAL FRIENDSHIP.

"Resolved, that we recognize the traveling salesman as the grocers' friend, and we accord to him that friendly treatment his position warrants, whether or not we wish to make any purchases."

Such was a resolution passed by the Retail Grocers' Association of New York state and it embraces the sentiment which the best grocers of Canada entertain toward the sensible representatives of jobbers and manufacturers. The average grocer and the average traveler are men of good judgment and the relations between them should be harmonious if all their actions follow the dictates of this judgment. But as in every other case there are exceptions and one traveler may antagonize his kind with all the grocers whom he calls upon. Similarly the boorish grocer gives the trade a blackeye by his treatment of travelers.

Retailer's Position in Credit Men's Movement

This New Association is Raising a Fund of $10,000 for the Prosecution of Fraudulent Debtors---Retailers' Opinions are Desirable---Important Items for His Consideration, such as Making Out Financial Statements to Mercantile, Buying and Taking Discounts.

The action of the Canadian Credit Men's Association, with head-quarters in Winnipeg, in obtaining definite plans for the betterment of the wholesale conditions, supplies food for serious thinking on the part of all retail merchants in the country, and particularly in Western Canada. The stated purposes and aims of the Association are set forth in an article on another page of this issue and should be read with interest.

The point which, perhaps, is most interesting, is that the body have started a fund amounting to $10,000 (which will be increased according to requirements) for the prosecution of fraudulent debtors and unscrupulous persons. It is evidently the purpose of the association to secure recompense and punish wherever possible, those who issue fraudulent financial statements and issue worthless checks to creditors.

It would seem that our legislative facilities were much lacking, when a body which claims to be suffering from criminal actions on the part of debtors, are compelled to endeavor to have such laws enacted which will assist them to get redress. Just what the law is in this connection is not known but a committee has this matter in charge, and they are at present working out a definite line of policy. Not only would the sense of justice and honesty lead us to corroborate in a movement which makes for better business relationship, but the frank open manner in which the association are making the facts known, just as they are, deserves commendation.

The work as at present outlined by the association cannot be criticized from the standpoint of the retailer. A committee has been appointed to solve the legislation problem affecting business conditions. This simply means the prosecution of fraudulent debtors. If it means more than this, the facts will be, and ought to be made known to the retailer. To prosecute fraud, no retailer will object, and retail merchants everywhere hail with satisfaction such legislation as will clear their ranks of undesirables. To improve mercantile agency service, to establish a trade clearing house, and adjustment bureau, and to co-operate with the merchants to secure better fire insurance conditions, are all plans which are plainly constructive of a better commercial system.

It must be remembered, however, that to a certain extent the retail merchant should have a share in forming the plans for the future of the trade relationship between retail and wholesale merchants, between debtor and creditor. It is not the object of the Credit Men's Association to work out plans without the knowledge of the retailers. They welcome and invite consultation with the merchants as a body or as individuals, in making such changes as all alike must agree are necessary.

The wholesaler ought to be willing to admit that he himself may sometimes put a customer in an awkward position. He therefore must be careful whom he calls a fraudulent merchant. All merchants who fail to meet their accounts are not dishonest. The credit man is aware that the retailer should be concerned about direct legislation for his own benefit. But the wholesaler cannot do all the legislating. There are some things which the merchant himself must do in the matter of creating more secure business relationship with the wholesaler.

It is believed that the action of the Credit Men's Association will not only do much to benefit the retail trade either directly or indirectly, but will stimullate the merchants as a body to take action, for defence if need be, and in any case to better perfect the relationship between them.

It would seem that a sensible line of policy for the merchant to pursue would be to conduct his business in such a way so as to keep as far away as possible from the appearance or temptation of dishonesty. Many retailers could perhaps buy more carefully, and not allow themselves to be over-loaded with dead stock. Likewise the wholesaler might sell more carefully in order to keep away from trouble. But it is only reasonable that if anything serious ensues in the matter of quantity or stock, almost the entire blame should be laid at the door of the retailer. Again the merchant might endeavor to buy more directly for cash, which system would enable him to take his discount regularly.

These are only a few things that the retailer might do. It is to be hoped that the retailers as an association will co-operate with the wholesalers and as one seek to eliminate from the trade some of the present existing evils.

EXECUTING ONE'S PLANS.

It is a characteristic among men to be always going to do something. New hopes are formed and new castles ascend into the air but many are of the Spanish kind. The man who carries out his plans is generally a success while the other has something new almost every day or week but he never attempts to put anything into operation.

One is the man of imagination only, the other has not only the power to plan but he has the ability to execute. If a grocer gets an idea, the wisest course, if he has carefully studied the question, is to act upon it. Everything may not materialize as it is expected to do but when a merchant undertakes a scheme aggressively the disappointments are few and far between.

Act upon your plans; putting off until to-morrow is not a business principle.

WORTH WHILE READING.

In this week's issue is another article from Henry Johnson, Jr., a retail grocer with 28 years of experience.

This article deals in particular with two points—the accounting system of the department store when markdown sales are made and his own method of knowing what his goods cost him. He explains in detail a simply made cost-book and describes its operation.

As knowing what goods cost is one of the primary things in any retail business, his advice should be carefully weighed by those who have been on the lookout for some such system.

Read his article and you will readily observe his close acquaintance to the subjects he undertakes to illuminate.

MERCHANTS GOT TOGETHER.

A merchant tells the following story: "Not long ago, a family which has been trading with me for some time got offended because I asked them for the money they owed me. It amounted to $25. They transferred their business to another merchant in town. He came to me at once and asked me about them. I told him that they had owed me for nine months and when I asked for my money they quit. We both investigated and found they were not paying their bills. He shut down before his bill amounted to more than $3.00. They went to another, and he came to us and cut them off quickly. The family is running a bill in a small town several miles down the road now. We merchants get together and talk things over. Competition is good and active between us, but we believe in fair competition."—The Oregon Tradesman.

Items Done Up in Brief for Busy Merchants

News of Ontario and B. C. Fruit Crops — Summer Goods Should be Moved Rapidly Now — Denver Grocers' Association Hold Debate—Hard to Get Credit in Mt. Vernon — Net Weight Law in New York—Other Interesting Odds and Ends.

Early Crawford peaches and Bartlett pears are about done; plums will be over in about another week.

Alberta peaches are arriving on the eastern markets and although the crop is not a heavy one the quality is good.

The British Columbia fruit crop this year will be three times as large as that of any previous year. It is expected that 1,000 car loads of fruit will be shipped out of the Okanagan Valley alone.

The time for selling summer goods is growing shorter every day now. An extra effort should be made by the grocer to clean up his stocks. There are many articles that will carry over until next year, but it is preferable to get rid of them for good hard cash with which you can buy your winter stocks.

The idea of examining those who would enter the grocery business in order to determine whether they are actually competent is gaining ground in the United States although no action has been taken yet. This is following the English method of giving grocers and assistants certificates.

The Ontario Vegetable Growers' Association desire new vegetable standards in some cases, as follows: parsnips, 45 lbs., carrots 50 lbs., beets 50 lbs., and artichokes 56 lbs., each to the bushel. The present weight in each instance is 60 lbs. and as commission houses buy by weight and not by measure, it is claimed that the householder loses considerable.

In order to draw out a good attendance of members the Denver Retail Grocers' Association conducted a debate with three speakers on each side the subject being: "Resolved that the Quantity Price Plan is a Benefit to the Retail Grocer." A most interesting evening resulted.

One grocer's advertising help is to give a patent pocket savings bank with a two or three dollar purchase. He retains the key and when the bank is filled the owner comes to the grocer in order to get the money for use.

In the city of Mt. Vernon, New York State, it is said to be an unknown thing far a woman to get credit from a grocer without an inquiry as to her standing as a "good customer." It makes no difference who she may be, every store does the same thing. If she asks a clerk for credit she is referred to the manager or proprietor, who in turn politely asks for references. Going to another store does not help any for the woman finds herself up against the same proposition.

The members of the National Wholesale Grocers' Association in the United States have been requested to buy and sell only by net weights so as to avoid future violations of the law. The letter sent out from the association calls attention to the fact that when such articles as rice, beans, cereals, flour, dried fruits, etc., are handled on the basis of weight it is a violation of the law to represent a package as containing 100 pounds when for instance the net weight is only 99 pounds. The amount stated in the invoice, it is contended, would be considered a declaration of the weight of the contents.

One of the strongest retail grocers' association is that in Brooklyn, N.Y., and there is a reason. In the rooms of this association there is a blackboard on which is placed notices of stores for sale, notices advertising the fact that some grocer is overstocked with a particular line of goods and which he will sell at cost to some other member. There is also maintained a successful employment bureau for clerks. It is common for a dozen or twenty clerks to come in a day to the waiting room the association has for them, many positions having been secured in that way. This association occasionally has something along the educational line and not long ago, as an example, it had an interesting lecture by a chemist, who showed the grocers simple ways to detect adulterated mustard and other foods. The association has also successfully maintained for years horse insurance, and lately it has taken up plate-glass insurance, this as an experiment with a view to possibly going into fire insurance.

"MADE IN ST. JOHN" EXHIBIT.

Board of Trade Aggressive in Advertising Home Industries.

St. John, N.B., Sept. 22.—The Dominion Exhibition which closed on Thursday last was attended by 122,589 people, an increase of over 50,000 more than at any previous show held in St. John. The exhibits made by manufacturers of grocery lines were exceptionally good, being on the whole far in advance of any former fair.

A striking feature of the exhibition that was commented upon by visitors was the "Made in St. John" exhibit, of the St. John Board of Trade. This exhibit which was 80 feet in length by 10 in. depth, was tastefully arranged and in it was shown a sample of the many lines of goods manufactured in St. John. It proved to be an educator even for the local people and it is likely to have a far reaching effect.

F. X. St. Charles, president of the Hochelaga Bank, and formerly a flour wholesaler, died suddenly at the Institute for the Deaf and Dumb, St. Denis St., Montreal, last Monday evening.

Thinks all Foods Will Soon be Sold By Net Weight Only

New York, Sept. 20.—The New York Commissioner of Weights and Measures, who has charge of the new net weight law there believes that food commodities ought to be, and in time will be sold only by weight, not only in New York, but throughout the country. He is of the opinion that a national law to that effect will shortly be enacted. This opinion he claims, appears to be shared by members of the trade likewise. The sentiment at the last session of Congress was strengthened along that line, and he declares that most active opponents have since confessed that they see only that outcome.

In substance the commissioner at a recent meeting of wholesalers told them that the law is in the statute books and will be enforced by him. But he does not intend to enforce it in a manner that will cause a loss of business or money to the merchants. For example, he admitted that he realized that most of this season's pack of canned goods was completed, and he did not propose to open the million and one cans of tomatoes, etc., that come to this market in order to see whether each is full weight. On the other hand he replied to the skeptic who believes such accurate weights are impracticable, that they can be obtained by proper scales.

In support of this he told of large packers getting the weight on lard to within an extremely small fraction of the correct figure. The only extra cost to the manufacturer under the act, he said, will be in the scales.

The section of the new ordinance forming the subject of the conference reads as follows:

Sec. 388. No person shall sell or offer for sale any commodity or article of merchantise in any market or in the public streets or in any other place in the City of New York, at or for a greater weight or measure than the true measure or weight thereof; and all ice, coke, meats, poultry, butter and butter in prints, provisions, and all other commodities and articles of merchandise (except vegetables sold by the head or bunch) sold in the streets or elsewhere in the City of New York, shall be weighed or measured by scales, measures or balances, or in measures duly tested, sealed and marked by the Commissioned of Weights and Measures or an Inspector of Weights and Measures of the said city; provided, that poultry may be offered for sale and sold in other manner than by weight, but in all cases where the person intending to purchase shall so desire and request poultry shall be weighed as hereinbefore provided. No person shall violate any of the provisions of this section under a penalty of one hundred dollars for each offense.



An Interior View of the Grocery Store o f Elzear Turcotte, Quebec, Showing the packing Department; this is one of Quebec's Best Retail Grocery Stores..

Practical Methods Used in Retail Grocery Stores

How a Tilbury Merchant is Carrying on a Contest Sale—Gives Away Cash and a Sewing Machine—Meat Slicing Machine Installed by Toronto Grocers—What Credit Reputation Should be Based on

Contest Sale at Tilbury.

Tilbury, Ont., Sept. 22.—W. C. Crawford's general store at this place in conducting what it calls a "Contest Sale," offering for competition among its customers 41 special prizes. The sale opened on August 29, and will close on Oct. 1, thus lasting a little over a month.

Of the prize winners, the first ten will receive $10 each in cash; the second ten $5 each in goods; the next twenty $2 each in goods. The 41st prize is a "Big Store Special" sewing machine.

The prize winners are determined by the issue of coupons, which are numbered consecutively. One coupon is given for every dollar's worth of goods sold for cash, and one coupon for every $2 paid on account. Duplicate coupons are retained, and from these the 41 prize winning numbers are drawn on the Saturday evening when the sale closes, the drawing being done by prominent local men. Ten extra numbers are drawn, to the holders of which the prizes will revert in case any of the holders of the first numbers fail to put in a claim within a month.

This contest is a repetition of one which took place the previous month, and the success of which is indicated by the fact that the highest number drawn was 17,486. Every cash customer who does not win a prize, but who buys goods during the sale to the value of $10 or over receives trade checks for 5 per cent. of the amount purchased. Advertising space is liberally used to boom these contests, not only the local paper, but papers in adjoining towns being used to boom the sale.

Instal Meat Slicing Machine.

Toronto, Sept. 22.—Island's Grocery, Dundas St., recently added a meat slicing machine to its present equipment. The proprietors are enthusiastic over the possibilities it offers in the way of saving money on hams and bacon. It cuts a uniform slice which looks attractive to the buyer and there is practically no loss in ends which formerly cut down the profits on the above products to a considerable extent.

Island's Grocery already recognizes the saving in time which the machine produces. This combined with satisfied customers and little loss on ends makes their cooked meat and bacon trade, they claim, satisfactory to handle.

What Reputation Stands on.

Edmonton, Alta., Sept. 22.—"It isn't always what a man owns or how much he earns that determines how good a credit risk he is," declares an Edmonton dealer. "The man who permits over-abundance of this world's goods to to influence him or a mere display of wealth to sway his judgment in extending credit is sometime likely to find out that 'All is not gold that glitters.' A man's reputation in meeting his obligations is a better guide to go by in the extension of credit than his possession of a number of things."

The Markets—A Further Advance in Valencias

Reports From Spain Speak of More Damage to Crops and a Marked Decrease Results—Prunes are High, as is, in Fact, the Whole Dried Fruit Market—Coffee is High in Lower Grades—Nuts are Very Firm, But Sugar is Slightly Weaker —Market is Most Interesting.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

POINTERS—

Sugar—Raw market recovering.

Japan Tea—Firmer.

Nuts—Advances in walnuts, filberts and almonds.

Tapioca—Higher in primary market.

Montreal, Sept. 22, 1910.

The feature of the week is perhaps the recovery of the raw sugar market. It looked for a while as if there would have to be a decline in the refined prices, but evidently this will not be likely unless some further downward break is made in raws. Although the recovery is not any too pronounced, it has served to reassure local men, and matters seem to be settling down to their former state of quetness.

Fruit men are complaining about the dullness of trade this year. They say that the summer has hardly been warm enough to keep their trade to its normal summer proportions.

The recent severe rains and floods in Japan have injured the tea crop sufficiently to affect the primary market. Of course, it is hard to say just how great the damage is at present, but in such cases the first reports are usually the worst.

Nuts and dried fruits of all kinds are at a premium just now. Advances have already taken place in several of the lines, and more are looked for at any time. The market here is bare in some of the more popular articles. With the arrival of the first fruit boat from the Mediterranean there should be some relief, and the second will undoubtedly help matters materially, as it is in the Mediterranean fruits that the shortages are mostly.

Trade in general has been good for this time of year. Jobbers report good buying from their country custom, and the city retailers say that everything seems to be satisfactory.

Sugar—After the weakness of the raw market during the past few weeks there has come a strengthening influence which has apparently just staved off a decline in the refined article Whether or not it will be lasting enough to hold is a matter to be decided by the future only. It is considered to be sufficient to hold matters as they are for some time anyway. Both beet and cane raws show the added strength.

Jobbers report sales rather slow, and in small quantities at present, but are hoping for an improvement from the present state of the raw marekt.

Granulated, bags	5 05
" 20-lb. bags	5 15
" Imperial	4 90
" Beaver	4 90
Paris lump, boxes, 100 lbs	5 85
" " " 50 lbs	5 95
" " " 25 lbs	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 75
" 100 lb. boxes	5 85
" " 50 lb. "	5 95
" " 25 lb. "	6 15
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 50
" " 50-lb. boxes	5 70
" " 25-lb. boxes	5 90
Powdered, bbls	5 30
" 50-lb. boxes	5 50
Phoenix	5 50
Bright coffee	5 00
No. 3 yellow	4 90
No. 2 "	4 80
No. 1 " bags	4 65

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses—Several large shipments of molasses are in the city now, awaiting disposal, but buyers seem to be holding off. Already the quantity of stored is considerable, and there are likely to be large additions in the near future.

Jobbers report a good demand for both syrups and molasses, mostly from country buyers, though there is considerably more buying being done by city retailers than last week. The present cool weather should help matters considerably.

Fancy Barbadoes molasses, puncheons	0 36 0 38
" " " barrels	0 38 0 39
" " " half-barrels	0 40 0 41
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 27 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls	0 03½
" ¼-bbls	0 03½
" 38½-lb. pails	1 80
" 25-lb. pails	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50
" 5-lb. " 1 doz. "	2 85
" 10-lb. " ½ doz. "	2 75
" 20-lb. " ¼ doz. "	2 70

Tea—Recent cables from Japan report heavy rains and floods, which have materially damaged the tea crop. This report has caused a firmer feeling throughout the Japan market, and has stimulated buying to a considerable degree.

Jobbers report that sales of all lines of teas have been heavy lately, the demand being pretty evenly distributed. The market generally is in a healthy position.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 2
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—Coffees are firmer in the primary market. This is true of all lines, but applies particularly to Maracaibos and Rios. Trade in all lines is booming, and roasters are working hard on the orders already booked, with more arriving all the time. As yet local prices are unchanged, but from the high state of the raw market, it would not be surprising to see an advance in some of the lines.

Mocha	0 18½	0 25	Santos	0 14	0 17
Rio, No. 7	0 10	0 12	Maracaibo	0 15	0 18

Spices—Gingers are somewhat firmer in the primary market. Otherwise the situation is much the same as last week. The trading is steady, and is sufficient to keep most of the manufacturers busy. However, there is a slight falling off from the heavy trade done this summer.

	Per lb.			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace	....	0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits—Local stocks of prunes, currants and seeded raisins are almost exhausted. The arrival of the first fruit boat, now on the water, is awaited with eagerness, though the quotations for the new crop are high. Still the market is so bare that men must have the goods. Dates are in brisk demand, due no doubt largely to the cooler weather now prevailing. Prices of all lines are firm, and in the primary markets show advances in most.

Currants, fine filiatras, per lb., not cleaned	0 06½
" " " cleaned	0 07
" Patras, per lb	0 08½
" Vostizzas, per lb	0 09½
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 06
90-100	0 05½
Raisins—	
Australian, per lb., (to arrive)	0 09
Old seeded raisins	0 10
" fancy seeded, 1-lb. pkgs	0 09
" loose muscatels, 3-crown, per lb	0 07½ 0 08
" " 4-crown, per lb	0 08½ 0 09
" sultana, per lb	0 07½ 0 10
Malaga table raisins, Rideau clusters, per box	2 25
Valencia, fine off stalk, per lb	0 05
" select, per lb	0 06
" 4-crown layers, per lb	0 06

Nuts—Walnuts, almonds and filberts all show advances this week. This has been certain to happen from the gradually rising state of the primary markets, owing to the short crops reported from almost all the growing countries. Local dealers say that the end is not yet, and look for still further advances any time.

New York advices report a strong market in all lines, and new crop quotations are being placed on a higher basis.

In shell—	
Brazils	0 13½ 0 14½
Filberts, Sicily, per lb	0 11 0 13
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 15 0 16
Walnuts, Grenobles, per lb	0 13 0 14½
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 33 0 35
" 2-crown " "	0 31
" (in bags), standards per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb	0 65
Pistachios, per lb	0 75

Walnuts—		
Bordeaux halves	0 36	0 37½
Brokens	0 30	0 32

Evaporated Apples — A few summer apples are being offered here, but the grade has been so poor that buyers are hard to find. If the prophecies of a short crop are fulfilled there may be a rush for almost any grade of evaporated apples. Prices are firm at former quotations.

Evaporated apples, prime	0 08

Beans and Peas—There is a short crop of good boiling peas this year. Reports from some districts show only 10 per cent. of last year's figures. This is not the case in many, of course, but nevertheless it shows how the wind is blowing. Already local prices are firming, and it looks as if the market were preparing for another advance. Beans are having a fair demand at unchanged prices.

Ontario prime pea beans, bushel	2 40
Peas, boiling, bag	2 50

Rice and Tapioca—This year's production of tapioca is the smallest since 1906. It is less than last year's by over 1,000 tons, and 1,300 less than 1907. This has caused a further advance in the primary markets, and a decided firmness prevails in the jobing trade. An advance is looked for any day.

Rice is in very good demand at present, and the cold weather coming on will help matters along. Prices are firm.

Rice, grade B, bags, 250 pounds	2 90
" " " 100 "	2 90
" " " 50 "	2 90
" " pockets 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
" grade c.c., 250 pounds	2 80
" " 100 "	2 80
" " 50 "	2 80
" " pockets, 25 pounds	2 90
" " ½ pockets, 12½ pounds	3 00
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL.

Considerable quantities of vegetables and fruits are being disposed of, and the market shows a firm undertone in all these lines.

The market is almost swept bare of the better grades of salmon and an advance is stated to be almost a certainty. The new catch this fall is reported short, and if so it will not help matters any.

There is a good demand for imported sardines, but the others seem to be somewhat neglected. Trade in meats has been fair of late with prices firmly held.

Peas, standard, dozen	$1 10
Peas, early June, dozen	1 25
Peas, sweet wrinkled, dozen	1 25
Peas, extra sifted, dozen	1 90
Pumpkins—3 lb., $1.00; gallon, $3.00.	
Beans, dozen	0 92½
Corn, dozen	0 90
Tomatoes, dozen (Ontario and Quebec)	1 00
Strawberries, dozen	1 50
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 02½ 2 65
½-lb flats per dozen	1 30
1-lb. flats, per dozen	2 20 2 22½
Other salmon—	
Humpbacks, dozen	1 00
Cohoes, dozen	1 40 1 50
Red Spring, dozen	1 75 1 80
Red Sockeye, dozen	1 99 2 00

Lobster Futures—
½-lb. flats, dozen, $2.40; 1-lb. talls, dozen, $4.25.
1-lb. flats, dozen, $4.50.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 80
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	10 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.

Some of the local grocers stated that they had received price offers for new corn and tomatoes, but the jobbers and brokers stated that prices are not yet out. One thing is certain that the new tomatoes are coming on a market that is badly depleted. The salmon market is pretty bare and there is a good demand for it. The past week has been uneventful in canned goods, but a good steady trade is reported.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" " (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 90	0 92½
" " Midgets, 2's	1 25	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's	0 90	0 92½
" Refugee Midgets 2's	1 25	1 27½
" " " 3's	1 35	1 37½
Beets, sliced, blood red, 2's	0 95	0 97½
" whole, blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, Rosebud, 2's	....	1 25
" " " 3's	....	1 50
Peas, Standard, size 4, 2's	0 95	0 97½
" Early June, size 3, 2's	1 10	1 12½
" Sweet Wrinkle, size 2, 2's	1 15	1 17½
" Extra fine sifted, size 1, 2's	1 72½	1 75
Spinach, table, 2's	1 25	1 27½
" " 3's	1 75	1 77½
" " gal	5 00	5 02½
FRUITS		
Cherries, black, not pitted, heavy syrup, 2's	1 50	1 52½
" black pitted, heavy syrup, 2's	1 90	1 92½
" red, not pitted, heavy syrup, 2's	1 50	1 52½
" red pitted, heavy syrup, 2's	1 90	1 92½
" white, not pitted, heavy syrup, 2's	1 60	1 62½
" white pitted, heavy syrup, 2's	2 0	2 02½
" red pitted, gal.	8 50	8 52½
Raspberries, black, heavy syrup, 2's	1 75	1 77½
" black standard gal.	7 00	7 02½
" red, heavy syrup 2's	1 75	1 77½
" red, standard gal.	7 00	7 02½
" red, solid pack, gal.	9 25	9 27½
Rhubarb, preserved, 2's	1 50	1 52½
" " 3's	2 25	2 27½
" standard, gal	3 25	3 27½
Strawberries, heavy syrup, 2's	1 47½	1 50

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 02½ 2 05	Red Spring, doz	1 85
½-lb. flats, dozen	1 27½ 1 30		
1-lb. flats, dozen	2 20 2 22½	Lobsters, halves, per dozen	2 00 2 25
Other salmon prices are:			
Humpbacks, doz	0 95 1 10	Lobsters, quarters, per dozen	1 40
Cohoes, per doz.	1 50 1 55		

ONTARIO MARKETS

POINTERS—

Raisins—One cent a lb. higher.
Prunes—Advancing.
Sugar—A little weaker.
Coffee—Higher.

Toronto, Sept. 22, 1910.

It is safe to say that dried fruits are again the feature of the grocery market. The situation may be well termed complex, for not only is one line affected, but what is said of one applies to almost all the different articles that come under the caption of dried fruits. It will be remembered that last week there was a little easier feeling in Valencia raisins, and they were quoted as low as 24s. for future delivery. But recent cables have reported further damage. From what could be learned the new fruit during the drying time was visited by rains, which have added new damage. A parallel was drawn by one of the trade with new wheat or hay, which after being cut is allowed to dry in the fields, and if wet by rain is bound to deteriorate. Practically in the same manner the new Valencia raisin crop has been affected and prices are quoted as high as 29 and 30 shillings, which it must be admitted is a big jump. Some of the shippers have called off their goods, and say they have none to offer, and those who are still selling are not filling orders completely. This condition is not likely to last, but will obtain until the growers and shippers find out where they are at.

The advance in the primary market, if it holds means another cent on the price to the retailer. Opinions expressed by wholesale grocers and brokers agree upon the strength of the whole dried fruit situation.

It seems that jobbers are not just sure what the market is going to do and they are afraid to buy heavily. Some are hardly touching the market.

Currants are holding their own with but little change in the primary market.

Prunes are decidedly firm, and high prices, according to one authority, are bound to result. California fruit of all kinds seem to be in the same boat. The raisins are in a position similar to prunes, and it may be again remarked that good Santa Claras are much below the average crop this year. Such is a brief reference to the dried fruit market as it appears this week. The jobbers practically admit that they do not know where they are at. Advancing prices are not only affecting one line, but they are all of them seem to be going up. Even dried apples or evaporated apples are unsettled. Nobody is quoting on them and the jobbing trade do not know where they are at. With a short apple crop it seems that "evaps" are likely to be much above last year's figures.

It will be remembered that the strawberry crop was light, and the amount preserved was therefore light. Cherries were not a heavy crop and neither were plums. Peaches and pears are fairly large, but not a full crop. It is safe to say that the average home has not preserved anything like the amount of goods that had been put away at this time last year. Now dried fruit are up. From a casual glance at the situation it would seem that prices are going to rule at a top figure this winter.

Coffee is high, especially in the lower grades. Nuts are going up under the influence of short crops.

Sugar is being held at its present figure by the demand that is now being felt. A decline is possible at any time now, as the new crop is exerting a stronger influence from week to week. As previously stated the market is almost intricate in its present condition and grocers should give it close attention.

Sugar—Local deliveries are steady and the season's demand keeps rather firm. Some jobbers felt that it was the demand that was maintaining the present price.

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Manufacturers, Manufacturers' Agents, Brokers, Etc.

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Can give strict attention to a few first-class Grocery Agencies. Highest References.

The

Condensed Ads.

on page 60

will interest you

To the Manufacturer or Wholesaler——

If it were possible to employ a traveller who could call on 7,000 of the best dealers all through Canada every week, what salary would you figure he'd be worth—even supposing he did nothing more than go in and shake hands with these dealers, under such circumstances they'd be glad to see him.

Would he be worth $200, $300 or $500 per week? Many a house would pretty nearly let him fix his own salary.

Equip an advertisement in this paper with a verbal handshake for every dealer in Canada, and a frank, brief, pointed talk about your goods and you add a traveller to your staff who will make 7.000 calls a week for you at a salary of $4 to $8 a week—less than you would pay a first-class stenographer.

Of course this traveller won't displace any of your regular salesmen, but he will help them to sell more goods and open up more new accounts.

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RED ROSE TEA "Is Good Tea"

of your business, and the Tea Trade of Canada during the past 10 years and you will see there why **Red Rose Tea** is so great a success. Its remarkable quality kept absolutely uniform, gives your customers better satisfaction, better value for the money at each grade than any other tea. As I will keep up the same high standard of quality and you will recommend **Red Rose** to your customers, we are co-operating for a larger, more profitable and permanent tea trade.

T. H. Estabrooks

TORONTO **WINNIPEG** **ST. JOHN**

Purity **Flavor**

BE LOGICAL!

You wouldn't try to sell base metal for gold to a jeweller! Then, why try to palm off second-rate foodstuffs on the experienced housewife? You may sell other brands to her **once,** but you **must handle**

"E.D.S." BRAND

Jams, Jellies and Catsup

if you want to give satisfaction, and obtain the 'repeats.'

"E.D.S." BRAND Goods are perfectly pure (the Government Analyst has certified them to be 100% pure), they are skillfully preserved in an up-to-date sanitary factory, and they retain to a remarkable degree the natural flavor of the fruit.

See to your Stocks. It pays to feature pure foodstuffs.





Made by **E. D. SMITH** at his own Fruit Farms

WINONA, ONT.

AGENTS—N. A. Hill, 25 Front St. E., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.

There has been no suggestion from primary circles of a drop in price, and it may be delayed for some weeks yet. The opinion, however, is that it is but a matter of time.

Paris lumps, in 100-lb. boxes	6 05
" in 50-lb. "	6 15
" in 25-lb. "	6 35
Red Seal	7 10
St. Lawrence "Crystal Diamonds," bags	5 75
" " " ½ barrels	5 95
" " " 100 lb. boxes	6 05
" " " 50 lb. boxes	6 15
" " " 25 lb. boxes	6 35
" " " cases, 20-5 boxes	7 60
" " Dominos, cases, 20-5 boxes	7 60
Redpath extra granulated bags	5 15
Imperial granulated	4 95
St. Lawrence granulated, bags	5 15
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 10
Wallaceburg	5 05
St. Lawrence golden, bags	4 75
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 "	4 75

Syrups—There is a better feeling in the syrup market. The fall season brings in its usual orders and the trade state that they have already received quite a few orders.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 50	Gallons, 6 to case	4 80
5 lb. tins, 2 doz. in case	2 85	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 75	Quarts, 24 "	5 40
20 lb. tins, ½ doz. in case	2 70	Pints, 24 "	3 00
Barrels, per lb	0 03½	Molasses—	
Half barrels, lb	0 03½	New Orleans, medium	0 26 0 28
Quarter " "	0 03½	New Orleans, bbls	0 24 0 26
Pails, 38½ lbs. ea	1 80	Barbadoes, extra fancy	0 45
" 25 " "	1 30	Porto Rico	0 45 0 62
		Muscovada	0 30

Dried Fruits.—Practically all the dried fruits are higher. Prices quoted are mostly for spot stocks, but they apply also to futures. One might be led to say that the dried fruit market is a merry tangle at the present stage and some of the jobbers say they do not know where they are at. It is a case of whether "to buy or not to buy" and it is much of a gamble with the jobber the "goat," as one of them stated, if things do not break the way they expect them.

	Per lb.
Prunes—	
30 to 40, in 25-lb. boxes	0 11 0 11½
40 to 50 " "	0 09 0 09½
50 to 60 " "	0 07½ 0 08½
60 to 70 " "	0 07 0 08
70 to 80 " "	0 08 0 08½
80 to 90 " "	0 06½ 0 07½
90 to 100 " "	0 05½
Same fruit in 50-lb. boxes ¼ cent less.	
Apricots—	
Standard	0 14 0 15
Choice, 25 lb boxes	0 15
Fancy, " "	0 17 0 20
Candied and Drained Peels—	
Lemon 0 09 0 11 Citron	0 14 0 17
Orange 0 11½ 0 12½	
Figs—	
Elemes, per lb	0 08 0 10
Tapnets, "	0 03½ 0 04
Bag figs	0 03½ 0 04
Dried peaches	0 08 0 08½
Dried apples	0 09 0 10
Currants—	
Fine Filiatras 0 07 0 07½ Vostizzas	0 08½ 0 09
Patras 0 07½ 0 08	
Uncleaned ½c less	
Raisins—	
Sultana	0 07½ 0 08½
" fancy	0 08 0 08½
" extra fancy	0 09 0 09½
Valencias selected	0 07 0 07½
Seeded, 1 lb packets, fancy	0 08 0 08½
" 16 oz. packets, choice	0 07½
" 12 oz. " "	0 06
Dates—	
Hallowees 0 05 0 05½ Pards choicest	0 10
Fairs 0 05 Natural, from 4½ up.	

Spices.—A good trade is passing in spices and the pickling season is having its effect.

Peppers, black	0 15 0 18	Cream of tartar	0 25 0 28
" white	0 22 0 25	Allspice	0 14 0 16
" whole, black	0 16	" whole	0 14 0 16
Peppers, whole, white	0 23	Mace, ground	0 75 0 80
Ginger	0 20 0 25	Mixed pickling spices, whole	0 15 0 16
Cinnamon	0 21 0 23	Cassia, whole	0 20 0 25
Nutmeg	0 20 0 30	Celery seed	0 24
Cloves, whole	0 22 0 35	Turmeric	0 20
		Curry powder	0 30
		Mustard seed	0 15 0 18

Coffees.—Lower grade coffees have reached a record price, the highest in years. Santos, Rios and Maricaibos are chiefly affected but higher grade lines are unchanged. Santos are as high as 18 cents.

Rio, roasted	0 14 0 16	Mocha, roasted	0 25 0 28
Santos, roasted	0 16 0 18	Java, roasted	0 27 0 33
Maricaibo, "	0 14 0 20	Rio green	0 11 0 12

Rice and Tapioca.—There is a fair demand for rice but tapioca is moving only slowly.

	Per lb.
Rice, stand. B	0 02½ 0 03
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	2 80
Rangoon	0 03 0 03½
Patna	0 05½ 0 06½
Japan	0 04½ 0 05
Java	0 06 0 07
Carolina	0 10 0 11
Sago	0 05½ 0 06
Seed tapioca	0 06
Tapioca, medium pearl	0 05½ 0 06

Evaporated Apples.—There is practically no old stocks and no prices are being quoted for new with the result that jobbers are for the time in a quandary.

Evaporated apples	0 09

Nuts.—Prices are all firm with a strong possibility of advancing as the result of reports from the primary markets. It is generally reported that crops are not heavy.

Almonds, Formigetta	0 11
" Tarragona	0 12½ 0 13
" shelled	0 32 0 35
Walnuts, Grenoble	0 13½
" Bordeaux	0 11
" Marbots	0 12
" shelled	0 33 0 35
Filberts	0 11 0 12½
Pecans	0 16 0 18
Brazils	0 13 0 15
Peanuts, roasted	0 08 0 12½

Beans.—There is not much change in the bean market. It is strong with from $1.90 to $2.00 being offered to the growers.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—
Valencia Raisins—High and scarce.
Coffee—Advanced.
Currants—Strong.
Syrup—Reduced.
Beans—Weaker.

Winnipeg, Sept. 22,1910.

The market in the general lines has settled considerably this week. Last week quotations were decidedly unstable and it was not known whether advances or declines were coming. Foreign dried fruits are the strong lines at present. Raisins, prunes and currants are held stiff and wholesalers expect higher prices on raisins. Apricots and peel have weakened, but the market condition is good on these commodities.

The ordering everywhere in the west is good. A traveler from southern Alberta tells The Grocer that although the wheat output from that district was light there was plenty of money in circulation as a result of former years' prosperity. The merchants in the whole district were in good condition, and were ordering freely for a wide range of stock.

Sugar.—The trade is excellent in the granulated and all fancy stuff. This is nearing the close of the preserving season and the consumption of sugar is heavy on that account. There are evidences of weakness rather than strength in the market, and it is possible that lower prices will be quoted as a result of declines in New York and Montreal.

Montreal and B.C. granulated, in bbls	5 65
" " in sacks	5 60
" yellow, in bbls	5 25
" " in sacks	5 20
Icing sugar, in bbls	6 25
" " in boxes	6 45
" " in small quantities	6 45
Powdered sugar, in bbls	6 05
" " in boxes	6 25
" " in small quantities	6 40
Lump, hard, in bbls	6 55
" " in ½-bbls	6 65
" " in 100-lb. cases	6 55

Foreign Dried Fruits.—Firmness prevails on all raisins, prunes and currants in particular. Uncleaned Smyrnas are quoted at from 1 to 2 cents in advance, and when new crop Valencias arrive prices will likely be high. Apricots and peel have been reduced about 1 cent on the local market to encourage greater output and it is expected that prices will revert back shortly.

Smyrna Sultana raisins, uncleaned, per lb	0 09 0 13
" " " cleaned, per lb	0 09 0 13
California raisins, choice seeded in ½-lb. packages per package	0 06½
" " fancy seeded, in ½-lb. packages per package	0 06½
" choice seeded in 1-lb. packages per package	0 07½
" " fancy seeded in 1-lb. packages per package	0 08½
Raisins, 3 crown muscatels, per lb	0 06
" 4 " "	0 06½

Prunes—			
25 lb. bx, 90-100, lb	0 06½	Prunes, 50-60 "	0 08½
" 80-90 "	0 07	Prunes, 40-50, lb	0 09½
" 70-80 "	0 07½	Silver prunes, ac. to quality	0 10 0 13
" 60-70 "	0 08½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08½
" wet, cleaned, per lb	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 08½

Pears, per lb	0 10	Nectarines, 1b	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 15	Peel, lb., lemon	0 09
Apricots, choice per lb	0 15½	" " orange	0 11
Pluma, pitted, lb	0 11 0 12½	" " citron	0 14

Syrup and Molasses.—Syrup prices have been reduced 10 cents following the weakness of the general market in the east. The output has not been satisfactory thus far, but a better trade is expected to open up in the west as stocks are low and in former years the winter stocks were heavy and the trade was good.

Syrups—	
24 2-lb. tins, per case	2 13
12 5-lb. tins, per case	2 58
6 10-lb. tins, per case	2 41
3 20-lb. tins, per case	2 47
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—An excellent trade is anticipated for winter ordering as orders have already opened large. Indications point to a stronger market on all nuts, as the demands on the crop are heavy.

Shelled Walnuts, in boxes, per lb	0 35
" " small lots, per lb	0 36
" Almonds, in boxes, per lb	0 35
" " small lots, per lb	0 36
Peanuts, Virginia, per lb	0 11 0 13
Filberts, per lb	0 12½

Tapioca and Sago.—The following prices rule and the trade is good in all lines.

Pearl tapioca, per lb	0 05½ 0 06
Sago, per lb	0 04½ 0 05

Beans.—This commodity has been fluctuating freely and this week it is quoted lower. Holders of supplies in the east circulated the report of scarcity a few weeks ago and the price jumped. Now it is believed that supplies do not warrant any such prices and a 10 cent decline is reported. The demand everywhere is heavy, however, and a moderately strong market is likely to rule.

3-lb. picker, per bushel	2 25
Hand picked, per bushel	2 35

Evaporated Apples.—Supplies are scarce and the following prices are held

stiff. The output is not heavy from this centre and when green fruit goes off the market a better trade is expected.

25-lb. box, per lb	0 10
50-lb box, per lb	0 09½

Coffee.—An advance of 2½ cents is reported on all Rio coffee. No. 1's is selling at 11½c. to-day and better grades from 11½ ro 12¾ cents per lb. The cause of the sudden stiffness is that stocks have been coralled in crop centres. What the future will be cannot at present be ascertained, but it is believed that lower prices will be quoted within a few weeks.

BRITISH COLUMBIA MARKETS.

Vancouver, Sept. 22.—Flour has fallen to $7.10 per barrel, and more than one retailer has been busy explaining, or trying to explain where the extra profits went to. The wheat that the flour was made from was in most instances bought before the rise was made, and the earlier price was based on what it cost. The advance was based on future scarcity, and as this has not developed to the extent expected, the price has come down again.

The crop of peaches in Washington is large this year, and consequently the price on the local market is the lowest on record. Wenatchees sell for from 60 to 65 cents, the boxes having good weight, being eighteen or twenty pounds.

It was reported last week that one firm had attempted to secure a corner on the potato market. This turned out to be incorrect, the firm buying only 65 carloads in the upper country for its own trade. The price has kept down so far, owing to a good crop in the lower mainland.

Cooking apples job at $1 a box, with local Gravensteins at $1.75. The supply is good. Green pears are about 75 cents.

There is no particular feature in butter and eggs. The former is firm, while in the latter locals are next to impossible to get. Buyers in the country are paying 45 cents per dozen.

Sugar, standard granulated		5 80	Butter, Eastern dairy, choice	0 28	0 29½
Sugar, Imported		5 25	Butter, local creamery		0 35
Val. raisins, lb.		0 05½	Eggs, Eastern	0 26	0 30
Cal. " "		0 07½	Eggs, local	0 42	0 45
Prunes	0 05½	0 07½	Cheese, Ontario	0 14½	0 15½
Currants	0 06½	0 08½	" Manitoba		0 14
Dried apricots	0 11	0 13	Bacon	0 25	0 31½
Flour, Standard, bbl		7 10	Ham, cooked	0 23	0 23½
Cornmeal, p. 100 lbs		2 60	Lard, pure		0 18
Beans, per lb.	0 03½	0 04½	Lard, compound		0 17½
Rice, per ton	66 00	76 00	Potatoes—		
Tapioca, per lb.		0 03½	Ashcrofts, ton	20 00	25 00
Apples, cooking, box		1 00	Canned Goods—		
Apples, local Grav.		1 75	Peas, Early June		1 35
Canteloupes, crate		4 25	Tomatoes		1 27½
Evaporated apples		0 08½	Corn		1 02½
Butter, Eastern dairy in tubs		0 25	Apples		3 42½
			Strawberries		1 75
			Raspberries		2 02½
			Canned salmon		6 50

NEW BRUNSWICK MARKETS.

St. John, N.B., Sept. 21.—Paris lump sugar is down 15 cents a pound. The jobbers are now awaiting prices on new corn and tomatoes. No quotations on these lines have been received as yet. Eggs are selling at 22c to 23c for the case variety and 25c to 28c for the fresh laid. Butter ranges from 18c to 22c for dairy in tubs or rolls and 23c to 24c for creamery. New potatoes are selling here at $1.25 per barrel. Messina lemons dropped 50 cents per box and oranges 50 cents to $1 a box.

Sugar—			Peaches, 2's, dozen		1 75 1 85
Standard gran.		5 30 5 40	Peaches, 3's, dozen		2 85 2 95
Austrian "		5 20 5 30	Raspberries, dozen		1 85
Yellows		4 70 5 10	Strawberries		1 f5
Flour, Manitoba		6 75 6 85	Rice, lb		0 03½ 0 03½
" Ontario		5 85 6 05	Beans, hand picked, bus		2 25 2 30
Cornmeal, bags		1 50 1 60	Beans, yellow eye, bus		3 50 3 65
" bbls		3 15 3 25	Cheese, new, lb		0 14 0 14
Oatmeal, bbls		5 50 5 60	Lard, compound lb		0 14 0 14½
Std. oatmeal		6 10 6 20	Lard, pure, lb		0 17 0 17½
Buckwheat, west. grey, bag		2 90 3 00	Bacon		0 18 0 20
Val. raisins, lb		0 05½ 0 06½	Pork, domestic mess		27 50 28 00
Cal. raisins, seeded		0 08 0 08½	Pork, American clear		26 00 26 50
Currants, lb		0 07½	Salmon, case—		
Prunes, lb		0 05½ 0 09	Red spring		6 50 6 75
Molasses, fcy. Barbados, gl		0 30 0 31	Cohoes		6 00 6 25
Butter, dairy, lb		0 18 0 22	Baked beans, dozen		1 20 1 30
Butter, creamery, lb		0 23 0 24	Fish—		
Eggs, new laid		0 25 0 28	Cod, dry		3 00 4 25
Eggs, case		0 22 0 23	Herring, salt, bbls		4 75 5 00
Potatoes, new, bbl		1 25	Bloaters, box		0 85 0 90
Canned goods—			Harbour salmon, lb		0 16
Peas, No. 4		1 17½	Fresh Gaspereaux, owt		1 00
" No. 3		1 25			
" No. 2		1 30			
" No. 1		1 77½			
Corn, doz		0 90 0 95			
Tomatoes, dz		1 00 1 05			

DRAWBACK ON SUGAR DUTIES.

An order in council has been passed at Ottawa declaring that when imported sugar on which duties have been paid is used in the manufacture of wine produced from the juice of grapes there may be allowed a drawback of 99 per cent. of the duties. Such drawback, however, shall not be paid unless the duty has been paid on sugar so used as aforesaid within three years of the date of the manufacture of the wine or unless the claims as presented by the manufacturer at any one time aggregate $10.

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NOVA SCOTIA MARKETS.

Halifax, Sept. 22, 1910.

The apple trade is now booming and the commission houses are doing a rushing business. All kinds of apples are bringing fancy prices. The best quality Gravensteins are selling at four dollars per barrel, and all the stock offering at these figures is readily snapped up. No. two's are selling at $2.50. Sweets and other early varieties are selling at $2.50 to $3.50 per barrel. The receipts of apples for the season of the year are small. The crop in the Annapolis Valley is not more than half of that of last year, but the quality is good.

The crop of Nova Scotia pears this season is very heavy and at the present time the market is overstocked. Prices are away down, the lowest that they have been for years. The varieties, Bartletts and Clapps are favorites. Half barrels are selling at $1.75 and barrels at $3.50.

Tomatoes dropped this week to 25c. for a twelve pound basket. The crop is heavy and the tomatoes are ripening fast. Green tomatoes are also coming on the market rapidly, and the price is within reach of all. They are quoted at ninety cents per bushel. The pickling season is now at hand and there is a good demand for spices and vinegars.

The wholesale grocers report trade good in all lines. The volume of orders that are coming in from outside points is heavy. Prices throughout the list are firm, and the indications are that the majority will remain so. Butter continues to come on the market in good supply. Prices are a shade firmer, all grades of butter being up one cent per pound. There is a considerable falling off in the receipts of eggs, but the price remains unchanged from last week. The most of the eggs on the market now are Prince Edward Island stock. Collections are generally reported good for the season of the year.

Apples, bbl....		
No. 1 Grav....	....	4 00
No. 2 Grav....	...	...
Sweets.....	2 50	3 50
Butter—		
Creamery prints per lb.....	....	0 27
Creamery solids per lb.....	0 24	0 25
Dairy, tubs, lb.	0 23	0 24
Bananas.....	1 75	2 50
Beans, box, wax	....	2 50
Cornmeal, bag.	1 60	1 65
Canned goods—		
Peas, std.....	....	1 00
Peas, early June	....	1 15
Corn beef, 1's..	....	1 85
Corn beef, 2's..	....	3 25
Fresh eggs, doz.	....	0 22
Flour h. wheat per bbl.....	....	6 75
Flour, Ontario blends, bbl...	....	6 00
Sugars—		
Extra Standard, granulated ..	....	5 20
Unbranded Yellow.....	....	4 55
United Empire.	....	5 10
No. 1 yellow....	....	4 70
Rolled oats, bbl.	....	5 50
Fruits—		
Lemons, Verdilli	....	6 00
Oranges—		
Valencias.....	6 25	7 50
Mediterranean..	4 50	4 75
Pineapples.....	2 75	3 50
Pork, American per bbl.....	....	26 00
Pork, clear bbl	....	29 00
Hams smoked	....	0 18½
Beef, American	....	22 50
Codfish, quintal	....	5 50
Herring, pickled per bbl.....	....	5 00
Potatoes, new,		
Pears, bbl.....	....	3 50
per bbl.....	....	1 75
Onions, Spanish per lb.....	....	0 02¾
Onions, American, per lb....	....	0 02½
Lard.....	....	0 17½
Molasses, fancy Barbados, bbl.	....	0 36
Molasses, fancy Barbados, gal.	....	0 32
Raisins, Val....	0 08	0 08½
Tomatoes, 10-qt. basket.....	....	0 35

CREAM GOING TO U. S.

The amount of butter exported from Canada to England since the opening of the navigation of the St. Lawrence in the spring is 18,385 packages, against 67,891 packages during the corresponding period of last year. The falling-off is due to a great extent to the large exports of cream to the United States under the new United States tariff, which reduced the duty from 10 per cent. ad valorem to 5c per gallon. One port in Vermont, U.S., reports an average daily importation of 700 gallons of Canadian cream by a local butter factory.

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Saskatoon, Sask., September 21, 1910.

To Manufacturers and Shippers in Canada,
United States, Great Britain, etc.:

Dear Sirs,--

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We would ask you to pass all quotations and correspondence to NICHOLSON & BAIN, SASKATOON, SASK., and all inquiries will be promptly attended to. In addition to Saskatocn, our manager at that point will work Prince Albert, another growing jobbing point.

Yours truly,

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers,

Winnipeg, Regina, Edmonton, Calgary, Fort William, Saskatoon.

Egg Prices Continue to Soar as Receipts Fall

General Provision Market Has Been Steady During Past Week With But Few Exceptions—Production of Eggs Shows a Decline and Prices Keep on Advancing—Recent Happenings Indicate Increase in Export of Cream Across the Border—Butter Production Holds Its Own—Price Steady

From time to time this summer it has been stated in these columns that Canadian cream has been sent in increasing quantities across the border, where it was used by United States concerns for various uses. The Canadian farmer received a higher price than he would had he shipped to his own factories. Reference is again made to this subject, because of indications that it is going to spread still more.

At Montreal the daily receipts of cheese are being closely watched to see how they compare with those of the same time last year. The receipts during the past few weeks have been falling off, although the pastures have been in better condition than a year ago. This is accounted for by the fact that factories are making less cheese and shipping more cream. Factories in the Eastern townships have notified Montreal dealers that they need not expect any more cheese from them, as they have contracted to ship cream to the United States at a price that will net them 8c to 10c per 100 lbs. more than making cheese. It is expected that the export of cream will become more general from this out.

In Toronto there is a current understanding that a company in Buffalo is about to attempt to corner the cream and milk supply in the Niagara peninsula It is stated that the Bismarck and Attercliffe factories have already been taken over. The Union Cheese Factory, at Pelham, may be bought in. Should this be consummated, all the cheese factories will then be turned into creameries, and the product sent to Buffalo, which can be done at a fair profit, since the cream tariff of the United States has been changed.

The home consumption of butter and cheese has grown extensively during the past few years, and our export trade in these artcles has been gradually falling off. It is yet difficult to tell to what extent the exportation of cream will develop, but it has grown considerably this year.

The price of eggs seems to be generally on the upward incline. Demand has remained firm, but supplies have been falling off. The provision market seems to be unsettled.

Poultry is firm at former prices and demand is good. Supplies of honey seem to be sufficient and prices are holding their position.

MONTREAL.

Provisions—Bacons are cheaper by 1c than last week. At present prices they look like a good buy, as there has been little or no weakening in the hog situation. The general tone of the market shows steadiness, though in some lines there has been a slight weakness.

Trade has been improving during the past few days, owing probably in a large measure to the colder weather now coming on.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15⅝
" " " 3 " "	0 15¾
Pails, wood, 20 lbs. net, per lb	0 15¾
Pails, tin, 20 lbs. gross, per lb	0 14⅝
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13⅜
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13½
" 5 " " " "	0 13⅝
" 3 " " " "	0 14
Pails, wood, 20 lbs. net, per lb	0 14
Pails, tin, 20 lbs. gross, per lb	0 13
Tubs, 50 lbs. net, per lb	0 13½
Tierces, 375 lbs., per lb	0 13½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	28 50
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	29 00
Clear fat backs	29 00
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	9 25
" 200 "	18 00
" 200 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 15
Long clear bacon, heavy, lb	0 14
Long clear bacon, light, lb	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16½
Large sizes, 18 to 25 lbs., per lb	0 17½
Medium sizes, 12 to 18 lbs., per lb	0 20
Extra small sizes, 10 to 13 lbs., per lb	0 20
Bone out, rolled, large, 16 to 25 lbs., per lb	0 20
" " " small, 9 to 12 lbs., per lb	0 21
Breakfast bacon, English, boneless, per lb	0 21
Windsor bacon, skinned, backs, per lb	0 20½
Spiced roll bacon, boneless, short, per lb	0 18
Hogs, live, per cwt	09 25
" dressed, per cwt	13 00

Butter—Butter is coming in quite freely now, and is slightly easier in the country. There is no change in the local situation, but sales have been comparatively good.

Receipts for the week are 12,599 packages, as against 10,885 same week last year. For the season they are 319,796 packages, as against 292,720 same season last year, both sets of figures showing an increase for this year.

Quebec, large	0 11½
Western, large	0 11½
" twins	0 12
" small, 20 lbs.	0 12
Old cheese, large	0 13

Cheese—Cheese is slightly higher in the country, owing to the very small production during the past few days. The change is only ½c, and will not in any way affect the price to retailer. There has been some export inquiry, and the market in England is somewhat improved over last week.

Receipts for the week are 74,782 boxes, as against 77,437 same week last year. For the season they are 1,414,685 boxes, as against 1,445,422 same season last year.

New milk creamery	0 25	0 25½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls	0 22	0 23

Eggs—New laids are scarce and prices have gone up to 32c. Even at that there are hardly enough to fill the demands being made. All eggs are higher in the country, but selects and No. 1 not to any such extent as to affect local prices here as yet.

Receipts continue small, being only 5,035 cases for the week, as against 5,183 same week last year. For the season they are 159,827 cases, as against 161,697 same season last year. Storage stocks are not any too heavy locally, which adds considerably to the strength of the situation.

New laids	0 32
Selects	0 26
No. 1	0 22

Honey—Sellers of buckwheat seem to be well supplied this year, and offers are coming in freely to the local buyers. So much so in fact that they consider the buckwheat situation as somewhat weak, and are holding off for lower prices. Clover honey seems to be rather less in evidence. The quantity offered is not large, though the quality of this year's crop is pronounced as fiine.

White clover comb honey	0 15
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions—The provision market has been rather quiet during the week. Prices have remained unchanged at last week's quatations. Supplies of live hogs are about the same. They are not coming in any too freely. There has been no falling off in business which remains encouraging. Demand for boiled hams is hardly as keen as it has been, but the difference is only slight.

Long clear bacon, per lb		0 15
Smoked breakfast bacon, per lb	0 19	0 20
Pickled shoulder		0 13½
Roll bacon, per lb		0 15
Light hams, per lb		0 19
Medium hams, per lb		0 19
Large hams, per lb		0 18½
Cooked hams		0 27
Fresh shoulder hams		0 13
Shoulder butts	0 17	0 18
Backs, plain, per lb		0 20
" pea meal	0 20½	0 21
Heavy mess pork, per bbl	26 00	27 00
Short cut, per bbl	30 00	31 00
Lard, tierces, per lb		0 15
" tubs "		0 15½
" pails "		0 15½
" compounds, per lb	0 12	0 13
Live hogs, at country points		8 75
Live hogs, local		9 25
Dressed hogs	19 25	12 50

Butter—Butter has not advanced during the week, but is holding firm at 26 to 27 cents for creamery. Reports from the country say the pastures are still in good condition, and the ensilage is also particularly good. It is therefore reasonable to expect that the production of butter will keep up pretty well for the next few weeks.

	Per lb.	
Fresh creamery prints	0 26	0 27
Farmers' separator butter		0 25
Dairy prints, choice	0 22	0 23
No 1 tubs or boxes	0 21	0 21
No. 2 tubs or boxes	0 19	0 20

Eggs.—The production of eggs remains pretty well up to the normal. Of course there is a falling off noticeable but it has not been marked yet. The price of eggs has been steadily going up during the past three weeks and selects are now at 27 to 28 cents with fresh eggs close behind at from 24 to 25 cents. The demand for eggs is holding well and stiff prices may be expected henceforth.

Selects	0 27	0 28
Fresh eggs, doz	0 24	0 25
Second grade, doz	0 20	0 21
Chips, doz	0 18	0 19

Cheese.—Factories are well into the September make of cheese now and from reports received here the production is keeping up well. Demand for cheese is steady and prices are firm. It will not be long now until the factories close down for the year. Stocks of old cheese are about done, many houses having sold out weeks ago.

New cheese—			New twins	0 12½	0 12½
Large	0 12	0 12½	Stiltons		0 14

Broilers.—There has not been much change in the poultry market during the week. It is holding at the former reduction. Supplies are coming freely and the demand is good. Supplies of poultry are said to be good in the country and at present no obstacles to trade is looked for in this respect.

Spring broilers, live	0 10	0 11
Hens, per lb. live	0 09	0 10
Turkeys, per lb., large, dressed	0 14	0 15
Spring duck, lb., live	0 08	0 09

Honey.—Prices are holding firm. The trade is fairly brisk and stocks are moving rather freely. There has been no apparent weakness to prices. Supplies of buckwheat honey are said to be pretty extensive. Demand locally is almost entirely centred upon clover honey just now.

Clover honey, extracted, 60 lb. cans	0 10½	0 10¾
" " " 10 lb pails	0 11½	0 12
" " " 5 lb. pails		0 12
" " comb, per dozen	2 00	2 50
Buckwheat honey, lb.		0 07½

WINNIPEG.

Lard.—The trade in lard is heavy and merchants are stocking freely at present. The market on dressed hogs is strong and firm prices rule in the lard and bacon markets. The following quotations are from wholesale grocery houses and not from the packers.

Pure, 20-lb. pails, each	3 20
" 3-lb. tins, 60-lb. cases	10 10
" 5-lb tins, 60-lb cases	10 00
" 10-lb. tins, 60-lb. cases	9 75
" 50-lb. tubs, each	8 00
Compound, 20-lb. pails, per pail	2 90
" 3-lb tins, 60-lb. cases	8 60
" 5-lb. tins, 60-lb. cases	8 50
" 10-lb tins, "	8 40
" 50-lb. tubs, each	6 75

Butter.—The supply of butter is droping off considerably and prices are going up. Creamery is jobbing at 27 cents today and No. 1 dairy at 24 cents.

Eggs.—The egg supply is remarkably short and jobbers are compelled to go into storage stocks to supply the local market. Eggs are also being brought from the east, which job here for 28 cents. Strictly fresh Manitoba eggs are also jobbing at 28 cents and storage at 23 cents.

Cheese.—The cheese trade is good and orders are heavy for both Ontario and Manitoba makes. Prices are as follows:

Manitoba large, lb	0 11¾	Ontario twins, lb.	0 13¼
" twins, lb	0 12	" large, lb	0 13

INFORMATION FOR BUYERS.

The McCormick Manufacturing Co., London, Ont., have cut down the hours of labor of their employes. Hereafter, the girls will commence work at 7.30 a.m., and quit at 5.30 p.m., making a nine-hour day, in place of ten, as it has been all along. The men will commence at 7 a.m., and quit at 5.30, in place of 6 o'clock. Perhaps the most pleasant feature of the announcement is that although there will be a reduction in hours, there will be no reduction in pay. This will mean from 5 to 10 per cent. increase in wages, and will amount to a very large sum to the firm annually. The reason the firm made this move was that after a close study of conditions they felt that they would get more efficient service from their employes, and that a reduction in hours would be mutually profitable to all.

A "Selling Plan" which is really good has been introduced by the Household Convenience Co., Ltd., Toronto, which if adopted by the retail grocers generally, will certainly mean a big jump in their daily sales. The plan is not exactly a new one, but they have worked in three or four scientific points which puts it on an entirely new basis, and is given a fair trial, the clerks will unconsciously develop into real salesmen. In fact, for transient trade, their plan will make many new customers, by gaining their confidence, as the specialty this company is putting on the market, namely, "Wondershine," which cleans silver and gold, without rubbing, is a real honest labor-saving device. And, this new "Selling Plan" will take well with all the regular customers, and show that their interests are being well looked after. The fact that "Wondershine" is being well advertised, along the right line, and is sold on "the-money-back-if-not-satisfied" idea, should cause every up-to-date grocer to get in touch with this company. Of course grocers as a general rule do not handle silver polishes, but there has never been anything placed on the market like "Wondershine," and it will sell well through the grocery store. As stated in their advertisement, dealers will be sent the "Selling Plan" free by the company with all other information upon receipt of name and address.

The Dominion Register Co., Spadina and Adelaide, Toronto, will move about October 15 to the corner of Ontario and Ontario Place, within ten minutes' walk of King and Yonge Streets. Their new quarters are fully double the size of those just vacated. This is the fourth time within a year that this firm has had to seek larger premises.







MAGIC
BAKING POWDER

CONTAINS NO ALUM



We advise both Jobbers and Retailers to purchase these goods in proper quantity to secure special trade discount. Price list mailed promptly on application.



E. W. Gillett Co. Ltd.,

WINNIPEG. TORONTO, ONT. MONTREAL.

DELAY MEANS LOSS



Made in Canada

¶ Every day you delay installing THE McCASKEY ONE WRITING SYSTEM OF HANDLING CREDIT ACCOUNTS YOU ARE LOSING MONEY.

¶ These are some of the ways in which the money is lost without your knowledge:

Forgotten charges—goods sold—never charged.
Disputes with customers—loss of trade.
Poor collections—loss of discounts.
Loss of accounts.
And in a hundred other ways.

¶ Let us tell you about them, we'll do so gladly if you will drop us a line and say you are interested.

(First and Still the Best)

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Pads in all varieties.

99-104 Spadina Avenue - TORONTO, Can.

Agencies in all Principal Cities

A Low-Priced Food

WITH

High-Priced Value

Clark's Pork and Beans are always good.

Compared to the high cost of butchers' meat they have exceptional value.

You can heartily recommend **Clark's Pork and Beans** on two grounds—goodness and economy.

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE
JOHN P. MOTT & CO. HALIFAX N.S.

MOTT'S:
No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. Q. Bedlington, Calgary



Fresh Supplies of

Carr's Biscuits

are received frequently by their distributing agents in Canada, and ALWAYS IN CARLOADS.

The retailer can therefore rest assured of the absolute freshness and condition of every biscuit he buys. Carr's biscuits reach the grocer in as crisp a condition as when they leave the factory.

Get hold of and retain the family trade by means of Carr's specialties.

Ask our agents for them

Carr & Co., Carlisle, Eng.

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Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.
MONTREAL

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Sharp Decline in Prices of Flour and Cereals

Unexpected Movement in Price of Flour, But the Drop in Rolled Oats Was Not Entirely Unexpected—Export Trade is Not Active as Canadian Price is Too High — Shipments of Wheat Have Been Light—Reason for That Condition—Demand For Flour is Apparently Brisk—Difficult to Tell Which Way Next Move Will be.

Following the flour market is not the most satisfying proposition known to man. Perhaps flour follows some natural law, but that same law is pretty hard to locate, and at the same time it is affected by influences apart from the condition of the flour or wheat markets.

During the past week a decline was announced in cereals and in the three grades of Manitoba flour. This should be encouraging to the many grocers who go in for flour on fairly large plans, as it will no doubt act as an impetus to trade.

Millers have expressed their surprise at the decline in flour, although the drop in rolled oats was not so unexpected. It was hinted by one dealer that trade relations might have been partially responsible for the drop—or cut—but this was denied in other quarters.

Speaking of the market in both oats and wheat, a prominent follower of the trade expressed the opinion that lower prices were to be expected.

Wheat is above the export price and that figure will have to be dropped if there is to be any appreciable movement or foreign markets will have to move up. The former though is the movement to be expected. This will enable some of the wheat held to move from the country, and after that there should be a return to better prices. The idea is feasible, and has often been followed before. But in any case opinion is pretty well divided. While some were expecting even a further drop in prices the wheat market braced in Liverpool, Chicago and Winnipeg, and there was a buying flurry in some parts by millers, who believed they saw in this reaction the first of a general advance.

MONTREAL.

Flour—The feature of the flour market of late has been the increase noted here in export demand. As navigation season draws to a close there are many belated orders to be filled, and apparently the last few days have brought a number of such. Prices dropped again on Tuesday, 20 cents a barrel The cause is attributed to price-cutting, and that millers believe that a general reduction was the best method to apply in such a case.

Winter wheat patents, bbl	5 45
Straight rollers, bb	5 25
Extra, bbl	5 25
Manitoba spring wheat patents, bbl	5 80
" strong bakers, bbl	5 30

Rolled Oats—The continued weakening of the oat market has finally had the expected effect on the prices of rolled oats. Prices are down this week 25c. They are holding fairly well at this figure, but there is still a feeling of uncertainty as to the future movement. Sales at the reduction are light, and little export demand is noted.

Fine oatmeal, bags	2 45
Standard oatmeal, bags	2 45
Granulated " "	2 45
Rolled cornmeal, 100-bags	1 90
Rolled oats, bags, 90 lb	2 20
" barrels	4 65

TORONTO.

Flour—A decline of 20 cents in all grades of Manitoba flour was announced locally this week, and first patents are now down to $5.70. Local trading is reported good and demand has been brisk. Local millers express themselves as pretty well satisfied with business. Some have not been quite as well satisfied with the passing demand, and are more inclined to call it rather quiet. The former is the prevailing opinion, however. The recent decline was not altogether expected, and in fact, might have been termed a surprise.

Following it, however, there were indications of higher prices. On Tuesday afternoon the markets closed firmly showing wheat higher and millers were buying in rather large lots as a result. The British markets were higher, and it was believed that this was but the first intimation of a rather sharp advance. The wheat market during the past two weeks has been fluctuating, but what was lost one day was regained the next, and the price was about normal. At any rate grocers will welcome lower prices, as it should aid their end of the demand to a large extent.

Manitoba Wheat.

1st Patent, in car lots		5 70
2nd Patent, in car lots		5 20
Strong bakers, in car lots		5 00
Feed flour, in car lots	3 10	3 30

Winter Wheat.

Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 20

Cereals—Quite a slice was taken from the price of rolled oats and rolled wheat this week, and as far as rolled oats are concerned the decline was not wholly unexpected, although as stated in these columns it was believed to be but a matter of time before lower prices were reached. The oat crop has been a bumper one, and comparing the statistical position with that of a year ago and realizing that the holdover was appreciable it was but to be expected that prices could scarcely hold. Some state that they believe that rolled oats are even likely to go lower. That, they say, is their opinion. Events alone will prove their ability to judge the tenor of the market correctly.

Rolled oats, small lots, 90 lb. sacks	2 20
" " 25 bags to car lots	2 10
Rolled wheat, small lots, 100 lb. brls	2 85
" " 25 brls. to car lots	2 75
Standard and granulated oatmeal, 98 lb. sacks	2 45



There's a constant demand in every household for a good soda biscuit!

Are you stocking

Mooney's "Perfection" Cream Sodas

the kind that always reaches your customer in a crisp and fresh condition?

It's a line that never fails to satisfy, and leaves a good margin of profit.

They are pleasantly palatable and perfectly pure.

See to your stocks.

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St, E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

PURE FRUITS

In Glass Jars

Very widely and favorably known for quality and purity.



GOODWILLIE'S FRUITS

are put up in a factory situated, right in the orchards, in the heart of the Niagara Fruit-Growing District.

JOSÉ SEGALERVA

MALAGA, SPAIN

¶ Blue Fruit, as Malaga Table Raisins are often known, must be of particularly fine quality if the same brand is to be supplied to the trade year after year.

¶ Perhaps the truest guarantee of uniformity in quality of Malaga Table Raisins packed by the above firm is the constantly increasing number of repeat orders we take.

Segalerva Table Raisins

ASK YOUR WHOLESALER FOR THESE LINES

Rose & Laflamme Limited
Montreal - Toronto

Have you been buying the wrong ticket?

A man swung into the Grand Central Station, New York.

"Give me a ticket to Columbus," he called.
"Columbus, Ohio, or Columbus, Kentucky?"
"Whichever's the cheapest."

No more ridiculous than the merchant who buys flour "whichever's the cheapest," irrespective of relative values or of the object for which he is in business.

Now, Brother Grocer, if you are aiming for Permanence of Profits—which *only* comes of steady sales of uniform quality—you have been misled by selling "whatever's the cheapest."

And you have purchased the *wrong* ticket—you're not on the through train bound for success.

If you should purchase a flour cheaper than FIVE ROSES, be sure that some important step in flour-making has been slighted, the general quality skimped.

Some important step in wheat buying, maybe, in wheat cleaning, in grinding, screening, sifting, packing, delivering.

One of those infinite processes whose rigid and faithful observance makes FIVE ROSES flour what it is.

Flour Satisfaction and low-down price are incompatible, Brother Grocer.

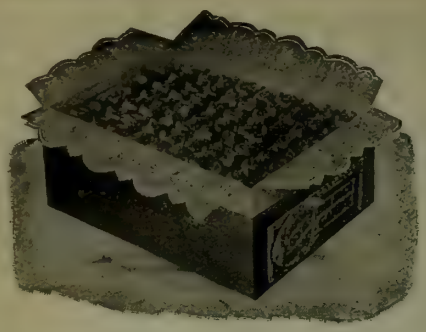
So also near-good stuff and the repeat trade.

Which sufficiently explains why FIVE ROSES costs just a little more than some. And yet pays YOU much *better* than most.

LAKE OF THE WOODS MILLING COMPANY, LTD., MONTREAL

LAKE OF THE WOODS MILLING COMPANY KEEWATIN
UNIFORMITY & PURITY
TRADE MARK
REGISTERED

Five Roses Flour Pays You Better



"BORDO"

"The Chocolate with the flavor that's different."

Well might the readers of advertisements be mystified—whether to choose this or that brand of Chocolate; fortunately there is the famous "**Bordo**" about which no doubt as to the quality and unique flavor has ever existed.

Brands may come, and brands may go, but the "**Bordo**" Chocolate pursues its way serenely with an unbroken record, and increasing success.

When nature has produced finer ingredients, when workmen have acquired more skill, when science has inaugurated greater cleanliness, then, and only then, will "**Bordo**" be equalled in richness, flavor and quality.

Others have been convinced, and profited by it. Others have purchased small quantities, and increased their orders with increased demands.

A sample won't cost you anything, and may be the means of putting a big seller in your line.

Write to-day. Not to-morrow.

The Montreal Biscuit Co.

"Originators"

MONTREAL

"The House of High Quality"

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adu terations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited

MAIL BUII DING, TORONTO

52 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Limited

Established 1780, Dorchester, Mass.

Branch House, 86 St. Peter St.

MONTREAL, CANADA

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order our expense

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, MANAGER

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CORRESPONDENCE SOLICITED

WINES! WINES! WINES!

Port, Sherry, Malaga, Burgundy, Moselle, Madeira, Native, etc.

DRAUGHT OR CASE GOODS

We are Specialists in Clarets and Sauternes

Write, Wire or Phone.

THE ST. LAWRENCE GROCERY

395 St. Lawrence Boulevard Montreal

MAPLE SYRUP!

Small's Maple Leaf Brand

is the Standard the world over.

CANADA MAPLE EXCHANGE

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GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.

KINGSTON, - - - JAMAICA

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.

Prompt attention to all orders.

J. W. EWEN - Uxbridge, Ont.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on cocoa will be in demand daily. It pays to sell the best. We guarantee SUCHARD'S cocoa against all other makes Delicious in flavor; prices just right.

FRANK L. BENEDICT & CO., Montreal Agents.

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.



GAZELLE

The Brand of the Very Finest

CANNED

VEGETABLES

and

CANNED FRUITS

HUDON, HEBERT & CO., LTD.

MONTREAL

"THE MOST LIBERALLY MANAGED FIRM IN CANADA"

GRAPES
Sweet and full flavored.

Late varieties of
PEACHES

Pears and Plums

APPLES

Sweet Potatoes, Oranges, Lemons, Bananas

FULL LINES IMPORTED FRUITS.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

A Word of Advice!

If anyone tries to persuade you that "St. Nicholas" or "Home Guard" are second to any brand or brands of Lemons —shun him—he is no friend of yours, and it's a question if he should be at large.

J. J. McCABE

AGENT

32 Church Street, Toronto.

Grapes are Beginning to Arrive More Freely

Peaches and Pears are Now at the Best of Their Season and Should Hold That Position for a short Time Yet—Meanwhile Ontario Grapes are Showing Better Every Day and They Will Soon be Arriving at Their Best—Apples are in Good Demand and at a Rather High Price — Tomotoes Feature the Vegetable Market.

Peaches and pears are now at the pinnacle of their demand, and as their season is spending itself the grape is coming in more freely and will soon have the centre of the fruit market stage. From reports, grocers are getting a good share of the fall trade in pears and peaches and that there is a great deal of preserving being done is vouched for by the wholesale grocers who say that the demand for sugar is active. The crops of peaches and pears have been about up to the average and good prices have ruled. The grape crop should be fairly large and a big volume of business is sure to result.

Apples are coming more plentiful now but the prices ean scarcely be called low. In fact apples are holding firm and are expected to remain in that condition as a result of the shortage of this year's crop. Cantaloupes are still moving well, but in some markets there has been an overdose. Lemons are moving fairly well, but the weather has not been the right kind for a heavy demand.

Trade in vegetables is running smoothly with tomatoes receiving most attention.

MONTREAL.

Green Fruits.—Grapes are coming on the market in considerable quantities this week. The brands mostly arriving are Concords and some of the Rogers varieties. They are selling at from 25 to 30 cents per basket. Delawares are of course still coming in, though the quality of the late arrivals has been somewhat poor.

Sales are small this week, a reaction after the Congress. Practically all lines are showing the effect of the slump.

Apples are arriving in larger quantity, but prices are higher owing to a fear of a short crop this year.

Apples, bbl.	2 50	4 00
Bananas crated, bunch	2 00	2 25
Cranberries, bbl.	12 00	
Cocoanuts, bags.	4 25	
Grapes, Delaware crates	2 00	2 25
Limes, per box	1 25	
Cali. Malagas	2 75	
Lemons	4 25	5 00
Melons, Montreal basket	8 00	10 00
Oranges—		
California, late Valencias	4 00	5 00
Pineapples—		
Floridas, case	5 50	
Plums, crate	2 25	2 75
Plums, Quebec	0 50	1 00
Peaches	1 50	1 75
Pears	3 50	4 00
Pears, Bartlette, bbl.		9 00

Vegetables.—Sweet potatoes are again on the market, and are selling well so far. The taste for this vegetable seems to be on the increase. It is one of those that has to be cultivated. People are becoming better acquained with them now than they were a few years ago.

Some very large green peppers are appearing, quoted at the high price of $2. They are finding a fair sale at that figure.

The market has not been at all brisk, as a general rule this week, though that was only to be expected. A reaction was sure to come after the visitors had left the city.

Beans, green, basket	0 75	1 00
Beans, wax	0 40	0 50
Beets, bag	0 75	0 90
Carrots, bag	0 75	0 90
Cabbage, new, dz	0 40	0 50
Celery, doz	0 40	0 60
Cauliflowers, Montreal	1 00	1 50
Corn, doz	0 08	0 15
Cucumbers, bkt.	0 35	0 50
Garlic, 2 bunches		0 25
Green Peppers, bag	1 00	2 00
Leeks, doz		1 50
Lettuce—		
Montreal, doz	0 40	0 60
Boston	1 00	1 25
Onions—		
Spanish, cases		2 50
Potatoes, bbl		2 00
Parsley, dozen		0 15
Parsnips, new, bag	0 75	0 90
Radishes, dozen bunches	0 20	0 30
Rhubarb, doz	0 25	0 30
Spinach, bbl		3 50
Tomatoes, box	0 35	1 00
Turnips, new, bag	0 75	0 90

TORONTO.

Green Fruits.—The delightful fragrance of newly ripened grapes now greets the visitor to the local fruit market, denoting that grapes are coming to their own. Peaches and pears are now at their height and are likely to remain so for a short time yet. The quality of these fruits has been of the best, and supplies have arrived in heavy shipments. Crawford peaches and Bartlett pears have held the market and only the fruit men themselves realize the total amount of fruit that has passed through their hands. Retail grocers report a satisfactory trade. Apples are none too plentiful, although fairly good supplies of St. Lawrences, Alexanders and a few other varieties are arriving. The general opinion is that high grade fruit of either peaches, pears or apples is not going to be what is termed cheap, but is going to hold as at present at fairly high prices.

Grapes are just working their way to a high water mark of supplies, the first shipments being now received. It is believed that they will arrive freely in a short time now. Cantaloupes are quoted at a low figure yet, but the trade look for better prices as soon as the glut that has burdened the market for some time is removed. There is not much trade passing in oranges, and lemons are moving slowly, with but little activity.

Apples, bbl.	3 25	4 00
Apples, Canadian, basket	0 30	0 40
Apples, St. Lawrence, basket	0 50	0 65
Bananas	1 50	2 00
Cantaloupes, Canadian—		
Crate		0 50
Basket	0 25	0 40
Rocky Ford, basket		0 40
Cocoanuts, sack	4 00	4 50
Grapes, case		2 50
Early Canadian, basket	0 25	0 40
Grape Fruit—		
California	3 75	4 75
Egg Plant, 11qt. basket		25
Lemons—		
Verdelli		5 00
Limes, box		1 25
Oranges—		
Valencia	4 50	5 00
Peaches—		
Crawford	0 75	1 25
Elberta	0 5	1 25
St John	0 50	1 00
Pears, box		3 50
Pears, Canadian basket	0 30	0 75
Pears, Bartletts basket	0 50	1 00
Pineapples, case		4 00
Plums, bask	0 40	0 75
Watermelon, ea.	0 30	0 40

Vegetables.—A steady business is being done in vegetables, but on the market they are really secondary to fruit at the present stage of the season. There is a heavy demand for tomatoes and as stated a week ago pickling vegetables are in greatest demand. The trade in the other vegetables is good, but it is not much beyond the normal.

Beets, doz.....	0 25	0 30	Ontario.....	....	1 00
Beans, wax, per 11-qt. basket...	0 15	0 25	Domestic.....	....	0 40
Cabbage, case—			Potatoes, Ontario, new, bag.	0 75	0 80
Canadian.....	0 50	1 50	Sweet, bbl.....		4 00
Carrots, Canadian, doz.....	....	0 30	Parsley, per doz bunches.....	0 25	0 30
Cauliflower, dz..	0 75	0 85	Radishes, doz...	....	0 25
Celery, basket..	....	0 40	Red pepper....	....	0 75
Cucumbers, bas	0 30	0 25	Green peppers, 11-qt. basket..	0 35	0 40
Gherkins.....	1 00	1 25	Tomatoes, Can., basket 11 qt...	0 25	0 35
Lettuce, Canadian, head....	0 25	0 30	New turnips, per 11-qt. basket...	....	0 50
Onions—					
Spanish, large..	2 25	50			

WINNIPEG.

Green Fruits.—The local consumption is heavy in all fruits. Blueberries and blackberries are off the market after a brisk season. The trade largely centres around cantaloupes, pears and peaches this week, and enormous stocks are going out. Prices are gradually easing down as the season advances.

Apples—			Cocoanuts, doz.	....	0 90
Ontario, No. 1, brl .		5 00	Lemons, Cal.	.....	7 50
Ontario, No. 2, brl..		4 50	Peaches, Crawford's, case....	....	1 00
Apples, Wash., box.....	....	3 25	Pears, case		3 00
Bananas, ...	....	2 50	Oranges, Valencias.....	....	5 50
Cantaloupe, Cal		4 00	Plums, Wash. case....		1 40
Crab apples, box....		2 50			

Vegetables.—An excellent market prevails for all vegetables. Prices this season are somewhat lower than previous years due to the increased quantity

NEW FIGS

¶ Our first shipment this season's crop Layer Figs will arrive this week.

3, 5 and 7 crown and glove boxes.

WHITE & CO., Limited

Fruit, Produce and Fish Dealers

EVERYTHING THE BEST

TORONTO

GRAPES

FULLY MATURED

Concord, Niagara, Rogers

LARGE SUPPLY. PRICES LOW

PEACHES

Late Crawford, Elberta

PEARS

Late Canning Varieties

YOUR *FALL FAIR* ORDERS SOLICITED

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HAMILTON, - - - ONT.

We are Big Receivers of Canadian Fruits and Vegetables

PEACHES
PEARS
PLUMS

Now arriving in large quantities every day

All of good quality and at reasonable prices

FANCY

ORANGES LEMONS and BANANAS

at lowest prices

SEND US YOUR ORDERS

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO



You want good lemons

for your customers to-day, every day. You can have them by ordering Follina's pack. Why experiment with any other? Our lemons have an established and enviable reputation in every market of this world. When ordering, mention FOLLINA.

W. B. Stringer, Canadian Sales Agent

Buster Brown.

Our Brands— "Hiawatha," "Lord Beresford," "King George," "Buster Brown," "Dominion" "Waterseller," "Mercury."

growing in the province. Butter beans, cabbage and potatoes have been reduced, while cucumbers have been advanced 30 cents, due to scarcity.

Butter beans, lb	0 02½	Onions, imported.....	0 03
Carrots, doz.... ...	0 25		
Cabbage, new, lb	0 01½	Potatoes, new, bs	90
Celery, doz.....	0 60	Parsley, per doz.	0 25
Cucumbers, doz	0 60	Radish, dozen..	0 30
Lettuce, doz.	0 60	Rhubarb, lb....	0 04
Mint, doz.....	0 30	Tomatoes, Ont., basket.....	0 75
Onions, green, per dozen.....	0 20		

Lack of System Noted in Marketing Canteloupes

No Evidences are Apparent of The Growers' Efforts to Regulate Supply, Quality and Other Points Which Require Consideration If the Canteloupe Business is to Expand—Some Markets Have Been Over Supplied Recently and Prices Dropped—Quality is Not Uniform—Success of the Business will Depend Upon Combined Efforts of Those Handling It.

The canteloupe has been having its innings during the past two or three weeks by reason of the large quantity that has reached the market. Not infrequently has it been said that the supply was too heavy in certain markets and the question follows as to whether the canteloupe business could not be built upon a more satisfactory basis.

At the present time only a small percentage of the people in the cities and towns are eating this midsummer delicacy. If the growers are at all interested in the business it should be greatly to their interest that the canteloupe be impressed upon the people either by themselves or by some of those handling it.

Retailer Does the Selling.

It is the grocer or retail fruitman who calls the attention of the consumer to the canteloupe. The retailer, therefore, should know the talking points that may be used. The grower should accordingly be desirous of cultivating the salesmanship of the retailer and giving him the necessary selling power. For after all it is the retailer who moves out the great majority of the goods stocked on his shelves.

There is money in canteloupes for the retail grocer, but it is one of the lines to which quality is everything. The person who has eaten them before, wants only a good one. And if one of poor quality falls into the hands of a person who is eating the canteloupe for the first time he is lost as a consumer in the majority of cases. Thus quality is a prime essential.

And what is being done to put quality fruit on the market? To the casual observer there is no discrimination being made by the grower who is content to turn in any kind of fruit, his chief care being that he receives the money for it. This is not true in every case but it seems to be the method of some growers.

Made Watermelon Uniform.

In California a big trade was founded on watermelons by the growers uniting in their efforts and determining on a particular kind which all grew and thus an absolutely uniform fruit was grown. A consumer knows that any one melon is practically as good as any other.

If one kind of canteloupe is grown in one field and the next grower has a different kind the fruit from these two fields will be a queer compound, as during the blossoming season the pollen is carried from the flowers of one kind to the other.

The growers surely realize that the grocer is the final medium of getting the canteloupe to the consumer and in order to assist the retailer the grower should put a good article in his hands and tell him about it. It will work for their mutual benefit.

The Canadian canteloupe is grown of good quality and finds a large market. But there is so much that can be done to improve the condition that, from the retailer's viewpoint, the canteloupe demand is only in its infancy.

BUSINESS CHANGES OF THE WEEK.

Recent Trade Happenings of Interest—Activity Particularly in the West.

Ontario.

J. Todd, grocer, Toronto, Ont., sold to N. Bean.

J. S. Adamson, grocer, Toronto, has assigned.

Mary E. Esther, grocer, London, Ont., has assigned.

R. J. Husband, grocer, Kenora, Ont., has assigned.

E. T. Latimer, grocer, Gananoque, Ont., has sold to John Pelow.

Nancy Childs, grocer, Toronto, is arranging to sell to Alex Milne.

A. J. Warne, Jr., grocer, Peterboro, Ont.. has sold to J. E. Lillico.

Wade & Stevens have opened a grocery business at Fort William, Ont.

J. C. Struthers & Co., Brantford. have sold their grocery business to James Bros.

A. Goodman, general merchant, Huntsville, Ont., has assigned to D. E. Bastedo.

McGillivary & Cunningham, grocers, Wingham, Ont., have dissolved. J. F. McGillivray continuing.

Quebec.

Alf. Cimon & Cie., grocers, Quebec, Que., have registered.

Absolon Poulin, general merchant, St. George, Que., has assigned.

The assets of N. Boily, general merchant, St. Jerome, Que., have been sold.

Maritime Provinces.

Wm. Corbett, Jr., grocer, Newcastle, N.B., has assigned.

A. Melanson, general merchant, Mathurst, N.B., is succeeded by G. J. Doucet.

T. C. Miller & Co., general merchants, Millerton, N.B., have sold to Thurber & Crocker.

John D. Hume, general merchant, Murray River, P.E.I., has sold to Jordan & Brehaut.

Western Canada.

A. C. Drake has opened a general store at Lethbridge.

J. Bender, grocer, Ridpath, Alta., has sold to J. Phillips.

Geo. Sawyer, grocer, Brandon, Man., has sold out.

The Hub Trading Co., Ltd., Edmonton, have incorporated.

D. Pearson has opened a general store at Forster, Alta.

Max Hayman has opened a general store at Calder, Sask.

A. E. Matheson has opened a general store at Wroxton, Sask.

David Reider has opened a general store at Estevan, Sask.

Harry McLean has opened a general store at Govan, Sask.

Albert Blackwell has opened a general store at Bethune, Sask.

A. McLean has opened a grocery store in Moose Jaw, Sask.

E. Somerville & Co., grocers, Calgary, Alta., have sold out.

Benj. Dechter has opened a general store at Regina, Sask.

T. T. Pearson, grocer, Winnipeg, is succeeded by Wm. Yule.

Thompson Bros. have opened a grocery store at Weyburn, Sask.

Wm. Buchanan has opened a general store at Luseland, Sask.

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular

"OCEAN BRAND" FISH

There's a good profit ahead for every grocer if he will feature

Ocean Brand Kippers
Ocean Brand Bloaters
Ocean Brand Finnan Haddies

ALSO

Boutilier's Smoked Fillets
Canada Strip Boneless Cod
Our Special Fat July Salt Herring

The primest fresh fish only is used and it is treated in the most sanitary and up-to-date fish curing plant on the Atlantic Coast.

Ask your wholesale house for these lines or write us direct.

The Halifax Cold Storage Co., Limited

(Selling Branch)

45 WILLIAM STREET - - - - MONTREAL, QUE.

CCC
Norwegian Canned Goods

"Concord" Norwegian Sardines

are distinguished by many exclusive features. We reject all but the very finest small fish, autumn caught. We handle the fish with the greatest care, pay every attention to sanitary details and use only the highest grade oil. They are the only sardines which have an extra cover for use after the tin has been opened. Each tin is guaranteed by the CONCORD CANNING CO. of Stavanger.

Send your order to any Wholesale Grocer

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A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

When customers ask you for Good Butter, that you can recommend, just give them a tin of this—



Let them taste and know that at last they have found what they wanted. Every can makes a customer for you.

Smith & Proctor

HALIFAX, N.S.

Outlook is for Higher Prices in Fish Market

Supplies in Some Lines are Not Heavy and if Conditions Hold Quotations are Bound to go up—Lobsters are High, in Fact Have Reached a Record Price—Oyster Season is Opening and Demand Shows Marked Improvement This Week—Fresh Fish is Bought up Practically as Soon as it is Received—Business is in Good Condition.

The trade this week did a good business, there being three fast days. This increase has firmed up the prices of fresh sea fish, as almost all lines are scarce at present. This scarcity is due to the fact that there has been a series of storms raging for the past few days, which have made it impossible for the boats to go out. What fresh fish have put in an appearance have been snapped up at once, and the market already shows great firmness.

Haddock and mackerel are particularly affected. It seems a certainty that these two will be quoted at an advance in the near future.

Pickled mackerel are scarce, and large shipments of imported fish are on their way to fill the requirements.

Pike and pickerel are arriving freely, also brook trout and lake trout. Whitefish are scarce, and the market shows signs of advancing.

Lobsters are exceedingly dear and some of the dealers say they can hardly look at them not alone buy them.

BRITISH COLUMBIA.

Vancouver, B.C., September 22.—One halibut boat got in last week from Alaskan waters with 160,000 pounds of fish. Another arrived with 20,000 pounds, the smallest catch on record. The latter spent the time in the vicinity of Hecate straits, but the fish there are very scarce. This feature has happened before, but on past occasions the fish have returned. The prevailing wholesale price is four cents per pound, but from now on it will gradually advance.

Salmon is scarce, and 35 cents apiece is being paid for cohoes. Even at this, the highest price yet, the fish cannot be had.

Smoked fish has made its appearance in the stores, following the announcement in these columns two weeks ago that the fishing firms were about to start the smoked goods again.

Codfish, per lb..	03	Salmon, fresh...	0 8
Halibut, per lb..	0 04	Smelts, per lb..	0 03
Herring, pr. lb..	0 03		

QUEBEC.

Montreal, Sept. 22.—Fish scarcity is the cry all over the city, and in fact on the coast as well. Haddock and mackerel especially show this. For the past few days storms on the coast have been so serious that the boats could not go out. If an improvement does not come soon in the fresh fish lines, there will be a very high range of prices.

Business should be good this coming week with three fast days.

FRESH

Pike	0 08	Fresh Lab'dor. salmon	0 22
Perch	0 07	Whitefish	0 12
Steak cod. 0 05	0 06	Mullets	0 08
B.C. salmon	0 15	Haddock	0 04½ 0 05
Market cod.	0 04	Halibut	0 09
Sturgeon	0 13	Bullheads	0 09
Lake trout	0 11	Carp	0 08
Blue fish. 0 15	0 18	Dore	0 11
Sea trout	0 13	Mackerel, each	0 25
Sea bass	0 12	Swordfish	0 11

FROZEN

Codfish	0 04	Pike	0 07
Dore, winter caught, per lb	0 10	Salmon, B.C., red,	0 [illegible]
Haddock	0 04	Gaspe salmon, per lb	0 18
Halibut, per lb.	0 09	Smelts, 10 lb. boxes..	0 07½
Herring, per 100	1 25	Whitefish, large, lb	0 09
Market cod	0 04	Whitefish, small	0 07
Steak cod	0 05		
Mackerel	0 10		

SALTED AND PICKLED

Green cod, No. 1, bbl.	6 00 6 50	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" " ½ bbl	3 00	" " pink, bbl	12 00
Labrador sea trout, bbls	10 00	" Labrador, bbl	17 00
Labrador sea trout, half bbls	5 75	" " ½ bbls	8 50
No. 1 mackerel, pail..	2 10	" " tres., 300 lb.	22 00
½ bbls..	10 00	Salt eels, per lb	0 07½
No. 1 pollock, 1 ...	4 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, bbl.	5 00	Scotch herring	6 50 7 00
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 25
Haddies	0 07½
Boneless haddies	0 09
Herring, new smoked, per box	0 15
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 50

SHELL FISH

Shell oysters, bbl	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 65 2 00

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per lb	0 06½ 0 10
Skinless cod, 100 lb. case	5 50

FULL WEIGHT FOR YOUR MONEY

That is what you get when you order "Coast-Sealed" Oysters.

"Coast-Sealed" containers are packed at the sea coast and contain nothing but solid, northern grown oysters, clean, fat and full-flavored and all over four years old.

"Coast-Sealed" Oysters

contain none of that muck which adds to the weight of your shipment but which cannot be sold.

Every "Coast-Sealed" Container is sealed at the coast. It reaches you with the seal unbroken, with all the contents pure and fresh and with that delectable sea-tang absolutely unimpaired.

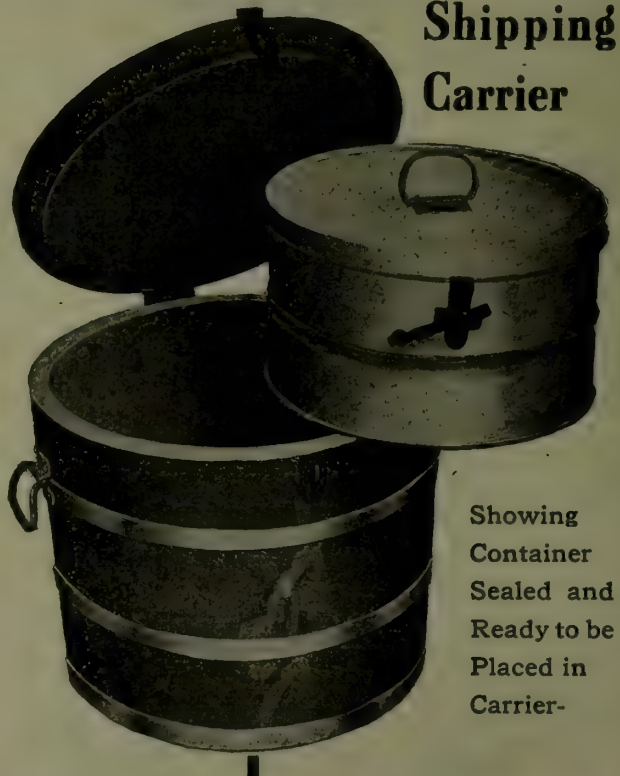
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Showing Container Sealed and Ready to be Placed in Carrier-

FISH and OYSTERS

The season is now opening up. START RIGHT at the beginning and secure your customers for the season.

FRESH FISH OF ALL KINDS in season.
SMOKED FISH—Haddies, Kippers, Bloaters.
SALTED FISH—Boneless, Prepared and Dried.
PICKLED FISH—Lab. Herring, Salmon, Mackerel.
SEALSHIPT OYSTERS—The best of all.

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The largest and most completely equipped Fish and Oyster Warehouse in Canada.

Prompt Shipment, Right Prices, Fair Treatment. A trial order solicited—Satisfaction guaranteed

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BRUNSWICK BRAND SEA FOODS

THE LINES YOU CAN HANDLE WITH PROFIT

¼ OIL SARDINES
KIPPERED HERRING
FINNAN HADDIES
¾ MUSTARD SARDINES
HERRING IN TOMATO SAUCE
CLAMS
SCALLOPS

Are your shelves stocked with these splendid sellers and satisfaction givers?

CONNORS BROS., Limited, Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod medium bundles	5 50
Dried haddock, medium, bundle	5 50

NEW BRUNSWICK.

St. John, N.B., Sept. 22.—Fish of all kinds, both fresh and frozen, are in fairly good supply at present, though prices are high in most cases. Halibut, cod, haddock, smelt and herring are the most reasonable. A rarity in the fish line for St. John was brought to the city last week. It was a king mackerel, caught off the south shore of Nova Scotia and weighed 455 pounds with the entrails and head removed. The big fellow which was consigned to Smith's fish store was shipped to Montreal.

Canned lobster is now quoted so high that the dealers say they cannot look at it let alone buy. For half pound tins in cases of 8 dozen, $17 to $17.50 per case is asked from the retailer and for three-quarter pound tins the price is $11.50 to $12 for a case of 4 dozen. This is the highest price ever asked for lobster here.

The ruling prices to the retail trade now are :—

Fresh—		Frozen—	
Cod, per lb	0 02½	Mackerel, per lb	0 11
Clams, per gal	0 60	Salmon, per lb	0 20
Halibut, per lb	0 10	Shad, each	0 30
Haddock, per lb	0 03	Swordfish, per lb	0 12
Herring, per doz.	0 20 0 30	Canned—	
Oysters, per gal	2 40	Lobsters, 8 doz. ½ lb. tins	17 00 17 50
Pickerel, per lb	0 08	Lobsters, 8 doz. ¼ lb. tins	11 50 12 00
Smelts, per lb	0 08		

ONTARIO.

Toronto, Sept. 22.—Fall shipments are now coming in and receipts are generally larger. The outlook for the season near at hand is bright but the supplies should be more plentiful for the best conditions. Prices hold firm in all lines of fish and the demand seems to have improved. Oysters have shown quite an improvement in trade and shipments have begun to take on some size. The weather will strengthen the demand for oysters if it holds cool.

FRESH CAUGHT FISH

Halibut	0 10	Steak cod	0 08
Salmon trout	0 12	Perch	0 07
White fish	0 12 0 13	Haddock	0 07
Herring	0 06		

FROZEN LAKE FISH

Pike	0 07	Pan frozen whitefish	0 10
Whitefish, frozen	0 09	Gold eyes	0 06

OCEAN FISH (FROZEN)

Herring, per 100	1 50	Salmon, pink, per lb	0 08
		" red	0 09

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Cod, Imperial, per lb	0 05
Acadia, 2-lb. boxes, pr. crate	2 40	Fillets, per lb	0 11
		Haddie, Finnan	0 08
oneless Digbys, box	1 00	Halifax, 1-lb bxs., pr. crate	3 12
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Quail on toast, per lb	0 05

NOVA SCOTIA.

Halifax, Sept. 22.—Substantial receipts of dry fish have arrived at Halifax during the past week, 13,000 quintals coastwise largely from the banks by Lunenburg schooners in addition to 3,600 quintals from outside customs ports, chiefly Newfoundland. The largest cargo was 1,960 quintals from Cape Cove by the schooner Renown, another being 1,250 quintals from Harbor Breton, Nfld.

Quotations continue firm at ruling prices, the market at St. John's, Nfld., showing somewhat of an upward tendency. Oversea exports give a good average by the direct West Indies steamers and the Boston and New York boats for trans-shipment in every direction. Landings of ground fish have been rather slack of late, some 350,000 pounds coming from all sources. About 250 bbls. herring have been taken along the western shore recently, but receipts as yet are not abreast of the usual average, partly owing to the rough seas along the coast.

Although extensive preparations for the capture of sword fish have been made by our fishermen, the number secured lately has been much smaller than expected. In lobsters, the only feature of note during the past two weeks is a shipment of 2,000 cases canned for the European markets.

The Value of Cleanliness in Handling Oysters

Much Dependence Should be Placed on this if Confidence of Customers is to be Gained—Talking Points That the Dealer Should Know to Back Up the Attractiveness of His Display—Why Oysters are Dearer Than They were a Few Years Ago.

To the grocer who is contemplating dealing in oysters this season, and that should be practically every grocer who has a business in a good locality, one word should be ever and always before him if he would win the most success. That is "cleanliness."

As stated already in these columns a grocer's business is partially founded upon the confidence of his customers. If they believe in him his success is practically assured. It is in this respect that cleanliness is so important. If you would build up your oyster business you should do all in your power to make the goods attractive to your regular customers and to all who enter your store. If cleanliness go hand in hand with quality your trade in oysters is practically assured.

Oyster companies, when they do anything to improve the business, are not backward in telling it to the retailer and the retailer might to advantage follow this plan. And it does not apply to oysters alone. If you do something to improve the method of handling goods tell your customers about it, otherwise the chances are that they will never know it.

If you take extra care to secure fresh eggs surely that is a matter of concern to your customers. Similarly with oysters. The people are going to eat them and many consumers like them raw. Therefore they are going onto the family table just as they come from your store. Surely it is plain that the more attractively you can present them in your store, the greater will be the appreciation on the part of the customers and your sales will soon show the results that you are after.

No More Watered Oysters.

The oyster jobbers are putting forth efforts to place the oysters in your store just as they came from their shells. They are no longer "watered." In a previous article it was shown that they are of better quality on that account and that they are also higher in price because the retailer gets solid oysters and no water.

Another point with which to impress the idea of cleanliness is that the containers in which the oysters are shipped must, if returned to the shipping houses, be sterilized and cleaned.

The containers are therefore absolutely clean when the oysters are put into them and it is not long after they pass through the various channels until they are exhibited in the retail store.

Know the Selling Points.

The grocer should be able to talk oysters as if he had been in the business for years. No doubt he could sell them without that knowledge, but he has an extra power when he has at his finger tips the selling points, talking points which will not fail to impress the customer. He should be able to explain why they are not watered, how they are handled from the shell to the retail store, why they are dearer and other little points that the consumer likes or wants to know.

If your display container is not clean and inviting, however, you cannot expect that your particular customers will buy. It would be hardly fair to expect the oysters to sell themselves under unfavorable conditions. This does not mean that oysters are difficult to handle, it simply is for the purpose of impressing the grocer with an ideal as far as oysters are concerned and that ideal is to present them to the customer under the most inviting conditions and having done that the battle is more than half won. It is then only necessary for the dealer to add his own salesmanship abilities to make a good profit from oysters.

FREIGHT RATES IN B. C.

On Sept. 27 a special meeting of the Vancouver Board of Trade will be held to discuss the advisability of forming a bureau of transportation. This decision was arrived at recently following a discussion on the question of freight rates in the course of which it was alleged that British Columbia shippers were discriminated against.

TRADE NOTES.

M. Shinier, grocer, Winnipeg, is succeeded by S. Nemirovsky.

S. Nemirovsky, grocer, Winnipeg, is succeeded by F. Mogilew.

Thompson Bros. have opened a grocery business at Weyburn, Sask.

John H. Bertram has opened a grocery store at Saskatoon, Sask.

Drashie & Lorne have opened a general store at Gull Lake, Sask.

T. T. Holmes, general merchant, Yonker, Sask., has sold to J. C. Warren.

Jacob Bender, general merchant, Ridpath, Sask., has sold to J. M. Phillips.

F. C. Brooks, general merchant, Sturgis, Sask., has sold to E. N. Anderson.

I. Warnick, general merchant, Canota, Sask., is removing to Quill Lake.

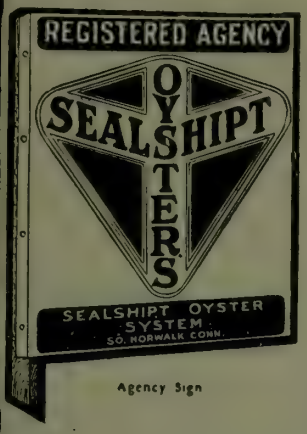
Wm. Young, general merchant, Rossburn, Man., is succeeded by John Hook.

A. F. Colwell, general merchant, Kindersley, Sask., has sold to J. M. Toombe.

S. Parks & Son, general merchants, Garland, Man., are succeeded by A. Bay.

Davis, Hanna & Co. have opened a general store at Fertile Valley, Sask.

We Help You Sell Sealshipt Oysters



Agency Sign

The outfit illustrated on this page is sent to each new **SEALSHIPT AGENT** along with his Sealshipticase—which means WE HELP YOU FROM THE START—and more signs, booklets and other selling aids are sent you continuously during the season, which means WE HELP YOU ALL THE TIME.



Door Transfer Sign.

There's Money in Selling SEALSHIPT OYSTERS

Our plan guarantees 25% profit—no **SEALSHIPT AGENT** can cut prices. Our advertising makes lots of sales at this protected profit. It will pay you to write for our catalogue, terms and particulars, so we can show you how you can make **BIG MONEY** selling **SEALSHIPT OYSTERS** to pleased customers. People will go from the stores that sell no oysters, or only ordinary oysters, to trade at the store selling **SEALSHIPT OYSTERS.** Get **SEALSHIPT OYSTERS** and secure this trade. Don't wait for "the season," but write us at once.

Sealshipt Oyster System



Blue and White Muslin Sign.

South Norwalk, Conn.



THE SEALSHIPTICASE

This illustrates the Sealshipticase in which you store and display Sealshipt Oysters.

It is the handsomest, most attractive silent salesman ever devised.

The cleanly white and blue porcelain finish attracts all women customers by reason of its hygienic appearance.

This is the fixture which is illustrated in all Sealshipt advertising — customers look for this as well as the Agency Sign to identify genuine Sealshipt Agents.

We are ready to tell you all about it. **Write for catalogue giving full information.**

High Prices are Being Paid the Tobacco Growers

Chatham, Ont., Sept. 22.—Record breaking prices are being paid throughout the western Ontario peninsula for the 1910 tobacco crop. Whatever shortage the farmers may have suffered from the hailstorms earlier in the season is being made up by the exceptionally high price per pound for which they are now disposing of the product.

Representatives of one tobacco firm opened their campaign at Leamington by offering 16 cents. Other companies followed by paying 16¼ and 17 cents. Though the first named price is a remarkable one for the average run of Canadian tobacco, the price for some exceptionally good samples of the weed has gone as high as 20c., while a few isolated growers are reported to be holding out for 25 cents.

A Leamington expert estimates the crop of the entire western peninsula at between 7,000,000 and 8,000,000 pounds. His company expects to purchase over $1,000,000 worth.

Throughout the entire tobacco growing section the crop is reported to be of exceptional quality, which to some extent accounts for the high prices paid. The outlook for the coming year is an excellent one, according to tobacco buyers, and there is little doubt that a much increased acreage will be sown as the result of this year's high prices.

The new tobacco curing process is being tried out in quite a few places and is working well. The tobacco is hung in drying houses and subjected to a heat of 200 degrees. In about 60 hours the tobacco is cured out to a bright golden color, suitable for cigarettes and a high grade of cigars.

Are the Profits of the Retailer on the Decline?

Editor Canadian Grocer.—From my experience, the retail grocer is paying more every year for his goods, but his profits have been standing still instead of keeping pace with the prices he is paying out. About seven years ago I was making more money than I am today. That is, my profits were larger, and any grocer in the business then will bear me out in that statement. Butter, eggs, cheese and bacon, consider these alone, and you will find that in each case there has been a decline in the grocer's profit. I could easily give the figures, but every grocer knows them as well as I do. Less than ten years ago I had a turn over of $20,000. To-day it has increased to $40,000, but my profits show but very little gain. I often wonder if other grocers stop to think about this question. I know they must be aware of the circumstances, for I am sure of my figures, and I feel confident that the general trade must be up against the cool facts as I have been.

Not only are the staple goods higher, but changes in the price of other goods have cut down the profit the grocer used to get. It is not long ago since matches for instance were advanced. And there are other goods that the same might be said of. In the majority of cases the advance gives the manufacturer more profit but the grocer cannot increase his price to the consumer.

I have often wondered how long the grocers are going to endure condition of this kind, how long it will be before they will wake up to their possibilities and demand from the manufacturer a square deal.

ORGANIZATION.

Ottawa, Sept. 14, 1910.

SUIT AGAINST WHOLESALERS.

Association to Stand Trial Under the Sherman Anti-Trust Law.

In the complex relations between the different factors of the grocery business, manufacturer, jobber and retailer, says the New York Journal of Commerce, the trade organizations have played an unusually important part. Their influence has been so great that during the agitation over the high prices of food products the U. S. Government grasped largely at the suggestion that these organizations might be partly responsible. The suit under the Sherman Anti-Trust law against the organized jobbers bearing the name of the Southern Wholesale Grocers' Association was the outcome. Evidence in this case will be taken within a short time. There have been rumors to the effect that similar cases against other grocery associations might follow, but no official announcement has been made, and the opinion is that the Government will first justify its charges against the Southern organization.

GRAPES AN AVERAGE CROP.

A large fruit grower in the Niagara peninsula writes The Canadian Grocer as follows: "In regard to the fruit crop in the Niagara peninsula, pears were a heavy crop. Peaches were a moderate crop and paid the growers well; plums a moderate crop and they also paid, the growers well. Grapes promise to be an average crop at least."

TRADE NOTES.

C. P. Wright, formerly of Aylmer, Que., has opened a large departmental store on Rideau Street, Ottawa.

The grocery business of Copas & Emerson, Calgary, Alta., has been sold to the Howson, McEwen Co.

R. A. Lawson, grocer, Bracebridge, Ont., has begun operations on a new flour and feed store.

D. Ferguson has opened a grocery store on London St., Windsor, Ont. The business will be conducted on a cash basis. Mr. Ferguson came to Canada from Scotland about two and a half years ago.

Chute & Wilson will open a grocery stock in a new store in the Dake Block Talbot Street East, St. Thomas, Ont., in the near future.

Tell Your Customers That:

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

McDOUGALL

Insist upon having them

D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



50% PROFIT FOR YOU IN SELLING "WONDER-SHINE"

"WONDER-SHINE" is the really wonderful silver cleaner that removes all tarnish without rubbing.

Your customers are being told all about **"WONDER-SHINE"** by our $10,000 advertising campaign. We say "Buy it from your grocer." While silver polish is not usually sold through the grocery trade, results have proved that the grocery is the logical place in which to buy it. As we don't employ travelling salesmen, you must

WRITE US FOR SAMPLES AND PRICES

Do not delay. Every day's delay means that sales you ought to have are going to your competitors. Write us to-day—a postal will do.

The Household Convenience Co., Ltd.

14 King Street East, Toronto

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

ARTICLES FOR SALE.

FOR SALE—GROCERY STORE FIXTURES.—Owner retiring from business. Any reasonable offer will be entertained. 1 safe, 36 in. high, 25 in. wide; 1 Dayton computing scale; 1 tea scale; 1 platform scale; 10 decorated tea tins, capacity 75 lbs. each, $2 each; 1 show case, 6 ft. long; 1 cash register, wooden frame, in first-class order, $25. All of the above articles are in first-class order. Kindly write J. R. BROWN, Owen Sound.

ARTICLES WANTED.

WANTED—A Eureka Refrigerator, suitable for butcher business. Give size, style and price. Address Box 362, CANADIAN GROCER, Toronto. (38p)

BUSINESS CHANCES.

FOR SALE—Grocery, crockery and provision business. Established since 1864. Annual turnover about $30,000. Splendid connection; large farming district. Must be sold at once. Good reasons for selling. Apply JAS. R. LOCKHART, Pembroke, Ont.

FOR SALE—The best general business in best agricultural and manufacturing village west of Toronto. With exceptionally clean, full stock. Turnover $25,000, stock $10,000, few fixtures. Long lease, low rent, spacious store, ample storage. Box 361, CANADIAN GROCER, Toronto. (38p)

FOR RENT—A large three-story brick building, cellar under all, suitable for any business. In the centre of the business part of the town. Has been dry goods for twenty-five years. Apply G. O. WERRETT, Simcoe, Ont. (38p)

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

MISCELLANEOUS.

A book-keeping staff in itself—doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge Street, Toronto.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUSINESS MEN, professional men, merchants and church workers, find innumerable uses for Fulton Sign and Price Markers. The Fulton Rubber Type Company of Elizabeth, N. J., are makers of Ink Pads, Daters and Business Outfits of high quality. Sold by all stationers. A. R. MacDougall & Co., Toronto, Canadian Agents.

MISCELLANEOUS.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

EVERY Retail Merchant should write for a copy of our finely illustrated catalogue of rebuilt typewriters. It shows the best typewriter bargains ever offered in Canada. Moreover, it contains facts on retail advertising intensely interesting to retail merchants. It is free. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto, also Montreal, Hamilton, London, Ottawa.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave, Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25½
¼-lb. tins	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½ lb.	10 50
¼-dozen	5-lb.	19 50



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Percase
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per doz.
Royal—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 60
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

	Per doz		Per doz
Aylmer Jams		Peach	1 80
Strawberry	1 90	Pear	1 70
Raspberry	1 90	Jellies	
Black currant	1 80	Red currant	2 40
Red currant	1 80	Black currant	2 40
Raspberry & red currant	1 80	Crabapple	1 70
Raspberry and gooseberry	1 80	Plum	1 70
Damson plum, stoneless	1 70	Grape	1 70
Greengage plum, stoneless	1 70	Marmalade	
Gooseberry	1 80	Scotch	1 40
		Orange Jelly	1 75
		Green Fig	2 25
		Lemon	1 80
		Pineapple	2 25
		Ginger	2 25

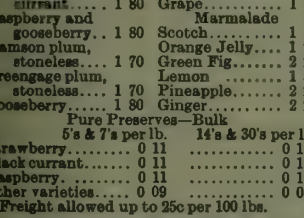
Pure Preserves—Bulk

	5's & 7's per lb.	14's & 30's per lb.
Strawberry	0 11	0 10½
Black currant	0 11	0 10½
Raspberry	0 11	0 10½
Other varieties	0 09	0 08½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.80

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00



Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ¼-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations or Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb.	$)
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 24
" ½'s " " "	0 25
" 8's " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

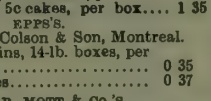
Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c. size	90 per dr.
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes	0 28
1 lb. packages, assorted, in 5 lb. boxes	0 29
½ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Palls.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	.. .	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 16
Shredded	0 15
In packages 5-oz., 8 oz., 1-lb.	0 15

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp proof bags and tins

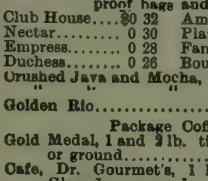
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " "		ground	0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 26c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 8 tumblers, $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz.. $ 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 20



	W.S.P.	Ret. P.
Ground or bean, 1s	0 32	0 50
" 1s	0 33	0 50
" 1s	0 29	0 40
" 1s	0 30	0 40
" 1s	0 22	0 30
" 1s	0 23	0 30
" 1s	0	0

Packed in 30s and 50-lb. case Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	1 35
" " 10c cakes, 36 in box "	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0 25
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montrea $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 0¢
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors),	doz.	1	00
2 "	"	1	75
2½ "	"	2	00
4 "	"	3	00
5 "	"	3	75
8 "	"	5	50
16 "	"	10	00
32 "	"	18	00

Discounts on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $140. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 8 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 do

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

---

2 IN 1
Shoe Polish

The Polish OF Preference

It pays to handle a quick-selling line like "2 in 1" Shoe Polish—a line that's always in demand and that always gives satisfaction.

"2 in 1" is positively waterproof, preserves and softens the leather, does not clog or stain the clothes, and is free from acid or turpentine.

Get a generous supply and display it well.



The F. F. DALLEY CO.
LIMITED
Hamilton, Can., and Buffalo, N.Y.

BRANDS

"BANNER" & "PRINCESS"
CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream
(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE, ONT.

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.
Price $3.50, Postpaid.

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MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

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ANDREW WATSON
91 YOUVILLE SQUARE, MOTRNEAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg



Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8 oz., $4.50; 36 1-lb.- $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

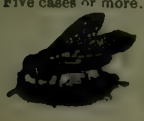
The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$3 50
Five cases or more	4 95

Fly Pads.



WILSON'S FLY PADS

In boxes of 50, 10c.; packets, $3 per box; or three boxes for $2.80; 5 boxes $2.75.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD BRAND COMPOUND.

Tierces	$0 13½
½-bbls.	0 13¾
Tubs, 60 lbs.	0 13¾
20-lb. Pails.	2 80
20-lb. tins	2 70
Cases 3-lb.	0 14¼
" 5-lb.	0 13¾
" 10-lb.	0 14¼



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 13
Tubs	0 13¼
20-lb. pails.	0 13¼
20-lb. tins	0 13
10-lb. "	0 13¾
5-lb. "	0 14
3-lb. "	0 14
1-lb. cartons	14½

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 5-lb. cans	7 50

'Purity" licorice, 10 sticks	1 45
" 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

SHIRRIFF BRAND

"Imperial Scotch" —	
1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ¼-lb. tins	per doz.	0 85
" ½-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 5 75
" pts. 24's	6 50
" ½-pts. 24's	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box, $3.00
Case of ½-lb. containing 120 pkgs. per box, $3.00
Case of 1-lb and ½-lb. containing 30 1-lb. and 60 ½-lb. pkgs. per box $3.00

Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND

	Per case
No. 1, cases 60 1 lb packages	$2 60
No. 2, " 120 ½ lb. "	2 60
No. 3, " {30 1-lb. " / 60 ½ lb. "	3 60
No. 3 Magic soda—cases 100—10-oz. pkgs	
2 cases	4 85
1 case	2 45

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious! — *The Choicest of the Choice.*

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. — **Montreal**

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 06½
Barrels, 200 lb	0 06
Kegs, 100 lb	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb	0 07½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

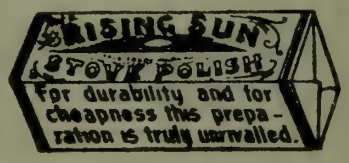
Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03½ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼-barrels, 175 lbs	0 03¾ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 75
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)



Teas

THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 35	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80

GEO. E. BRISTOL & CO., Hamilton, Ont.



EMPIRE PACKAGE TEA

Cases 30 and 50 lbs. each—Black, Mixed, and Green Ceylon.

25c	1s, 20c.; ½s, 21c.
30c	1s and ½s, 23c.
40c	1s and ½s, 28c.
50c	1s and ½s, 35c.
75c	1s and ½s, Vulcan, 50c.

100 lb. lots freight paid.



Brown Label, 1's and ½'s	0 28	0 40
Orange Label, 1's and ½'s	0 28	0 40
Green Label, 1's and ½'s	0 20	0 25

Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 25	0 50
Red Label, ½'s	0 40	0 60

LAPOBTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 26
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 07	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters			
Gold Tins, 5's	35c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	35c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1.00 lb.	
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.	



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, 1s	0 .0	1 00
" " ½s	0 55	0 80
" " ¼s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ¼s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, bris., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

CASH OR PARCEL CARRIERS
SAVE TIME & MONEY



OUR GUARANTEE

We will install a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY
99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

ACCOUNTANTS

Jenkins & Hardy — Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto; 52 Canada Life Building, Montreal

The West Indies

If you have anything to ship to the West Indies we will handle it promptly and get you the top price.

If you are a manufacturer and wish to place your goods on the West Indian markets our travellers will do it for you.

If you want information of any kind about the West Indies do not hesitate to write us for it.

T. Geddes Grant
Port of Spain - Trinidad

Pure Reliable



Have no hesitation
In stocking and recommending
"COW BRAND"
BAKING SODA
It is noted for its strength, purity and reliability, and is a marked favorite with the cook.
See to your stocks. Order from your jobber.
CHURCH and DWIGHT
Manufacturers LIMITED
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

SALT

ANY ASSORTMENT

TABLE DAIRY
Coarse and Fine

ROCK
(Crushed and Lump)

QUALITIES THE BEST

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

WETHEY'S
Condensed
Mince Meat

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The Grocer's Circulation in the West Keeps Pace with the Growth of the Country. : : : : : : : : : :

M. Moyer, who has just completed a thorough canvass of the Western Provinces for The Grocer, writes as follows:

"We can congratulate ourselves on the fact that we seldom lose a subscriber unless he goes out of business.

"As you will see from my reports, I have secured a subscription from nearly every good merchant who was not previously reading The Grocer."

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, SEPTEMBER 30, 1910 NO 39

A WORLD-WIDE WINNER



KEEN'S OXFORD BLUE

"KEEN'S" is a household word in every civilized country, and there's a regular demand for it that is unequalled by any other blue.

See to Your Stocks.

For Sale by all the Canadian Jobbing Trade.

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada

BENSON'S "Prepared" Corn **STARCH** and **EDWARDSBURG** "Silver Gloss" **STARCH**

THE LEADING LAUNDRY and COOKING STARCHES in Canada.
Pure and easy to handle. Always in demand.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

A PURE HARD SOAP

A Soap Your Trade Requires



Every Month
Every Week
Every Day

Makes Child's Play of Wash Day

St. Croix Soap Mfg. Co.
Factory at
St. Stephen, N.B.

BRANCHES
Montreal, Toronto.
Winnipeg, Vancouver,
West Indies.

A Handy Can of Soap Powder



A Large Package for 5 Cents

"Calice" Soap

There is no Rosin in it.



Antiseptic, sanitary, clean—all this because "Calice" Soap is made from oil as pure as a drop of distilled dew. Positively fine for complexion and for every purpose; even to the cleansing of the most delicate lingerie it is unsurpassed. Years of experience back of every cake. The soap of common sense—"Calice" Soap.

Bramwell's Epsom Salts

Made by E. Bramwell & Sons, in St. Helen's, England — purified, refined, sifted and containing no moisture whatsoever. As different from the ordinary "Epsom Salts" of commerce as black is from white.

Free from foreign matter——Dry as a Bone.

Open the package at bottom or top and you'll find equal dryness. Epsom Salts that are unique in the invincible strength of their absolute freedom from foreign matter of any sort or substance. Made only for the most particular class of trade—*your* particular class of trade.

As a rule, wholesalers are *always* stocked with the articles we represent (as agents) because they are standard goods. Here and there a retailer may find that his dealer (for some plausible reason of his own) can't (or won't) supply him. We want to get in touch with wholesalers of this class because we believe the "proof of the pudding is in the eating" and we solicit the opportunity of "proving."

So then (if you are a retailer) and can't get supplied, drop us a post card, giving your wholesaler's name. A mutual interest will unquestionably be extremely well served thereby.

ARTHUR P. TIPPET & CO., Agents

Montreal *Toronto*



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

TRY A CONDENSED AD. IN THE CANADIAN GROCER.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Headquarters for "CURRANTS"

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents

Established 1885

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

When writing advertisers kindly mention having seen the advertisement in this paper.

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

ON SPOT

Fresh Cracked Bordeaux Whole, Halves and Broken Shelled Walnuts

Lind Brokerage Company

73 Front St. E., Toronto

Agency required for Canned Goods, Etc.

The HARRY HORNE CO.

Grocery Brokers and Manufacturers' Agents.

309-311 King St. West, - - Toronto

Good warehouse and distributing facilities.

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

United Kingdom and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DO YOU WANT REPRESENTATION IN

WINNIPEG

Where Business is Booming?

BAWLF, DAVEY & CO.

Wholesale Grocery Brokers.

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to the Retai Track connection with all Railroads.

J. F. Eby,
President.

Hugh Blain,
Vice-Pres.

WE HAVE IN STORE—

New Valencia Raisins

"Anchor" brand fancy selected.

New Eleme Figs

"Camel" brand 10-lb. boxes.

Send us your orders for immediate shipment

We have an interesting proposition on

Pork and Beans

1s and 3s in Chili Sauce

A money-maker for you is our line of

Talcum Powder

in 10c. and 25c. Shaker top tins

Drop a card, or see our travellers for particulars.

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

Your Tea Trade Demands Special Care

High-class Tea taste is hard to please. You cannot take any chances on uncertain Brands.

Stock our

"Ram Lal's Pure Tea"

and you can meet the highest demands of your customers.

SEND TO US FOR SAMPLES AND PARTICULARS.

The Ram Lal's Pure Tea Co., Ltd., Montreal, Canada

WE WANT YOU TO KNOW THAT

ST. LAWRENCE GRANULATED SUGAR

When sold in bags is now packed only in

TWO SEPARATE BAGS

the sugar being contained in a FINE COTTON BAG, which is again protected by an extra heavy outside Jute Bag. The outside bag can be taken off separately. Both bags can be used or disposed of as

TWO SEPARATE BAGS

The St. Lawrence Sugar Refining Co'y, Limited

MONTREAL

You make better profits on the better grade peas



INSTEAD of selling imported French Peas to supply the demand for better grade peas, sell our Extra Fine Sifted (Petits Pois) Sweet Wrinkle Extra Sifted and Early June Sifted.

Not from sentimental or patriotic reasons, but because they will yield you a better profit, give your customers much greater satisfaction and help to increase the demand for the more profitable higher grade peas.

That vivid green color which makes some lines of imported French Peas look so pretty is produced by Sulphate of Copper—a chemical that is not only very injurious to health, but which kills the true flavor of the peas.

We never use sulphate of copper or any other coloring chemicals in our canned peas.

Extra Fine Sifted (Petit Pois), Sweet Wrinkle Extra Sifted and Early June Sifted are thoroughly sterilized, the very pick of the pack, fine, tender, and of exquisite flavor.

You can materially increase your profits and your reputation by pushing these lines. Try it.

Dominion Canners, Limited
Hamilton, - - Canada

New Fall Arrivals

Goods Well Bought are more than Half Sold

We have the following Fall Shipments arriving in Toronto this week:—

1 Car Midland Vinegar
1 Car Clarnico Jam, etc.
600 Cases Belgian Peas
1 Car Crossed Fish Sardines
300 Cases Cherries in Maraschino

2 Cars Shelled Bordeaux Walnuts
100 Cases Finest Jordan Almonds
300 Cases French Vegetables

Other New Shipments arriving consist of:—

Stem Ginger
Blanched Almonds
German Asparagus

Dry Ginger
Blanched Cashews
Belgian Carrots

Gum Quats
Shelled Pecans
French Spinach

We buy right and we sell right, otherwise our Fall Business for 1910 would not be more than double that of 1909.

Write us now for quotations

W. G. Patrick & Co.

DIRECT IMPORTERS

BRANCH
454 St. Paul Street
MONTREAL, QUE.

HEAD OFFICES
77 York Street
TORONTO, ONT.

PERRIN'S BISCUITS

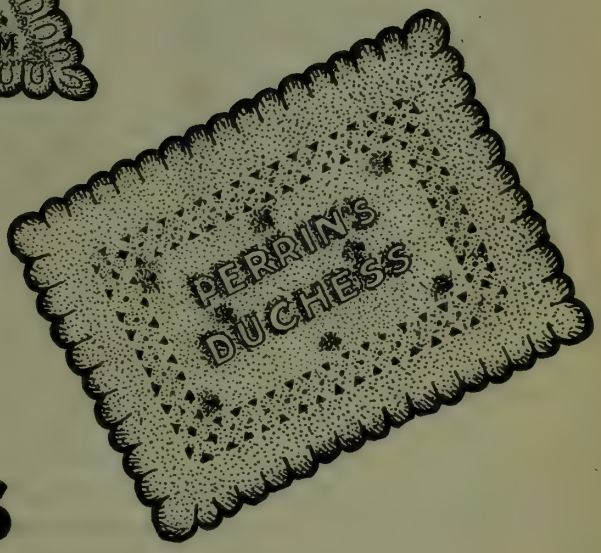
THREE



SELLERS



AND ALL TRADE KEEPERS





Do you want increased business in Baked Beans?

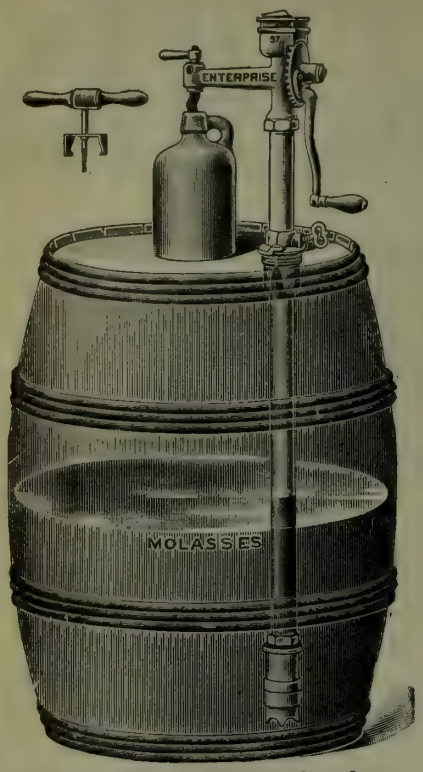
If so, write us for prices and information regarding

Balaklava Brand Baked Beans

Satisfied customers are our biggest asset.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.



Extended tube can be furnished connecting Pump in store to barrel in cellar

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE"
Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents—you're never "out of molasses" And the pump is positively accurate—"Enterprise" make—4 revolutions of the crank and you have a pint—no more—no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York — 544 Van Ness Avenue, San Francisco



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatoes.

Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

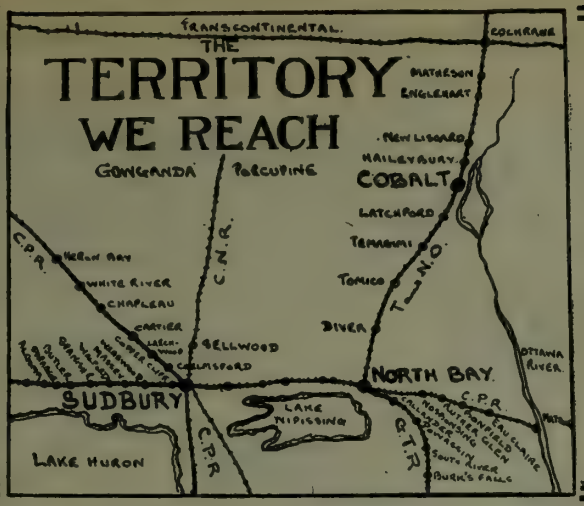
Wax Ame Patent

Grocers

of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our Customers are doing so;

Why not you?

The Young Company

LIMITED

North Bay and Sudbury

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

It's the distinctive flavor and tang that have created the steady and insistent demand alike in mansion and cottage for

PREPARED MUSTARD

Sterling BRAND

RELISHES

They have installed themselves as prime public favourites and you have our guarantee o purity back of your recommendation to your customers.

Keep a liberal supply of "Sterling" Goods—the "quality" brand.

The T. A. Lytle Co.,

LIMITED

Sterling Road, TORONTO

"Kootenay" Brand

You run no risk

when you are handling goods of known and proven quality. The flavor of the celebrated Kootenay Fruits is widely known and appreciated, and it is solely the choicest of these fruits and the purest cane sugar which are used in the manufacture of

Jams and Jellies

in Bottles and Tins

A most complete, up-to-date and sanitary plant deals with the fruits, which are dealt with in such a manner as to remain whole after boiling.

Write us for details and prices.

Feature our 5-lb. tins. They are good sellers.

Donnelly, Watson & Brown, Limited

AGENTS

CALGARY and VANCOUVER

Sell Poulton & Noel's

Rolled Ox Tongues,
Potted Meats, Galantines,
etc.,
IN GLASS AND TINS.



NOTED FOR

their quality and attractive packing

Canadian Selling Agents:

ROSE & LAFLAMME, Limited

Montreal - - Toronto

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



The Original

When You Sell Borden's Brands—

You know, when you sell a customer Eagle Brand Condensed Milk or Peerless Evaporated Cream, that you have sold the best the world produces. Merchants all through Canada find it profitable to specialize on these brands, and besides, they get a lot of satisfaction out of it as well.

HAS BEEN BEST FOR OVER 50 YEARS.



Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary.



FACTS ABOUT ADVERTISING



By The Advertising Manager

V.

The ——— Co. made investigation and found that nearly all the good merchants in every section of Canada were readers of The Canadian Grocer.

* * *

They subscribed themselves, and, after reading this paper for a few weeks, concluded that the merchant who didn't consider it good business to pay $2 a year for the information and pointers to be got from The Grocer, wasn't worth trying to influence through advertising, anyway.

* * *

They figured out the cost and found that by using a half-page space 52 times a year they could reach 10 good buyers for every cent the advertising cost them.

* * *

"Why," said the manager of this firm, "we can deliver a real strong selling talk to 7,000 of the best dealers in the country at a cost of about $8 a week!

* * *

"To send a letter to each one of them would mean an expense of nearly $140 for stamps alone, not to speak of the cost of writing or printing the letters, cost of stationery, labor, etc.

* * *

"At that rate the expense would be about $7,280 for the stamps alone on a letter to this list every week in the year.

* * *

"That is, if we had the list.

"We can get a list of 7,000 merchants easily enough, but not the sort of list The Canadian Grocer has.

* * *

"The Grocer has selected, as an audience for our advertising, the 7,000 best and most progressive merchants in Canada. It has furnished the most productive kind of ground for our arguments to fall on.

* * *

"It gives us a mailing list that each reader of the paper invests $2 a year to get on—because it pays him to be there."

* * *

The ——— Co. decided to place an order with us for a half-page regularly.

* * *

"It's pretty reasonable advertising," said the manager, "when you consider that *it costs us only* $8 *per week, or a charge against each one of our* 10 *travelers' expenses of* 80 *cents weekly.*

* * *

"It is a good investment, because I believe that it will materially increase the efficiency of every traveler on our staff."

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By
GORMAN ECKERT & CO., Limited
London & Winnipeg

Have You Ordered Any "Snowflake" Powdered Ammonia?

This is the giant 5-cent package now being so vigorously advertised to your customers. It is the

Only 5-cent Package

of Powdered Ammonia on the market. It does save soap; it does clean things; all substitutes cost more; so your customers will have it. Why allow them to go to your competitor for their Snowflake? Send in your order now.

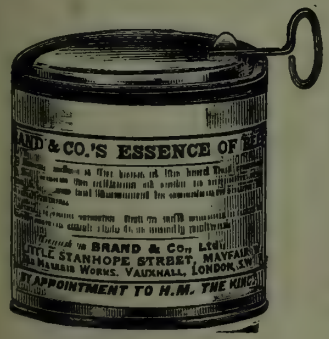
Your Profit is Good.

S. F. Lawrason & Co.

London, - Ontario

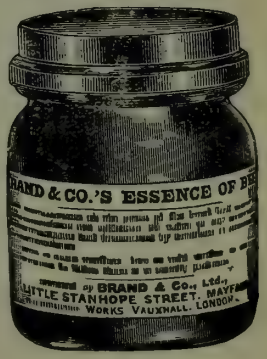


NOT "JUST THE SAME"



There's nothing similar to the meat extracts with which you are familiar, about

BRAND'S ESSENCE OF BEEF



Brand's Essence is specially recommended by leading physicians the world over for invalids, and although immense quantities are sold by druggists, a much larger amount is handled through grocery stores. There is a very good margin of profit for the dealer, and every assistance will be given and no expense spared by the manufacturer to help you to dispose of Brand's Specialties.

READ WHAT ONE DELIGHTED DEALER SAYS:

Peterboro, 9th July, 1910.

Thos. O. Baxter

Dear Sir,—Would you please send us by Express, one dozen Brand's Essence of Beef in tin, same as we had before. There is a growing demand for it. Two new customers are waiting for this lot to arrive. The case of one man with the worst type of Anaemia has been a great advertiser. It has been a great thing for him, and all his friends are talking about it, so it has a good start now. You will find enclosed Express Order in payment of last lot. Your kind attention will oblige.

Yours truly,
A LEADING GROCER. *(Name on request)*

T. O. BAXTER, 25 Front Street East, TORONTO or **H. HUBBARD, 27 Common Street, MONTREAL**

BRAND & CO. Purveyors to H.M. the King **London, Eng.**



Cut of 100 Book Size, without hood, showing alphabetical arrangement of books.

What Would It be Worth to You——

To be insured against loss through forgotten charges?

To be protected against dead-beats? To have your accounts posted up-to-the-minute at all times so that you can settle with customers at any time without any delay and yet be sure you have made no mistake?



Cut of 100 Book Size, when not in use, showing hood locked to cabinet.

To do all your bookkeeping with one writing and do it correctly and in a way that will please your customers?

To have your accounts protected against fire and without lugging them home with you at night or being put to the expense of buying a safe and then the extra trouble of carting them to and from the safe?

The Keith System will do all these things for you, and the cost is a small matter compared with what it will save for you from day to day.

WRITE FOR CATALOG "G"

THE SIMPLE ACCOUNT SALESBOOK COMPANY

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

1926 Depot St., Fremont, Ohio, —and— Hartford, Conn., U.S.A.

"Ontario" Lantern Footwarmer!

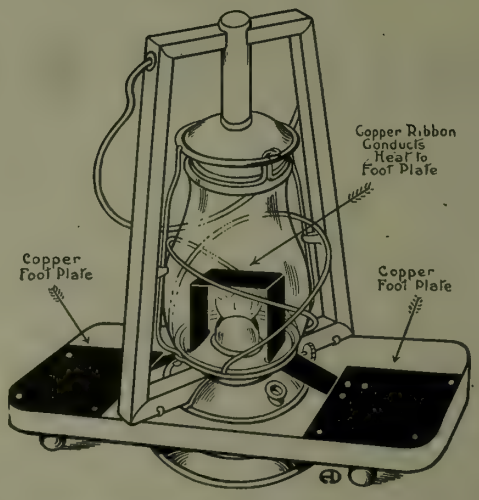
No More Cold Feet

The

Entire Body Kept Warm

Also

A Light Whenever Needed



Indispensable

To

Farmers, Doctors and Travellers

No

Danger to Lap Robes

A Novelty! Useful!! and A Seller!!!

Have YOU seen one? For sale by all Jobbers.

Manufactured by

Ontario Lantern & Lamp Co., Ltd., Hamilton, Ont.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal; W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Perfection Cheese Cutter Made in Canada



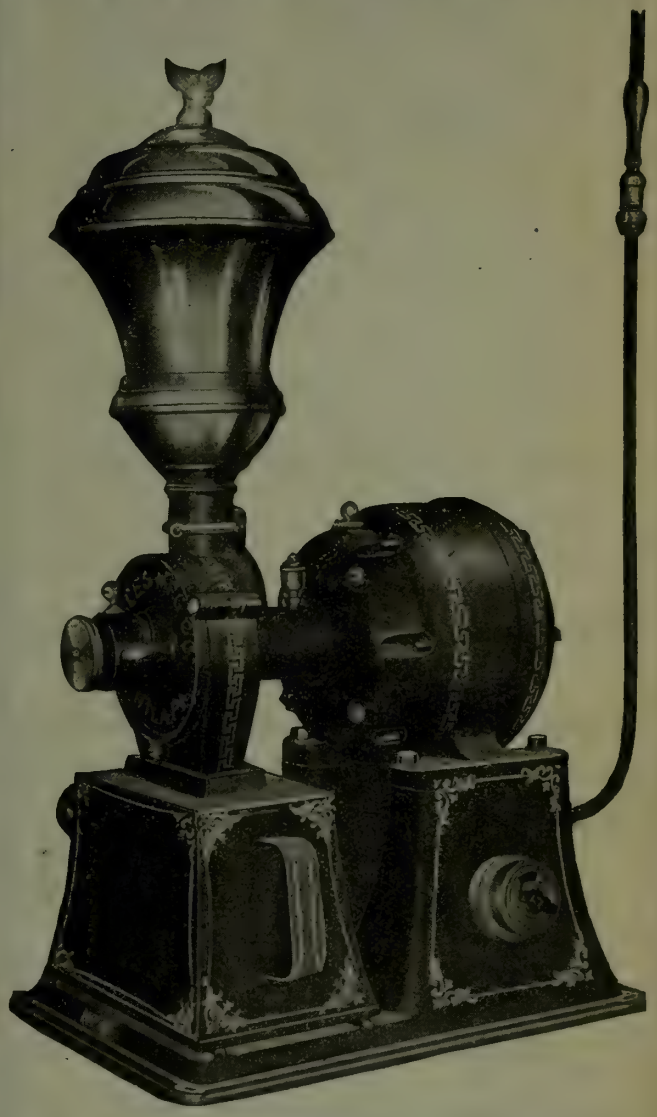
Every Slice is a Fresh, Even Cut.
Accurate in Weight. Pleasing to the Eye.

It pays to buy a Perfection Cutter.
It is built to last; made substantial and strong.
It prevents overcuts, scraps and waste.
It saves its cost in time, labor and money in less than twelve months.

Patented and Manufactured by

The American Computing Co. of Canada
Hamilton, - Ontario
SOLD BY THE WHOLESALE GROCERS.

The Ideal Mill for the Grocer



In compactness, neatness and stability, no less than in attractiveness, finish and beauty of design

Coles' Electric Coffee Mill

has no peer at any price.

It will granulate 2 lbs. of coffee per minute, and is connected direct up to your lamp socket, saving cost of wiring. The price cannot fail to attract you.

$65 for D.C. current ($75 for A.C. current), and we guarantee each machine perfect. Write for details.

COLES MANUFACTURING CO.
1625 North Twenty-third St., Philadelphia

AGENTS:
Chase & Sanborn, Montreal
Todhunter, Mitchell & Co., Toronto and Winnipeg
Young Bros., Vancouver, B.C. Wm. Braid & Co., Vancouver, B.C.
L. T. Mewburne & Co., Calgary, Alta.

When she asks for salt, she means, of course,

WINDSOR SALT

She never thinks of using any other kind, for the very good reason that she knows no other kind is as good as "Windsor" Salt for table or dairy.

Are you prepared to supply her?

The Canadian Salt Co., Limited

WINDSOR, ONTARIO

Don't hesitate

to stock and recommend

PURNELL'S

Sauces, Pickles and Pure

Malt Vinegar





They are the most steady and profitable sellers of any imported lines, and are noted for their general quality and absolute purity.

See to your stocks ! This is a line of satisfaction-givers that leaves the grocer a "well-worth-while" profit.

Sold by all Canadian Jobbers

Canadian Agents:
Charlottetown, P.E.I., Horace Haszard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. D. Bonhomme, 131 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E., Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., Corner Cordova and Homer Sts.

When taking the weekly grocery order mention

SNAP

THE MAGIC HAND CLEANER

to the housewife. Once purchased, you can be sure of repeat orders, because there is nothing known equal to SNAP for chasing dirt, grease, tar or paint from soiled hands.

It is antiseptic and beneficial to the skin.

See to your stocks to-day and recommend SNAP.

SNAP CO. LIMITED



MONTREAL, QUE.

A Genuine Trade-Builder

Quality goods are those that attract and hold trade and

Wonderful Soap

will prove a profitable proposition to every grocer because it is unrivalled in quality and purity.

It is moreover attractively packed and made up, and proves a rapid and profitable seller.

We have a dealer helper-selling plan that cannot fail to interest you. Send for details of it to-day.

The Guelph Soap Co.

GUELPH - ONTARIO

Toronto Agents—MacGreegor Specialty Co.

The Package of Quality!

You can be sure of the flavor, goodness, quality and wholesomeness of every packet of GRAHAM WAFERS—if they come from Telfer Bros. They are golden-brown squares of nourishment, and always reach you in a fresh and appetising condition.

Feature this line. It pays!

Telfer Bros., Limited, Collingwood, Ont.
Branches: Toronto, Winnipeg, Hamilton, Fort William



BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND VEGETABLES and PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.
GLASGOW, SCOTLAND

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto. 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

"ASEPTO" SOAP POWDER

takes the place of soap on every occasion. Is most economical, and will positively destroy germs.

Better than the best on the market, and the packet is as large as the worst.

"Asepto" Sweetens Everything

and is everywhere having a wonderful sale. Avail yourself of this opportunity of reaping a handsome profit on this quick-selling line.

Order To-day from Your Jobber

MANUFACTURED BY

The Asepto Mfg. Co.
St. John, N.B.

Agents—ROSE & LAFLAMME, Limited
Montreal and Toronto

There's Genuine Pleasure

and liberal profit in selling

"WHITE LILY" BRAND MARSHMALLOW BISCUITS!

They are genuine satisfaction-givers because of their excellent flavor and the crisp and fresh condition in which they always reach the retailer. Put up in glass-front tin boxes and retail at 18c and 20c. Obtainable also in 20-lb. tins and in wood boxes. Other leading "White Lily" lines you can handle profitably are—CREAM SODAS, HAVELOCK LUNCH, JAMJAMS and PEOPLE'S FANCY MIXED.

Write for prices.

J. A. MARVEN, Limited - - Moncton, N.B.

Tartan BRAND

When calling us up tell Central to reverse check before getting connection, and ask for our new number

PHONE 3595

We have been compelled to install a switch and the use of this number places all our several trunk lines at your service.
All Long Distance Messages free to our customers.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED and GOLDEN YELLOWS

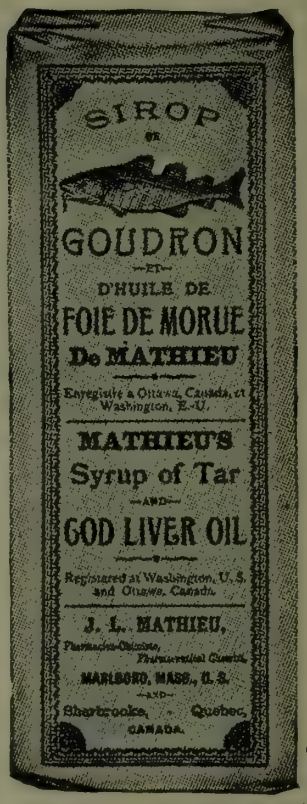
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



A COLD CURE EVERY Dealer Can Recommend

To be able to recommend an article because of its success in the past makes selling easy.

MATHIEU'S SYRUP of Tar and Cod Liver Oil

has been a wonderful success.
The testimonials received by the proprietors tell of marvellous cures.
Thousands of households are never without it.
Its sales have multiplied in every community where it is sold.
Dealers never find it a slow seller.
During the Fall and Winter seasons large sales are assured.
Keep a good supply on hand and when ordering order also

MATHIEU'S NERVINE POWDERS

which are necessary to reduce fever and remove pains in connection with colds.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:
Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.
L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

"Canada First" Evaporated Cream



is the finest known substitute for Fresh Cow's Milk. In every detail of its preparation the greatest care is given to prepare absolute cleanliness and purity, and each can is guaranteed pure and fully sterilised.

See to your stocks. Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario
Head Offices: Hamilton, Ontario

ADVANCE—OR RETIRE?

there's no standing still in business

It's lines like H. P. SAUCE that make for progress.

Good Value, Good Profit and Good Advertising—some of you are doing great things through H.P. Sauce. Now how about you?

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Limited, Calgary, Alta
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

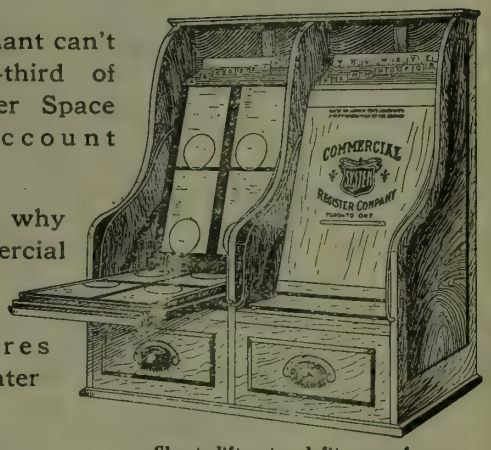
The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA

COUNTER SPACE, FIRE PROTECTION

The Merchant can't afford one-third of his Counter Space for his Account Register.

One reason why the Commercial is made compact—and requires little Counter Space.



Sheets lift out and fit any safe.

Fire Protection

Another reason for compactness. The sheets will fit any safe, an absolute necessity, as merchant must have fire protection for his accounts

Besides

It cuts out book-keeping, does your collecting, pleases your customers and pays for itself within a few months.

Send us a postal for Catalogue and full Information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

The West India Co., Ltd.

The Canadian house of

Sandbach, Parker & Co., Demerara, B.G. **Sandbach, Tinne & Co., Liverpool, Eng.**

and with agents and correspondents in all British West Indian Islands.

WEST INDIAN PRODUCE

of all descriptions.

WRITE US FOR PARTICULARS, PRICES, ETC.

305 St. Nicholas Building, - - - MONTREAL



THE COFFEE THAT HAS A REPUTATION TO BE PROUD OF

WON

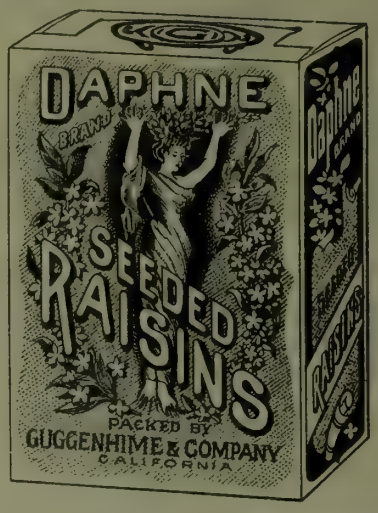
SIMPLY ON MERIT

EVERY GROCER WHO HANDLES IT KNOWS ITS WORTH

"Pansy" and "Daphne"

(FANCY) (CHOICE)

SEEDED RAISINS and EVAPORATED FRUITS



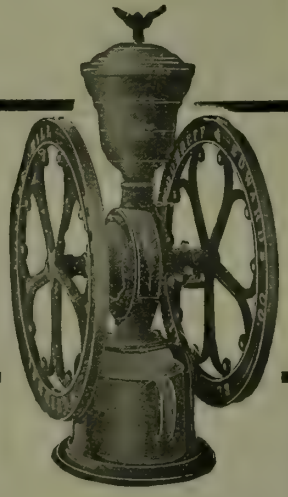
are put up in California, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.

California

The Finishing Touch

to the appearance of your store is given by the installation of an



ELGIN

National Coffee Mill

The attractive symmetry and finish of the "Elgin" compel attention and it is, moreover, the fastest grinding and easiest running mill on the market. The "Elgin" has steel grinders and can be adjusted while running. Made in 40 different styles, they sell at a very moderate price. Ask any of the following jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches.)

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

Something new and tasty!

Are you handling

SMOKED HERRING

IN BOUILLON?

the new line put up by the packers of "King Oscar" Sardines—Chr. Bjelland & Co., of Stavanger, Norway.

It forms a delicious dish of small herrings packed sardine style in spiced bouillon.

Leaves the retailer a handsome profit at 10c. per tin.

Ask your wholesaler.

J. W. Bickle & Greening,

(J. A. Henderson)

Canadian Agents, - Hamilton



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.

Redpath

is

Canada's Standard

for

Refined Sugar

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

O·K

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

1000 GUINEAS

Sells at 15 cents and 25 cents

BE WARY OF IMITATIONS

SAUCE

George Mason & Co., Limited

Sole Manufacturers - - - LONDON, ENG.

Sole Canadian Agents

S. T. NISHIMURA & CO.

MONTREAL

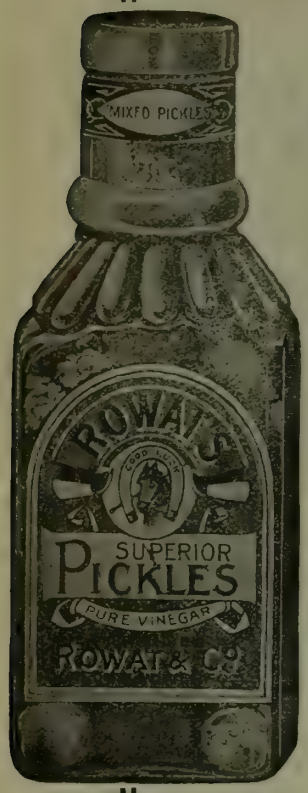
SUB-AGENTS:—
Toronto, Ont.—Geo. Stanway & Co
Hamilton, Ont.—James Somerville
Ottawa, Ont.—H. D. Marshall
London, Ont.—Wm. G. Coles & Co.
Quebec, Que.—A. Francois Turcotte
Kingston, Ont.—James Craig

JAPAN TEAS

The season is near to the close. Jobbers who have not yet placed orders for their requirements will be able to get best value from

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN



Your Customers Want Rowat's

Look over your stock and send in your order NOW for what you need of

ROWAT'S
Sauces and Pickles

The Connoisseur's Choice

Rowat & Co.
Glasgow, Scotland

Canadian Distributors: Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



Why are You Not at the Ball Game?



You can take an afternoon off

and not be worried about your accounts if you use

The McCaskey Gravity Account Register System First and Still the Best.

Sixty Thousand merchants in Canada, the United States and abroad say The McCaskey System saves time, labor, worry and money. **With One Writing** it does everything accomplished with from three to five writings in day books, journals, ledgers, etc.

We have a booklet called "System" that you should have. It is free for the asking.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Pads in all varieties.

99-104 Spadina Avenue - TORONTO, Can.



LOOK FOR THE BEAVER

M. D. & Co. "Beaver" Brand
Valencia Raisins

are of special fancy quality, and are sure to please particular customers of yours. You should have them in your store at all times.

"W. Abel" Brand
Valencia Raisins

are of standard quality, and also in keeping with the reputation of the house that packs them.

Packed by MAHIQUES, DOMENECH & CO., Denia, Spain

Canadian Agents:
ROSE & LAFLAMME, Ltd., Montreal and Toronto

Your biggest asset

THE drawing power of a well-lighted store is acknowledged, and by no method can your store be made so attractive as by lighting it with our

GASOLINE LIGHT

It is absolutely safe, better and cheaper than electricity or gas, and safer than coal oil and candles.

Special prices direct to merchants.

Get our circular.

MacLaren & Co., Merrickville, Ont.

AGENTS WANTED.



NATION'S CUSTARD POWDER

Noted for its Flavor and Purity.

Attractively Packed in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND CO TORONTO

McLean's COCOANUT

A necessity to every grocer.
Your customers want it.

The Canadian Cocoanut Co.
Sole Makers
MONTREAL



—BUY—

Star Brand

Cotton Clothes Lines

—AND—

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

Get a firmer grasp on your profits

Are you making money on your oil? Probably far less than you think. If you could ascertain exactly how little, you would be astonished. Remember that EVAPORATION alone may reduce gasolene and kerosene from 5 to 25 per cent. per month. Then reckon overflow, drip, spilling and over-measure on every quart you sell, and even an occasional leak. These little losses combined easily wipe out your few cents of profit. You cannot raise the price to your customers and you cannot reduce the price you are paying for the oil, so the only way left is to reduce the waste and the cost of handling it; it can be done with a

Bowser Self-Measuring Oil Tank

With a stroke of the pump handle you can discharge with absolute accuracy one gallon or any fraction thereof, directly into your customer's can, doing away with the sloppy funnels and measures. The tank is absolutely leak and evaporation-proof. Your increased profits will pay for our best outfit in a year.



Wouldn't you like to sell every gallon of oil with as little trouble, as clean hands and as sure profit as when you hand out a package of tea? The "Bowser" will do it. Over 500,000 outfits now in use. To insure better profits it will pay you to investigate what a "Bowser" will do for you. Acting **now** means money saved.

Write for Bulletin No. 5.

S. F. Bowser & Co., Ltd.
66-68 Fraser Avenue, : Toronto

A Great Selling Team

¶ Buyers must be moved through several steps to be brought to the buying point.

¶ They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

¶ Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.

Again we say—

TASTE THE TASTE OF

FROU-FROU

THE WORLD'S GREATEST WAFER

Canadian Distributors

MacGreegor Specialty Co.

TORONTO : : ONTARIO

THE LARGEST SAUCE FACTORY IN THE WORLD

Holbrook's
Worcestershire
Sauce

Punch
Sauce

Pure
Malt
Vinegar

Pure
Pickles



Local Agents

Quebec
J.R. Renaud & Co
Montreal
F. L. Benedict & Co.
Winnipeg
Richards & Brown
Regina
Campbell Bros. & Wilson
Calgary
Campbell, Wilson & Horn
Vancouver
Kelly, Douglas & Co.
Victoria
Wilson Bros.
Halifax
Bauld Bros.
St. John, N.B.
Barbour & Co.
Fredericton, N.B.
Randolph & Son
Charlottetown, P.E.I.
Carvell Bros.

HOLBROOKS LIMITED

Canadian-American Branch
40 Scott St., Toronto, Canada.

Manager
H. GILBERT NOBBS

THE CONDENSED ADS of This Paper are what you should use if you wish to secure a clerk, a traveler or a situation.



White Dove Cocoanut

For the discerning grocer there will be no other.

W. P. DOWNEY
MONTREAL

It's Your Fault, Mr. Storekeeper

if you continue to lose money on "bad debts." There's a safe way to accommodate your credit customers—a way that both pleases them and insures you.

Allison Coupon Books

systematize credit accounts, simplify collections, and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

PICKLING SPICES

This is the season during which it is most profitable for you to push Pickling Spices, and we strongly recommend you to feature

Prince of Wales Brand

The brand that always gives your customer, as well as yourself, entire satisfaction.

MINT
THYME
SAVORY
SAGE
MARJORAM

All herbs in ¼ lb. open face cartons.

Send us a trial order.

S. H. EWING & SONS
Montreal and Toronto



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

FOR SALE
STANDARD CEDAR SHINGLES

Extras	$2 20	Clear	$1.75
2nd Clear	1.40	Clear White	1.30

Extra No. 1..... 65c.
AND ALL LUMBER
A. C. Landry, Ste. Flavie Station, Que.

"We will never be buried with the unknown dead---we ADVERTISE. There's the whole thing in a nutshell ---we ADVERTISE; and, therefore, we CANNOT be unknown."



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

FEATHERS WANTED

Highest prices paid for feathers of all kinds. Must be clean and free from quills. Prompt remittance

WRITE TO

P. POULIN & CO.
39 Bonsecours Market, - Montreal
WE SELL FEATHERS TOO

When writing advertisers kindly mention having seen the advertisement in this paper.

GET THE HABIT

of stocking goods of known quality for which there is a regular and insistent demand.



Queen Quality Pickles

will meet every requirement of your best class trade, because they are real quality goods. Only the freshest and choicest vegetables and other ingredients are used, and QUEEN QUALITY give satisfaction, because of their purity and flavor.

Put up in 10-oz. and 20-oz. bottles.

Send to day for Discounts and Prices.

Taylor & Pringle Co., Limited

OWEN SOUND, ONT.

MASONS WORCESTERSHIRE SAUCE

A line you can handle with profit

Without a doubt the finest relish on the market, for use with fish, flesh or fowl, is

MASONS

WORCESTERSHIRE SAUCE

It retails at 10 cents a bottle, leaving a good margin for the dealer. Prepared from the choicest ingredients only, and bottled in our up-to-date sanitary factory—a model of cleanliness.

Send for samples and prices.

MASONS
LIMITED
25 Melinda Street
TORONTO

CREST BRAND OLIVES

When you are handling "Crest" Brand you are selling the real **quality** article, and can be sure that there are no culls or blighted fruit under our label.



Just the line to recommend to your particular customer. Your jobber can supply you; if he can't, write us direct.

Canada Spice and Grocery Co., Ltd.
London, Ont.

"KITCHENER" BRAND OF CANNED GOODS

At this time of year this subject should have your consideration.

WE ARE PACKERS of full lines of FRUITS and VEGETABLES, and guarantee the quality of all goods.

Write us before placing your order.

The Oshawa Canning Co., Limited

OSHAWA : : ONTARIO

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN *TOWNSVILLE, NORTH QUEENSLAND*

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY :

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply : C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

A QUICK SELLER AT A GOOD PROFIT

Women prefer using ***MINUTE TAPIOCA*** because of its obvious advantages as a summer dessert.

It requires no soaking—fifteen minutes' cooking produces a delicious tapioca pudding.

It is extra good value for the money—one package makes six full quarts of a pudding that is nourishing and delicious, and that presents an unusually smooth and dainty appearance on the table.



And ***MINUTE TAPIOCA*** is absolutely pure—put up in the world's largest and most sanitary tapioca factory.

Ask your jobber for MINUTE TAPIOCA

Minute Tapioca Co.

Orange, - Mass.

When Your Boy Delivers

a bag of Purity Salt he is delivering a line that will give unusual satisfaction to the customer.

PURITY SALT



is well named, because it consists exclusively of fine dry, even salt crystals, free from all foreign substances. It is "The Salt That Satisfies."

ASK YOUR JOBBER FOR PURITY SALT

The Western Salt Co., Limited

MOORETOWN, ONT

SHIRRIFF'S MINCE-MEAT

¶ Like all our products, Shirriff's Mincemeat is prepared from the best quality ingredients only, in a clean, up-to-date factory, and fully conforms to Pure Food standards.

A Line to Recommend !

Imperial Extract Company

8, 10, 12 Matilda Street, Toronto

Put up in 6, 12, 28 and 65-lb. Pails

Hudon, Hebert & Co., Limited

MONTREAL

ESTABLISHED A.D. 1839

Wholesale Grocers and Wine Merchants

SOLE AGENTS IN CANADA FOR

Alexander Cairns & Sons,	Paisley,	Jams, Jellies and Marmalades
Archambeaud Freres,	Bordeaux,	Jockey Club Cognacs, Diamant and White Ball Rums
A. Perodeau & Co.,	Cognac,	Sanator Medicinal Brandy
Boutelleau & Co.,	Barbezieux,	Cognac Brandies
H. J. Heinz Co.,	Pittsburg,	Food Products, "57 Varieties"
J. De Muller,	Tarragona,	**Mass Wines** and other Tarragona Wines
La Cie des Grandes Sources Minerales Francaises,	Vichy,	**Vichy-Genereuse**
Chartreuse Monks,	Tarragona,	**Genuine Green and Yellow Liqueurs**
Nuyens & Co.,	Bordeaux,	French Liqueurs and Cordials
Stavanger Preserving Co.,	Norway,	Sardines
Talbot Freres,	Bordeaux,	Macaroni, Vermicelli, Spaghetti, etc.; Olive Oils, Olives, French Green Peas, Mushrooms, etc., etc.
The Bon Ami Company,	New York,	**Bon Ami**
Violet Freres,	Thuir,	Byrrh Wine
Wright & Greig, Ltd.,	Glasgow,	Scotch Whiskies
Wynand Fockink,	Amsterdam,	Holland Gin

Energize Your Tea Trade

Don't waste good shelf-room stocking tea that moves slowly. Don't tie up good money in bulk tea. Make your dollars earn other dollars for you—and quickly. Sell

"SALADA"

the fastest moving and quickest selling tea on the market. The quality is right—the price is right the value is right. Last year over twenty million packages were sold to people who know quality and value—to people who make the right kind of customers—to people who once satisfied bring others.

Ask our salesmen or your jobber for prices and samples.

The "Salada" Tea Co., - Toronto and Montreal

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Practical Methods Used in Retail Grocery Stores

St. John Dealer Uses Newspaper Readers With Success—Care in Handling and Selling Coffee—Belleville Grocers in Court Charged with Keeping Open After Hours—Merchants Should Study Individual Customers Thinks Galt Dealer—Dried Fruits Placed in Cardboard Boxes

Use Readers with Success.

St. John, N.B., Sept. 30—A method of advertising that has been found successful by a local retail grocery firm is to put small reading notices in the daily papers calling attention to specially low prices on certain lines. For instance now that the housewives are thinking of preserving and pickling, this firm each day advertises something that is attractive in this connection. The advertisements are placed among the "short locals" and read like this:

"————'s are offering choice green tomatoes at 15 cents a peck, choice butter by tub 21 cents a pound."

or

"Potatoes, 15 cents a peck; apples, 17 cents a peck, at ————'s."

These advertisements take up little room, the cost is not great and they never fail to attract attention. The firm using them say they are sure business getters. In addition to these little readers, which are in the way of special advertisements, the firm carry a regular 3-inch, double column advertisement in at least one of the local papers, and changes are made in the text every day or so.

Care in Selling Bulk Coffee.

Halifax, N.S., Sept. 29.—"There are several things to be particularly careful about in handling bulk coffee," said a local dealer recently who has created a good demand for both bulk and package coffees.

"I buy several grades of coffee for grinding myself, roasted in the bean. I can usually tell with what a new coffee customer will be satisfied, whether a 25 cent, 40 cent or 60 cent price. I sell mostly the 40 cent coffee. Once I have worked up a demand for coffee with a certain customer I always know afterwards what to offer her.

"The beans are never ground until I have the order; this always insures freshness and a pleasing aroma and no loss of strength or flavor. It is quite different from the usual method of putting up sugar in the morning for the day's sales.

"To further insure freshness and flavor, the roasted beans are kept in practically air tight tins so that there can be little or no danger of them absorbing any foreign odor.

"If the coffee is being sent out in the delivery waggon, care should be taken not to put it near onions, etc., as it may take up the odor.

"Customers should be told to keep the freshly ground coffee in a canister; although this is expected of every woman, still there are some who, through carelessness or otherwise, overlook this essential.

"Then your coffee grinder is a good advertisement as the customers are impressed with the fact that they are getting a coffee that is fresh and is good in every respect."

Dried Fruits in Cardboard Boxes.

Winnipeg, Sept. 29—A local grocer, about this time each year orders a large number of cardboard boxes in which he puts currants and raisins and offers them for sale instead of in bags. His name appears on the box together with a simple ornament such as a crescent or star and the name Crescent Brand Raisins or Currants.

Then appears his name with his store address. The boxes are made and stamped at a local printing office at a comparatively small cost. A couple of dozen are filled at a time and placed on the shelves, thus the raisins are always fresh and no time is wasted in parcelling.

In the past he used to put three pounds of raisins and three of currants in the respective boxes and sell them at 25 cents a box. The idea is not exactly a new one, but is mentioned as this grocer is highly satisfied with the plan, so he says, and this is the season in which these fruits begin to be in greater demand. He claims that his profit suffers but little through the cardboard box idea.

After Hours Case in Court.

Belleville, Ont., Sept. 29—In compliance with a petition which was presented to the city council, signed by a majority of the grocery dealers in April last, the council passed a by-law which came into effect on May 1st, compelling grocers to close their places of business at 7.30 p.m. The by-law has been fairly well adhered to, but the other day two grocers were summoned before the Police Magistrate to answer a charge of keeping their places open at night after the time specified by the by-law.

The case of R. Fenn & Son was laid over for a few days, but that of Arthur Gaels was disposed of. The counsel who appeared for the accused contended that his client was a vendor of postage stamps and as such under the law he was compelled to keep open later than 7.30 p.m. in order that people could procure if they desired them,stamps at a later hour than that designated by the by-law. The City Solicitor, on behalf of the city, contended that Mr. Gael had violated the by-law. The Magistrate, whilst acquitting Mr. Gael of the charge preferred against him, warned him against continuing the practice of keeping open after the hour stipulated in the by-law.

Study Individual Customers.

Galt, Ont., Sept. 22—"The retail business cannot be learned in a day," said Wm. Mullett, recently, in referring to the numerous things that a dealer has to learn.

"A successful grocer must study his customers," he claimed, "and suit his selling methods to each of them. I find scarcely two alike when it comes to doing business with them and I have been in the grocery business for 15 years."

Mr. Mullet thinks also that the retailers do not get together often enough. By so doing they could adjust many matters of importance which now run along in a confusing manner.

Took Advantage of Fair.

Lindsay, Sept. 29—The Lindsay Central Fall Fair is what it should be to the grocers of Lindsay—a real money-maker. The Lindsay Fair extended over three days and during those three days the grocers made elaborate preparations to cater to the thousands of visitors. Many good displays were made in the various windows, but it was in the sale of fruit that the grocers reaped a rich harvest. Adams Bros. disposed of some 700 baskets of grapes alone. Robson, the West End Grocer, Primeau, Fleury, Campbell and others also disposed of a large number of baskets.

A local dealer who believes in advertising is John Fleury. He likes the short readers or local lines in the daily press, and is now advertising a special kind of cider. His ads. are signed, "at the Oak Front Grocery," which is a standard name in Lindsay. Everybody knows where the "Oak Front" is.

Will Likely be Admitted to the Wholesalers' Guild

It is generally rumored among the trade this week that Fred L. Newman, wholesale grocer, Picton, Ont., will be admitted to the Wholesale Grocers Guild. His aplication has been before that body for some time awaiting approval and, it is understood, will be considered favorably. It has to pass from the local to the provincial, to the Dominion bodies, repsectively for endorsation.

Criticizes Merchants for Losing their Trade

If Mail Order Houses Win Out It is Fault of the Dealers, Says Traveler—Merchants Sending Out of Town to Get Their Printing Done—Buy Outside Goods Instead of Dealing With the Other Business Men—Jealousy The Cause.

By A Traveler.

With all the trouble the retail merchants in small towns are experiencing through mail-order houses, they should not give printers reason to complain that they are giving their orders for the printing of their billheads, envelopes, etc., to large printers away from their own towns.

In talking with merchants all over the country they all agree about the unfairness of the mail order business, and the farmer, whose shoulders are broad, gets the chief blame for the trouble.

Having made this question a study from the farmer's standpoint and also being thoroughly conversant with the merchant's attitude, I am inclined to come to the conclusion that the merchants are the principal cause of the whole trouble. In the first place a great many drifted into the retail trade without any training or fitness and consequently are ignorant of the simplest business principles and inconsistent in all their methods. The farmers are fairer to the merchants and more loyal in many cases to their local towns than the merchants are to each other, and to the town in which they do their business.

Stupid jealousy of each other is the greatest enemy they have, and in order to get ahead of each other, they will rather spend their money anywhere else than among their own neighbors. They expect the local printers to boost their towns, the farmers to deal with them, and the general public to be loyal and support them, but they themselves support outside printers, and many of them quietly send their money away for things they do not keep in their own stores.

Set Example to Customers.

If the merchants had learned to treat one another properly, had understood scientific mercantiling and given the people the service they were entitled to, the mail order business would never have found any support. Even now the character of the stores in a place can be understood by the amount of express arriving from mail order houses at the different towns. Wherever the stores are in the hands of competent, prosperous, up-to-date men, there the mail order business finds little to do. What is needed more than anything else, to secure the trade in the towns where it belongs, is a regular "overhauling" of the merchants themselves. Let them support one another and set an example to their customers and their troubles will largely disappear.

Why should a merchant order his billheads, envelopes, etc., from the cities, when they have printers in their own towns? Do they not realize that the printer can in many ways put in a good word for them which will be infinitely more valuable than the supposed little saving they expect from a bargain printing order.

No class of men are more loyal to their towns than the newspaper men, and the business men cannot afford to give them reason to complain about their support. Support your local paper and be true to your own town.

To be Proceeded Against in the U.S. Law Court

New York, Sept. 29.—A technicality is alleged to have been largely responsible for the victory of the Southern Wholesale Grocers' Association, who were charged by H. G. Clabaugh, an insurgent wholesaler, with restraining trade and throttling competition. Clabaugh sued the Asscoiation twice, in the Alabama Court and in the United States Court. In the first case he was successful and was awarded heavy damages, but agreed to accept $10,000 and costs in lieu of it. The money was paid but still he went ahead with his second suit, first on the ground that the Association had not paid all it was obliged to pay under the compromise agreement and, second, that the second suit was brought for a different offence and under a differeent law. On this point the court decided against him, ruling that when he had accepted $10,000 after the first suit, he had closed everything.

Clabaugh has appealed this judgment. The Association, however, lost not only the principle involed, but a large sum of money. It also stands convicted of having used what the law considered unfair tactics when Clabaugh was prevented from securing goods from manufacturers. His name was not in the "Green Book" and he was reminded of that fact by manufacturers when he applied for goods.

The United States government prosecution of the Association under the Sherman anti-trust law, will now be proceeded with. The United States attorney stated recently that he felt it would be proved to the satisfaction of the court that the Association had been monopolistic and illegal in its methods.

W. G. Murphy, general merchants, have sold their branch at Dauphin, Man., to W. J. Stewart.

Things That Shouldn't Be



Where Clerks Continue a Conversation When a Woman is Looking Around the Shelves for Goods, it is Practically a Sure Indication of an Unsuccessful Business.

Some Ancient History Concerning Dried Fruits

A Hundred Years Ago Currants Sold at More Than 25 Cents Per Pound Wholesale—Duty was Very High—Currant Famine in 1855—England a Great Consumer — Raisins Used to be Packed on the Stalk.

During the course of an address on dried fruits, C.L.T. Beeching, of London, Eng., said that about one hundred years ago—in 1814—the lowest price of currants, wholesale, was 106 shillings a cwt. the duty at that time being over 44 shillings.

The history of the century in connection with the article had, in the main, been that of decreasing duties and prices and of increasing consumption. In 1855 there was a currant famine, due to wet seasons in Greece, and the importation of the fruit that year reached only 7,817 tons, with the result that the price was about 110 shillings per cwt. In 1860 the duty was reduced to 7 shillings, and thirty years later to 2 shillings, at which figure it stands to-day.

England is the world's greatest customer for currants. The points to look for in buying currants, says Mr. Beeching, are first, size, but it is important to remember that the largest currant is not always the best. Next color should be looked for, and this should be of a bluish black; currants with a number of red berries amongst them are not of the highest quality The flavor of a good currant should be slightly acid mingled with a pleasant sweetness.

Facts About Raisins.

Spain is the chief source of supply for raisins to European markets, the great province of Valencia giving its name to the rainis or "French plum," as it used to be called. Before 1854 raisins were packed on the stalks in 28-lb. and 56-lb. boxes. This way of exporting the gruit gave the grocer a great deal of trouble, and old-fashioned grocers would still tell of the process of "trouncing" their raisins.

The growers were induced to pack the fruit without the stalk, and although this method at first was looked upon with disfavor by some grocers, in time, it became universal, and now in a box of Valencia raisins one might look in vain for the suspicion of a stalk.

In some of the large salesrooms in London, as many as 300 different samples at various prices are shown at this period of the year, and the grocer who would learn the different qualities, and how to tell them would greatly profit by a visit there. Sultana raisins are grown in Smyrna.

How One Club Handles Fake Advertising Schemes

Commercial Club of Lincoln, Neb., Deals With Everything for the Merchants—Puts the Ban on Such Things as Cook Books—Merchants Thus Have More Money for Newspaper and Other Legitimate Advertising.

By Darlow Adnews.

The Commercial Club, of Lincoln, Neb., has succeeded to a remarkable degree in protecting the advertisers of that city against all sorts of advertising schemes. That word "schemes" is used in this connection to cover the various souvenirs, programs, etc., that formerly were so abundant everywhere, but that are now constantly decreasing in number to the decided advantage of legitimate advertising interest.

We cite the case of Lincoln because Secretary Whitten, of the commercial Club in that city, has with the assistance and co-operation of the local business men, succeeded in building up a most satisfactory plan for regulalating these special prospositions, and has done it without injuring a single permanent interest or causing loss to any deserving local industry.

Must Go to Headquarters.

The system works in this way: Suppose the solicitor for a cook-book advertising scheme goes to Lincoln for the purpose of selling the book to ladies and disposing of advertising space to the by the first man upon whom he calls: "What does the Commercial Club say about your proposition?"

"I haven't seen the Commercial Club," replies the solicitor.

"Then I can't do business with you, for we have an agreement in this city that prevents any of us from patronizing an advertising proposition that does not come under a certain recognized class or that has not the endorsement of the club."

After he has had this from two or three other merchants or advertising managers, the solicitor naturally goes to the club-rooms for the purpose of finding out where he stands.

There he accosts Secretary Whitten, explains hs proposition, and asks for information. He gets it.

"We protect our legitimate advertising institutions," says Mr. Whitten. "We regard newspaper, billboard and street-car advertising as legitimate, because they bring returns. There are certain other publicity media that receive our endorsement, because we believe they produce results that are more or less substantial But we bar your cook-book.

"Your book is printed in another state. That means that Lincoln gets nothing out of it. You expect to sell it here; and you expect to obtain money from our merchants for advertising, and all of that, also, you will send away. Furthermore, we do not consider it good advertising, and we cannot endorse it."

Sure to Lose Money.

If the solicitor continues his work, and tries to sell his space in spite of the Commercial Club and the business men's agreement, he finds the returns far out of proportion to the time and labor expended and soon gives it up as an unprofitable job.

The Lincoln Commercial Club believes that theatre programs are good, because they have a large and dependable circulation. It recognizes one publication for each university and college in the city, but insists that the total charge for advertising space shall not exceed the cost of publication In other words, the students are not expected to conduct their publications for profit. The merchants support them up to the amount of their cost, and not beyond that.

Some of the advertising schemes that are considered "doubtful" by the Lincoln club and, therefore, are barred, are city directories, unless published in Lincoln; hotel registers, desk cards, card cases, room cards, and similar devices; all newspaper schemes, other than those regularly presented by local papers; cook-books, society and church programs, blank books, time cards, etc.; theatre tickets, restaurant tickets and baseball score cards except Western League score cards; dance and all entertainment tickets; irregular publications issued chiefly for advertising purposes.

Advertising Encouraged.

Of course this list does not include any recognized publication and does not interfere with the work of solicitors for outside newspapers and magazines. General advertising is encouraged. The club merely aims to limit and control the special schemes that for years have claimed so large a share of each appropration.

The advertiser can now administer a graceful "turn down," and under protection of his agreement can do so without offending the solicitor or injuring his business. If the club's secretary is in doubt as to the worthiness of a proposition, he passes it on to a committee of three, who are unknown save to the president and secretary of the club. This committee has the final "say," and the solicitor who is denied cannot know just where to place his wrath.

Mr. Whitten says the merchants of Lincoln stand by the agreement very faithfully. They like the plan. Under it they have saved a great deal of money, and they have more money for legitimate advertising.

Interior Decorations for the Hunting Season

Loring General Merchant Displays Trophies of the Hunt—Effect of Interior Arrangement on Sales—Why They are Increased—All Local and National Festive Occasions Should be Made Use of.

Loring, Ont., Sept. 29.—A store interior suggestive of the hunting season is to be seen in the establishment of Capt. E. H. Kelcey, general merchant of this place.

As will be observed from the accompanying illustration, Capt. Kelcey has a fine array of trophies of the chase. These naturally suggest to a person in the store hunting supplies, including canned goods, etc., as well as guns, knives, and ammunition, since Capt. Kelcey's is a general store.

The proprietor is a firm believer in the selling power of attractive and judicious display. He maintains that this is one portion of the salesmanship necessary to sell goods above the actual voluntary demands of his customers.

"Place the goods you want to sell where people can see them in the most attractive form," is a motto which might be followed by every merchant. It is not to be expected that a customer will ever ask for an article which is a delicacy or semi-delicacy if it is boxed up and placed under the counter or in the warehouse. Samples are necessary, combined with the salesman's power to suggest and his ability to give the points in favor of the article when he sees a prospective customer.

Canned and bottled goods can be made into some attractive displays. The dealer should study carefully the labels for one thing and then various designs for showing with best effect those labels.

Interior display plays an important part in sales. Any dealer can readily see this by following the eye of a customer along the counter, shelves or silent salesman. Let him figure out how much he sells in a day which he wouldn't have sold had he shown no goods or samples, and simply handed out what was asked for.

The merchant's duty should therefore be to perfect his interior display. This is one part of the "Science of Retailing" that should be developed at every opportunity and if this is done more extensive sales will surely result.

Capt. Kelcey's idea of catering to the hunting demand by adorning the interior of his store with appropriate trophies is a good one and ought to be carried into the window as well, whenever opportunity affords. This could be done during fall fairs, horse shows, celebrations and on national occasions and it would do much to create a better impression of the proprietor, store and the goods.



Interior of a Loring Store Suggesting the Hunting Season.

A. G. Coldwell, general merchant, Kindersley, Sask., has sold to J. M. Toombs, of Winnipeg.

Wm. H. Speers, general merchant, Broadview, Sask., has sold to the Saskatchewan Purchasing Co., Ltd.

CONDENSED MILK AFTER OCT. 1

Manufacturers Going to Ottawa to Have Enforcement of Food Standards Delayed.

Montreal, Sept. 29.—Condensed milk manufacturers say they have been taken unawares by the announcement of the Federal Government regarding the new Pure Food Laws. The authorities have notified these gentlemen that after October 1 all packages containing evaporated milk, which have been, and are at present, labeled evaporated cream must be plainly marked as evaporated milk.

It was understood by the trade that this move was contemplated, but condensing interests claim they were led to beleve that some time would be given them before the law was made effective, to enable them to use up all old labels. Some manufacturers say they received no notice, and that they have on hand several million labels.

Delegations representing some of the interests have gone to Ottawa this week in reference to the matter.

TO STOP ROTTEN EGG TRADE

A Montreal Provision Dealer Received Six Cases Without a Single Good Egg.

Montreal, Sept. 29.—Local provision men are much excited over the quantity of rotten eggs coming in this season. A case came to light here the other day in which a shipment of six cases from Cobourg, Ont., were all bad. There was not a decent egg in the lot. As a result of this and many other instances, there are to be meetings in both Toronto and Montreal this coming week to take steps toward a prevention of this next year.

Power of Suggestion and How a Grocer May Use It

The Value of the Window and Counter in Aiding the Salesmanship of the Dealer or Clerk—A Sure Method of Selling Pumpkins—Display Cards Will Add to the Selling Power—Connection Between the Show Window and the Grocer's Power To Suggest.

By A. H. Harvey.

When a grocer is waiting on a customer he sugests, if he possesses the salesmanship instinct, a number of articles for which he wants to build up a demand, and truthfully states that they are delicious or useful, as the case may be, and he will be appreciated by the customer. That is "suggestion" and one of the best assets a grocer has.

This same principle of sugestion was illustrated in last week's issue, and was no doubt recognized. It referred to a window display of honey, adding a show card with the words, "Delicious with hot biscuits." Grocers will admit that the card and its wording rouses the imagination of the passerby, and not only does he see the new honey, but he almost tastes the combination of honey and biscuits. The window of honey with a price card is of itself a good idea at this season, but there is a linking of ideas in the other window that increases the magnetizing influence of the honey.

Consider another example. If a grocer buys three or four dozen pumpkins at this season, as he is likely to do, he generally puts a few of them in a box and leaves them in a fairly prominent part of his store. Customers who come into the store may or may not notice them. The clerk who takes the telephone order may suggest them. That is the ordinary way of handling them, and as a rule they have been held so long that a few have possibly to be thrown away.

How to Sell Pumpkins

Suppose the grocer has written several cards, something after this idea: "Fifteen Pumpkin Pies for Ten Cents," or "It's Pumpkin Pie Time," and with this card a small price card, "10c. each," or any of a dozen other short phrases that will catch the eye of the passerby.

Then the grocer puts a pyramid of pumpkins in one part of his window, adds a price card, and also one of these "talk" cards. Another of the cards he sticks in the box inside the store, and the clerks, as usual, suggest that a few fresh pumpkins have been received, etc. It will certainly be admitted by the trade that this plan has a great selling power.

This idea of suggestion applies to everything in the store. It is catching the eye of the customer and the passerby, and not only does it catch the eye, but there is suggested something which is good to the taste.

Grocers will themselves admit that the advertisements that attracted them most in magazines were built up on this system. There is hardly a person who has not longed for the goods advertised, so strong has been the appeal these 'ads' make. You almost taste the goods.

Pork and beans, biscuits, beef fluids, summer drinks and many other articles advertised in their respective seasons appear before the reader in what might be termed a most appetizing form.

Show Cards Easily Made.

But some grocers will say "I cannot write a decent show card." The reason is because he never tried. Let this be the duty of one of the clerks. The materials are cheap—card board, ink and a brush—and the merchant that sells them will instruct the clerk what style of brush to buy. Then, he is not attempting a work of art, and plain capital or block letters will serve the purpose admirably. Plainness is not a drawback, but a certain amount of neatness is necessary.

Make the Counter Suggest.

This idea of suggestion applies to counter displays as well as windows. Honey and pumpkins are merely used as examples. A window of goods generally attracts attention, but if the plan outlined is followed the window will talk right to those who happen to pass it. It not only talks to them but it appeals directly to the palate, and therein lies its power.

The grocer should look on his window not merely as a place to display his goods, but more as a medium by which he can talk about the goods displayed to those who notice them. And it is the little sugestion on the show card and the figures on the price card that do this, and the success of the window depends to a certain extent upon the words or phrase used.

INFORMATION FOR BUYERS
Supplied to the Trade by Sellers

Nicholson & Bain, wholesale commission merchants and brokers, with head office at Winnipeg, have opened another branch, this time at Saskatoon, Sask. This makes their fifth branch, the others being at Fort William, Regina, Calgary and Edmonton. Saskatoon has been selected by Nicholson & Bain on account of its growing importance among the centres of the west. J. Clayton is the manager.

At the recent great exhibition in Brussels, Belgium, the Dominion Canners, Hamilton, Ont., had an exhibit of fruits in glass and were honored by an order of their Aylmer brand from the King of Bulgaria. He became much interested in their exhibit and placed an order through the Canadian Commissioner. This proves that Aylmer goods are "fit for a King," because they are actually to be used by a King.

There have been many most ingenious contrivances introduced from time to time into the market for the purpose of providing a foot warmer for the use of farmers, country doctors and others whose duties call them on the road in winter and inclement weather. Most of these contrivances, however, when put to the test have proved quite impracticable, or else have necessitated keeping a supply of special commodities not easily available or usually kept by the farmer or country doctor. The Ontario Lantern Footwarmer, however, is in marked contrast to all other footwarmers heretofore introduced. Coal oil is in almost every household in Canada, and this is the only fuel necessary. Placed beneath the lap robe on the floor of the sleigh, the feet are placed on two copper plates on the warmer base, and only a small flame is necessary to almost instantly cause a grateful warmth to immediately circulate through the feet and lower limbs. Used thus, any person can drive for hours in the coldest weather and warmth and comfort are assured. Although placed under the robe, this in no way interferes with the generation of heat, nor is there the slightest danger of any obnoxious odors or damage to the robe. The consumption of oil is very small, while, whenever necessary, a brilliant light is immediately available. Whilst but a recent introduction in the market, inquiries and orders are already flooding the manufacturers and most progressive merchants are making this a leading line for their fall campaign. The Ontario Lantern & Lamp Co. have not only issued a folder for distribution to the trade, but have also published a nicely illustrated booklet for the trade to distribute to the public. In connection with this booklet there is a competition open to any child under 14 years of age. The only condition being name of dealer from whom the parent purchased the Lantern Footwarmer, with a prize of $5.00 for the folder returned to the manufacturer by December 20th, which in their opinion is the most artistically colored.

THE SUGAR TARIFF.

Montreal, Sept.—One of the main topics of discussion among the sugar refiners is the report of the Royal Comission on the Canadian-West Indian trade. In that report there is a recommendation that the present allowance of the refiners, the permission to import 20 per cent. of their meltings from other sources be dropped. To offset this they are to be allowed to reduce their sugar preference one half. Opinions differ as to what the comparative value of the change would be.

F. H. Tippet, St. John, N. B., was in Montreal this week.

The Canadian Grocer

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NEW BEAN PRICES.

When the new crop beans come on the market, which will be in a short time now, they will probably sell at about 20 cents below the present price of old beans.

This is believed to be the situation so far as the eastern Canadian market is concerned, and since the west procures her beans from the east, the opening prices will likely rule 20 cents less throughout the country.

While the crop of beans in western Ontario was not as large as was expected early in the growing season, it is considered to be pretty fair.

CANNED APPLES TO BE DEAR.

Old gallon apples are pretty scarce. In fact, some canners state that they have sold entirely out.

This means that new canned apples will come on a bare market, and since apples are scarce this year, the price is practically sure to be high.

The same applies to evaporated apples. Prices will open high. One broker places the price as high as 9 cents in Toronto. As the Nova Scotia apple crop is poor this year some evaported mills there are closing down for lack of supplies. The opening price in Halifax will likely be 10 cents.

NEW PRICES NEXT WEEK.

The canners have not yet officially announced new prices on canned corn, and tomatoes. They are waiting this year to obtain as nearly as possible the definite packs before quotations will be given out.

It is believed, however, that next week these prices will be quoted. Of course, some retailers are now being offered goods at certain prices, but the official figures have not yet been given.

Last year the opening price on tomatoes was 77½ to 82 cents in Toronto. It is generally believed that this year, however, prices will be considerably above this. Corn last year opened at from 75 to 80 cents. Corn is considered a good crop this season.

THE SELLING OF FISH.

The demand for fish is entirely too casual. Dealers should not be content with the business that comes into their stores, but that is to a large extent the position in which the fish business is today. A woman takes the notion that she would like some fish for a change and if it were not for that "change" she might forget that there was such a thing as fish.

The grocer with the separate fish department should not depend only on that method. Fish is a splendid food, is easily digested and it is cheaper than many other foods. There are many selling points behind fish and if more progressive methods were employed the business would attain greater proportions.

ADVANCE IN PRICE OF RICE

This week's market review shows an advance in the price of rice to the retail trade of about 10 cents per cwt.

The raise is attributed to conditions in the primary markets where crops are reported short. South Africa, for instance, is short and buyers are on the English market for rice.

A WARNING TO RETAILERS.

With many of the grocery markets unsettled at the present time The Grocer would urge careful buying on the part of retail dealers.

For instance, no one knows the exact nature of the dried fruit markets. Raisins and currants are unsettled and buying according to present necessity is deemed advisable.

There is no use loading up on any line where there is any possible chance of the market coming down. Many opening prices are invariably high with a view to creating early interest.

A close study of markets and carefulness in buying ought to be the universal rule.

GETTING RID OF SUMMER GOODS.

Those summer goods that are yet unsold should be helped along now before the season passes and it is too late.

Extra efforts to clean them out rather than carry them over should be put forth. Another window display, prominent positions in the store, more activity on the parts of the clerks—these will help some and by concerted action summer goods can be sold out if the grocer does not leave his little campaign until too late in the season.

Now is the time to go over the stocks find out what condition they are in and then act accordingly.

RESULT OF SURTAX REMOVAL.

About ten years ago inquiry for pickled salmon for German consumption led to the placing of one or two trial orders. The results were so satisfactory that there was a rapid growth in this particular line, one sale leading to another, until last year the volume of trade amounted to about 250,000 lbs.

A peculiar feature of this trade was that most of it was done through France and England. Dealers there bought and reshipped to the German market.

The salmon used for this trade was mostly Gaspe and Moisie river. Fish from these grounds seemed to be the only varieties called for in the early stages.

This year the surtax on fish to Germany has been removed. With the tremendous population crowded into the limited area, the problem of food is one that is continually in the minds of the large provision men there. This has led to several of the more important importers to take trips to this country to look into matters.

Two years ago they commenced to purchase other lines besides the salmon. The first order placed was for smoked eels. This trade has also proved exceptionally good from the start.

It was not until this year that the first direct order for any large quantity of fish was placed. This was for 300,000 lbs. of frozen fish, including haddock, halibut, mackerel, etc., for delivery next year.

This order seems to have given just the needed impetus to the trade, as since then several other large firms have received orders. Of course, as was explained by the buyers, this was only as an experiment, but if successful, there would be a great opening for Canadian fish, both frozen and pickled, in the German market.

If you will hustle you will have no time to spend in idle wishing and you will have no need to spend time so.

The Markets—Sugar Markets Should be Watched

Raw Market is Weak Owing to Favorable Crop Conditions and Refined Sugar is Expected to Weaken at any Time—Good Demand for Syrups is Now Being Felt —Dried Fruits are all Strong With Valencia Raisins Higher Than a Week ago— Rice Has Advanced—Nuts Are Quoted Higher Than at This Time a Year ago.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

POINTERS.

Coffees—1-3c higher.
Dried fruits—currants ½c., Valencias 1c higher.
Rice—10c. higher.
Tomatoes—10c. higher.

Montreal, Sept. 29th, 1910.—There is a decidely higher tone to the market this week. Wherever changes are reported they show a higher range of prices than formerly. Even the sugar situation shows a decided improvement, though there is still somewhat of weakness evident. Still raws are no longer on the down grade.

Rices are all up 10c. This is perhaps the feature of the week as far as markets are concerned. This is the result of the inroads South Africa has been making on the English stocks.

There is hardly a single market that has not either advanced or firmed up in the primary markets. Of course, some of these changes, notably those in dried fruits and nuts, are the result of the long continued scarcity, which has been emphasized in these columns.

Others are somewhat of a surprise, canned tomatoes being an example. The U. S. market for tomatoes has been advancing for some time past, but it was thought that local conditions were much better here, and the pack would be sufficient to hold prices about as before. Evidently the original estimates must have been slightly astray, or the demand is increasing for that particular line.

The coffee situation calls for attention. Until recently there was little doing in any of the lines. Now the roasters are having their troubles in filling orders on time. It is a welcome change from the summer dullness.

Altogether trade is in a very flourishing condition, nothing sensational, but healthy and active.

Sugar.—Local jobbers say that sales of sugar are on the upgrade. Evidently buyers are becoming reassured by the present state of the raw market. Until recently this has been so weak, both in beet and cane, that a decline has been looked for almost any time. However there seems to be little danger of that now.

Granulated, bags	5 05
" 20-lb. bags	5 15
" Imperial	4 90
" Beaver	4 90
Paris lump, boxes, 100 lbs	5 85
" " " 50 lbs	5 95
" " " 25 lbs	6 15
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 75
" " 100 lb. boxes	5 85
" " 50 lb. "	5 95
" " 25 lb. "	6 15
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 50
" " 50-lb. boxes	5 70
" " 25-lb. boxes	5 90
Powdered, bbls	5 30
" 50-lb. boxes	5 50
Phoenix	5 50
Bright coffee	5 00
No. 3 yellow	4 90
No. 2 "	4 80
No. 1 " bags	4 65

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—There is a strong demand for both syrups and molasses at present. This is largely due to the increased buying in the country. Apparently stocks are running low and they are filling up for their winter requirements.

Prices are firm in all lines.

Fancy Barbadoes molasses, puncheons	0 36 0 38
" " " barrels	0 38 0 39
" " " half-barrels	0 40 0 41
Choice Barbadoes molasses, puncheons	0 31 0 33
" " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 27 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls	0 03½
" ¼-bbls	0 03¾
" 38½-lb. pails	1 80
" 25-lb. pails	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50
" 5-lb. " 1 doz. "	2 85
" 10-lb. " ½ doz. "	2 75
" 20-lb. " ¼ doz. "	2 70

Tea.—There is a good demand for all the cheaper grades of tea. In high grade teas things are moving somewhat slowly.

Japans are beginning to improve in demand. It is about the right season and dealers have been expecting the present activity for the past week.

With the coming of the cooler weather, there seems to be a good prospect of a rapid gain in nearly all lines.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—Coffees are up. Rios, Santos and Maracaibos have advanced from 2c to 3c this week. This is due to the high primary market conditions and is said to be only the first step in a series. How far this is the fact it is hard to say, but there is no doubt that the present indications all point to still further advances in the near future.

Trade has been brisk of late, and local men report about all the business they can handle.

Mochas	0 18½	0 25	Santos	0 16	0 19
Rio, No. 7	0 12	0 15	Maracaibo	0 16	0 19

Spices—More business passing than for the past three or four years, is the verdict of local spice men. Even the retailers report that it is hard to know just what to order, as trade is jumping so in this line. As to what lines are most favored it is hard to particularize. Gingers, mace, and peppers are perhaps leaders. Prices are held firmly, and advances would not be at all surprising in view of the state of the primary market.

	Per lb.			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits—Currants are ½c higher this week. The cause is directly the state of the primary market, which has been advancing for some time past. Primarily, of course, the crop in Greece this year is responsible, having been about 20 p.c. less than was at first estimated.

There has been an advance of 1c in Valencia raisins. Short crop and very low spot stocks are responsible. The primary market has been going up for some weeks past, and this is only the natural outcome.

It is reported that citron and peels are advancing in the primary markets. As yet they have not reached the retailer. Figs are also reported on the upgrade.

Trade generally is brisk, particularly in the lines above mentioned.

Currants, fine filiatras, per lb., not cleaned	0 06½
" " " cleaned	0 07½
" Patras, per lb	0 08 0 08½
" Vostizzas, per lb	0 09 0 09½
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 06
90-100	0 05½
Raisins—	
Australian, per lb., (to arrive)	0 08½ 0 09
Old seeded raisins	0 90
" fancy seeded, 1-lb. pkgs	0 09
" loose muscatels, 3-crown, per lb	0 07½ 0 08
" " 4-crown, per lb	0 08½ 0 09
" sultana, per lb	0 07½ 0 10
Malaga table raisins, Rideau clusters, per box	2 25
Valencia, fine off stalk, per lb	0 06
" select, per lb	0 07
" 4-crown layers, per lb	0 07

Nuts—Bordeaux halves have advanced 2c. This is undoubtedly due to a heavy demand, combined with comparatively short stocks.

In most other lines there is a perceptible weakening. This is pretty good evidence that the reports of short crops were to a certain extent exaggerated. However, dealers say that there will be no change sufficient to affect the price to the retailer.

In shell—	
Brazils	0 13½ 0 14½
Filberts, Sicily, per lb	0 11 0 13
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 15 0 16
Walnuts, Grenobles, per lb	0 13 0 14½
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 33 0 35
" 2-crown " "	0 31
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17

Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb		0 65
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	32

Evaporated Apples—New crop apples show considerable strength. This is rather a pleasant surprise to local dealers, but it is stated that they are hard to obtain, that is a desirable grade. One export quotation was 8½c, made within the past week.

Demand for the few appearing is very good, and the trouble seems to be to obtain the proper grades in sufficient quantity to fill requirements.

Evaporated apples, prime	0 08

Beans and Peas—Beans are 15c easier. Large quantitiesa have been recently coming to this market, and the demand has not kept pace. Local jobbers still continue to think them good enough to hold for better prices, however, and few sales are reported at the reduction.

Ontario prime pea beans, bushel	2 25
Peas, boiling, bag	2 50

Rice and Tapioca—Short crops in South Africa have caused them to become heavy buyers in England. The consequence is that rice has become a scarce article all over, and prices locally have been advanced 10c. It is also reported that crops in some of the Asiatic countries are short. This may also have helped firm the prices.

The failure of the Reunion crop of tapioca has forced France to buy heavily in the open market. This has caused firmer prices in the primary markets. As yet they have not changed sufficiently to affect the retail trade.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL.—The tomato crop has evidently not been so large as it was at first estimated, hence an advance of 10c this week. Demand has been very brisk for tomatoes also, which has undoubtedly had its influence. Other lines are firm but unchanged. Fruits are still in good demand, though there is not the call for them there was a week ago.

Salmon presents the feature of the fish market. Red Sockeyes are slightly higher, being now quoted at $2.

The call for meats is slackening somewhat, though there is still a fairly good demand.

Peas, standard, dozen	$1 10
Peas, early June, dozen	1 25
Peas, sweet wrinkled, dozen	1 25
Peas, extra sifted, dozen	1 90
Pumpkins—3 lb., $1.00; gallon, $3.00.	
Beans, dozen	0 92½
Corn, dozen	0 90
Tomatoes, dozen (Ontario and Quebec)	1 10
Strawberries, dozen	1 50
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 02½ 2 65
½-lb. flats per dozen	1 30
1 lb. flats, per dozen	2 20 2 22½
Other salmon—	
Humpbacks, dozen	1 00
Cohoes, dozen	1 40 1 50
Red Spring, dozen	1 75 1 80
Red Sockeye, dozen	2 00
Lobster Futures—	
½-lb. flats, dozen, $2.40; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $4.50.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	10 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO—The announcement of the price of new tomatoes and corn has not been made but the trade are expecting it every day. Many of the wholesalers have already received parts of their orders but they have of necessity been unable to send any out on account of no prices being quoted by the canners. There are many guesses being made as to what the prices are likely to be, but that is all that is doing yet. It is stated that the canners have intimated that they will not be able to fill the tomato orders in their entirety owing to a full pack not having been made. Toronto jobbers are now beginning to get out their canned goods which have been delayed during the past month owing to late deliveries from the packers. Some shipments have been made during the month but not to the extent the jobbers would have liked.

It has been known for some time that the blueberry pack in New Brunswick was not as heavy as usual. The crop was making good progress, but when near the close of the ripening period frost visited the fruit with fatal results. Deliveries will be away below the orders, gallons being only 40 per cent. of the orders and seconds being 45 per cent. Everything seems to have been working in the same groove this year. Blueberries are in the same boat with strawberries, cherries, plums, etc.

The demand for salmon these days is good and old stocks are about off the map. At least one wholesaler has been selling his stock at a price much below what it would cost him to replace the goods. True they are last year's but for present use they are practically as good as new, for salmon keeps well.

Although the pack this year was better in some lines than was expected, still the demand has grown to such an extent that the improved supplies will make but little difference. Not only is salmon growing in the favor of home consumers but its foreign market will take any surplus. Great Britain, South Africa, Australia and other countries are invading the canned goods market and before long are going to exert an influence that is scarcely appreciated yet.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 90	0 92½
" " Midgets, 2's	1 25	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's	0 90	0 92½
" Refugee Midgets 2's	1 25	1 27½
" " 3's	1 35	1 37½
Beets, sliced, blood red, 2's	0 95	0 97½
" whole, blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, Rosebud, 2's		1 25
" " 3's		1 50
Peas, Standard, size 4, 2's	0 95	0 97½
" Early June, size 3, 2's	1 10	1 12½
" Sweet Wrinkle, size 2, 2's	1 15	1 17½
" Extra fine sifted, size 1, 2's	1 72½	1 75
Spinach, table, 2's	1 25	1 27½
" " 3's	1 75	1 77½
" " gal	5 00	5 02½
FRUITS		
Cherries, black, not pitted, heavy syrup, 2's	1 50	1 52½
" black pitted, heavy syrup, 2's	1 90	1 92½
" red, not pitted, heavy syrup, 2's	1 50	1 52½
" red pitted, heavy syrup, 2's	1 90	1 92½
" white, not pitted, heavy syrup, 2's	1 60	1 62½
" white pitted, heavy syrup, 2's	2 0	2 02½
" red pitted, gal.	8 50	8 52½
Raspberries, black, heavy syrup, 2's	1 75	1 77½
" black standard gal	7 00	7 02½
" red, heavy syrup, 2's	1 75	1 77½
" red, standard gal	7 00	7 02½
" red, solid pack, gal	9 25	9 27½
Rhubarb, preserved, 2's	1 50	1 52½
" " 3's	2 25	2 27½
" standard, gal	3 25	3 27½
Strawberries, heavy syrup, 2's	1 47½	1 50

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 02½ 2 05	Red Spring, doz	1 85
½-lb. flats, dozen	1 27½ 1 30		
1-lb. flats, dozen	2 20 2 22½		
Other salmon prices are:		Lobsters, halves, per dozen	2 00 2 25
Humpbacks, doz	0 95 1 10	Lobsters, quarters, per dozen	1 40
Cohoes, per doz.	1 50 1 55		

WINNIPEG.—The local market on gallon apples is expected to open strong at $1.60 to $1.65 per dozen or $3.20 to $3.30 per case. Peas are scarce. Jobbers claim that tomatoes will open at about $2.45 per case.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 64	2 66½
" (talls) 2's	2 64	2 66½
Beans, Golden Wax, 2's	1 04	1 06½
" " Midgets, 2's	1 39	1 41½
" " 3's	1 57	1 58
" Refugee or Valentine (Green) 2's	1 04	1 07
" Refugee Midgets 2's	1 39	1 41
" " 3's	1 57	1 59½
Beets, sliced blood red, 2's	1 09	1 11½
" whole blood red, 2's	1 09	1 11½
" sliced, blood red, 3's	1 52	1 54½
" whole, blood red, 3's	1 57	1 59
" whole, rosebud, 2's		1 39
" " 3's		1 52
Peas, Standard, size 4, 2's	1 09	1 11½
" Early June, size 3, 2's	1 24	1 26½
" Sweet Wrinkle, size 2, 2's	1 29	1 31½
" Extra fine sifted, size 1, 2's	1 86½	1 89
Spinach, table, 2's	1 39	1 41
" " 3's	1 97	1 99
" " gal	5 55	5 57½
FRUITS		
Cherries, black, not pitted, 2's	1 64	1 66½
" black pitted, heavy syrup, 2's	2 04	2 06½
" red, not pitted, heavy syrup, 2's	1 64	1 66½
" red pitted heavy syrup, 2's	2 04	2 06½
" white, not pitted, heavy syrup, 2's	1 74	1 76½
" white pitted, heavy syrup, 2's	2 14	2 16½
" red pitted, gal	9 05	9 07½
Raspberries, black, heavy syrup, 2's	1 89	1 91½
" black standard, gal	7 55	7 57½
" red, heavy syrup	1 89	1 91½
" red standard, gal	7 55	7 57½
" red, solid pack, gal	9 80	9 82½
Rhubarb, preserved, 2's	1 64	1 66½
" 3's	2 47	2 49½
" standard, gal	3 80	3 82½
Strawberries, heavy syrup	1 61½	1 64

ONTARIO MARKETS

POINTERS—

Sugar—Weakening in price.

Rice—10cts. Higher.

Nuts—Firm markets.

New Beans—To open lower.

Toronto, Sept. 29, 1910.—Continued strength is noticed in the dried fruit market, likewise in coffee, also in rice, nuts and in practically all the lines a grocer handles. There are many inter-

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Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA

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The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

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Condensed Ads.

on page 60

will interest you

75,000 Gallon Pickles in Brine

This is at least one of the largest stocks held in Canada.

Kegs—1, 5 and 10 Gallon.
Bottles—Malt lever tops, and 40 oz. square.

Write for prices before placing orders elsewhere.

Thos. McCready & Son, Ltd., St. John, N.B.

Bonded Vinegar, Pickle and Spice Manufacturers.

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You know this is true of Red Rose Tea. You can sell more of it than of any other tea and with much less work. Consequently you will make more money selling Red Rose Tea than you can selling any other brand. We will help you in every possible way.

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Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, Nelson, B. C., and Calgary, Alberta

esting features which are demanding the attention of the wholesale trade, of jobbers and likewise the retail merchant is deeply interested. Quite a few of the markets are just settling under new crops and it will be of some time before a real steady business basis is reached. Until that time the grocer should play the game wisely and should endeavour to follow the market as well as he can.

Valencia raisins are stronger than last week and the price a week ago was pretty high. The reports regarding the crop are being borne out. Currants appear to be a little easier but not to any appreciable extent.

Dried apples and peaches are firmer, prunes are holding their own and California raisins are going up. Rice is quoted at an advance over a week ago due to decreased crops, the result of unfavorable weather conditions.

Nuts with the exception of Brazils are quoted at advanced prices over those of this time last year.

At the same time the wholesalers report very encouraging conditions. Orders are coming in rapidly and the volume of fall business is bound to be large. As the general impression is one of prosperity, payments are being well met and a feeling of confidence pervades the business arena and is likely to result in a splendid trade between now and Christmas. The fall has increased trade in some lies that were quiet during the summer months. Syrups, rolled oats and rolled wheat, beans, etc., are among the list.

Sugar—The sugar market is displaying a weak tendency, particularly noticeable in the raw market, but which is likely to spread to the refined any day now. Demand for sugar has been good. That is admitted on every hand, but the market for raws has been declining. "The situation has not changed materially since last week," said a dealer, "but the week has brought the turn in the road that much nearer." He referred to the fact that about this time of the year refined sugar begins to be affected by the new crop which this year is a good one. A decline in refined is expected, as said before, at any time now.

Paris lumps, in 100-lb. boxes	6 05
" in 50-lb. "	6 15
" in 25-lb. "	6 35
Red Seal	7 10
St. Lawrence "Crystal Diamonds," bags.	5 75
" " " ½ barrels	5 95
" " " 100 lb. boxes	6 05
" " " 50 lb. boxes	6 15
" " " 25 lb. boxes	6 35
" " " cases, 20-5 boxes	7 60
" " Dominos, cases, 20-5 boxes	7 60
Redpath extra granulated bags	5 15
Imperial granulated	4 95
St. Lawrence granulated, bags	5 15
Beaver granulated, bags only	5 00
Acadia granulated (bags and barrels)	5 10
Wallaceburg	5 05
St. Lawrence golden, bags	4 75
Bright coffee	5 10
No. 3 yellow	5 00
No. 2 "	4 90
No. 1 "	4 75

Syrups and Molasses—All the jobbers report increased business in syrups these days. The demand is coming from all over the country and there is a strong possibility that syrup may be called upon to fill a gap this winter caused by short crops here and there. There is the possibility, but it remains to be seen just what will take place. Table syrup, both corn and maple, are being called for just now and demand has noticeably improved.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 50	Gallons, 6 to case	4 80
5 lb. tins, 2 doz. in case	2 85	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 75	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 70	Pints, 24 "	3 00
Barrels, per lb.	0 03½	Molasses—	
Half barrels, lb.	0 03½	New Orleans, medium	0 26 0 28
Quarter " "	0 03½	New Orleans, bbls	0 24 0 26
Pails, 38½ lbs. ea.	1 80	Barbadoes, extra fancy	0 45
" 25 " "	1 30	Porto Rico	0 45 0 52
		Muscovada	0 30

Dried Fruits—This market still presents a few interesting features. Valencias are at least a shilling higher than last week and there is more extensive buying this week by jobbers who are more impressed with the idea that currants are going to hold at a high price. First shipments of currants received at Liverpool, according to English journals, were not of the best quality. They were poorly cleaned and altogether were not as satisfactory as they might have been. The strength of the prune market is unchanged. Our own apple market has failed us this year and high prices are likely to rule. Dried peaches are not going to be plentiful and so on. Reports from California give evidence of increased strength in the western raisin crop. There is a little easier feeling in the currant situation but the trade are not paying much attention to it. There is a feeling in some places that after a time currants are likely to be a little cheaper but in that case the difference will not be large.

Prunes—	Per lb.
30 to 40, in 25-lb. boxes	0 11 0 11½
40 to 50 " "	0 09 0 09½
50 to 60 " "	0 07½ 0 08½
60 to 70 " "	0 07 0 08
70 to 80 " "	0 08 0 08½
80 to 90 " "	0 06½ 0 07½
90 to 100 " "	0 05½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard	0 14 0 15½
Choice, 25 lb boxes	0 15½ 0 16½
Fancy, " "	0 17 0 20
Candied and Drained Peels—	
Lemon 0 09 0 11 Citron	0 14 0 17
Orange 0 11½ 0 12½	
Figs—	
Elemes, per lb	0 08 0 10
Tapnets, "	0 03½ 0 04½
Bag figs	0 04 0 04½
Dried peaches	0 09 0 10
Dried apples	0 09 0 10
Currants—	
Fine Filiatras 0 07 0 07½ Vostizzas	0 08½ 0 09
Patras 0 07½ 0 08	
Uncleaned ½c less	
Raisins—	
Sultana	0 07½ 0 08½
" fancy	0 08 0 08½
" extra fancy	0 09 0 09½
Valencias selected	0 07½ 0 08
Seeded, 1 lb packets, fancy	0 08 0 08½
" 16 oz. packets, choice	0 07½
" 12 oz. " "	0 06
Dates—	
Hallowees 0 05 0 05½ Fards choicest	0 10
Sairs 0 08 Natural, from 4½ up.	

Nuts—The nut market is quite unsettled at present. Reports are being received of short crops here and of fair crops there and prices are not yet settled. Walnuts and almonds are several cents a pound higher than at this time last year. Filberts are stronger but Brazils are reported a good crop and are easier. Shelled walnuts and almonds are firmer, corresponding with the primary market.

Almonds, Formigetta	0 11
" Tarragona	0 12½ 0 14
" shelled	0 32 0 35
Walnuts, Grenoble	0 13½ 0 14
" Bordeaux	0 11
" Marbots	0 12 0 13
" shelled	0 33 0 35
Filberts	0 11 0 12
Pecans	0 15 0 17
Brazils	0 12 0 14
Peanuts, roasted	0 08 0 12½

Spices—Jobbers report a steady demand for spices, those used in pickling moving the best. Peppers are quite firm.

Peppers, black	0 15	0 18	Cream of tartar	0 25	0 28
" white	0 22	0 25	Allspice	0 14	0 16
" whole, black		0 16	" whole	0 14	0 16
Peppers, whole, white		0 23	Mace, ground	0 75	0 80
Ginger	0 20	0 25	Mixed pickling spices, whole	0 15	0 16
Cinnamon	0 21	0 23	Cassia, whole	0 20	0 25
Nutmeg	0 20	0 30	Celery seed		0 24
Cloves, whole	0 22	0 35	Turmeric		0 20
			Curry powder		0 30
			Mustard seed	0 15	0 18

Coffee—There is continued firmness in the coffee market, especially in so far as raws are concerned. Rios and Santos are principally affected.

Rio, roasted	0 14	0 16	Mocha, roasted	0 25	0 28
Santos, roasted	0 16	0 18	Java, roasted	0 27	0 33
Maricaibo, "	0 14	0 20	Rio green	0 11	0 12

Rice and Tapioca—Rice is quoted a little higher this week, resulting from reports of decreased supplies in the primary market. Recent rains in the south and injury to the eastern crops have been responsible for the higher prices. There is a fairly good volume of business passing.

	Per lb.
Rice, stand. B	0 03 0 03½
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	3 90
Rangoon	0 03 0 03½
Patna	0 05½ 0 06½
Japan	0 04½ 0 05
Java	0 06 0 07
Carolina	0 10 0 11
Sago	0 05½ 0 06
Seed tapioca	0 06
Tapioca, medium pearl	0 05½ 0 06

Evaporated Apples—There is no basis upon which to report this market. Evaporators are not quoting and prices are yet to be made. A short apple crop is expected to have the effect of decreasing the output this year.

Evaporated apples	0 09

Beans—Reports from growers are more encouraging and the crop is expected to be better than was anticipated some time ago. Opening prices of new beans will be about 20 cents below the old.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—

Raisins—Firm and advancing.

Prunes—Advanced.

Syrup—Quiet.

Tapioca—Advanced.

Winnipeg, Sept. 29, 1910.

Although no recent word has been heard in reference to the cost of living in the west, yet if prices continue to advance in the general line of grocery stock it might form an interesting subject for conversation. The whole matter resolves itself into the fact that this year, particularly, the production in crop centres is much below the average, and also that as international commercial facilities increase, exportations are yearly growing larger.

At this time the great interest centres around foreign dried fruits. Particularly in California the crop is reported light. In other countries as well, crops are not heavy and it has been known for many months that produc-

tions in Greece would be light. Notwithstanding this advanced condition of the market the general trade is brisk and merchants are buying freely and the general consumption is heavy. From this fact it would seem that our economical system is not much at fault. Although prices are high the consumer has the money to pay that price.

NOVA SCOTIA MARKETS.

Halifax, N.S., Sept. 29.—Firm prices in all lines with a tendency to advance is the situation in the local wholesale grocery trade. The dealers expect that almost all dried fruit will be high during the coming season, Valencia raisins particularily so. It looks as if nine cents would be the price of fancy stock by the next direct boat.

New evaporated apples are expected to reach the market in about a fortnight's time, and they will likely go to the trade at 10 cents. The receipts from the Annapolis Valley this season will be very small, as some of the factories are not yet in operation, and it is doubtful if they will be. This is due to the shortness of the apple crop.

Canned salmon is practically off the market and will remain so until the first carload of the new pack arrives.

Hams, bacon and lard are all firm, and it is expected that the latter will go higher.

BRITISH COLUMBIA MARKETS.

Vancouver, September 29, 1910—Potatoes show an upward tendency, and the general belief is that the crop will not be large this season. The dry weather lightened the output, and besides prevented growth on sections in the interior which are not irrigated. On the lower mainland, the crop is light also because of the dry weather. Consequently, Ashcrofts are quoted at $31, and potatoes grown on high land in the interior at $20 and $21, with a prospect of going higher. It is not improbable that some one will bring them in from the Northwest or the East where they are less than half the price here.

1910 **Dried Fruits and Raisins** 1910

JUST RECEIVED INTO STORE

NEW VALENCIA RAISINS
NEW TABLE FIGS
NEW CANDIED PEELS

BEWARE OF CHEAP GOODS THIS YEAR

If you want the best, ask for samples and prices.

L. CHAPUT, FILS & CIE., Wholesale Grocers
MONTREAL

BLACK JACK

QUICK, CLEAN HANDY

TRY IT



SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.



Larger Profits For You!

Your profit was considered when we fixed the prices of our polishes.
It pays you best to handle Royal Polishes from a monetary and a satisfaction viewpoint.
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BANNATYNE AVE EAST
TRANSFER TRACK.

Winnipeg, Man., September 28th, 1910

TO MANUFACTURERS AND SHIPPERS

Dear Sirs,

We beg to advise having opened up a Branch Office and Warehouse in Saskatoon, Saskatchewan, to take care of the Jobbing Trade at that point.

We are satisfied a Commission House located in Saskatoon can serve manufacturers and shippers in a more satisfactory manner than Commission Houses located in Winnipeg. Saskatoon is 337 miles from Winnipeg, and you will therefore readily see the great advantage a Commission House located in Saskatoon will have over those located in Winnipeg--"THE MAN ON THE SPOT," all things being equal, Saskatoon will command the business. We are pleased to state our Saskatoon branch will be in charge of a competent and energetic manager, Mr. J. Clayton, who has had thorough training in the brokerage business.

If you are open to appoint us your exclusive agents for Saskatoon, please communicate with NICHOLSON & BAIN, Saskatoon, or NICHOLSON & BAIN, Winnipeg.

WAREHOUSE—We will have ample storage facilities at Saskatoon and can handle on consignment carloads of all kinds of merchandise for sale to the Wholesale Trade or for Distribution.

To the old and valued firms who have for years been doing business with us at WINNIPEG, CALGARY, EDMONTON and REGINA, would ask that you pass all business for Saskatoon through our new branch NICHOLSON & BAIN, Saskatoon, and all letter or wire communicatons will have their prompt and careful attention.

We are open for some first-class Agencies for Saskatoon and solicit your enquiries. Our Saskatoon Manager will also work the Jobbing Trade in Prince Albert, Saskatchewan.

Yours truly,

NICHOLSON & BAIN

WINNIPEG, REGINA, SASKATOON, CALGARY, EDMONTON

NOW is the time

to seize the opportunity offering of placing your goods on the booming Western Markets. We are here to tell you of the demand, possibilities and opportunities which the West is offering right now, and we will handle your goods for you on a reasonable commission basis.

We have an intimate knowledge of the commercial conditions, and we will give you conscientious, thorough and satisfactory service.

Our large track warehouses at all the important commercial centres offer special facilities unequalled by any other firm.

Write us TO-DAY for details

NICHOLSON & BAIN

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Storage for all classes of merchandise. Cars distributed at Calgary, Winnipeg, Regina, Edmonton, Fort William

Here's a truth we all Know!

The modern housewife with no uncertain voice is demanding PURITY in the foodstuffs she uses! Although you may sell her inferior brands once or twice, it won't pay in the long run, and you'll find

"E.D.S." BRAND

Jams, Jellies and Catsup

sticks on the weekly order list like no other line you handle. Why? Because the flavour ot "E.D.S." Brand Goods is unrivalled and its purity absolute. Do you doubt our word? Then write for confirmation to the Department of Inland Revenue. Ask for Bulletin 194, which certifies "E.D.S." Brand 100% pure.

Start a new era of profit-making TO-DAY by stocking up with "E D.S." Brand.



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J. Gibbs, Hamilton

The Season Suggests

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TASTY, APPETIZING

Pork Sausage

Place a standing order with us for regular weekly shipment.

MADE UNDER GOVERNMENT INSPECTION

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

Short Rolls

While prices for Hams and Bacon are high, and may be higher, we can offer the trade a splendid line of Short Rolls at very reasonable prices. These are new-cured goods ; very mild sugar cure and boneless. Smoked or out of pickle.

Write, wire or phone us for quotations.

F.W. Fearman Co.
LIMITED

Hamilton

REINDEER
Coffee
With Milk and Sugar

Ready 

to Use

No trouble to prepare
Just add Boiling Water

The Truro Condensed Milk Co., Limited, Truro, N.S.

We want ***POULTRY***
We want ***BUTTER***
We want ***EGGS***

You want ***HAMS***
You want ***BACON***
You want ***LARD***

Let us get together and exchange products—
There is money in it for both of us.

THE WM. RYAN, LIMITED

Packing Houses
FERGUS

70 Front St. East
TORONTO

Storage Eggs Will Soon Have to Be Called Out

Supplies are Becoming Noticeably Smaller and Will Soon be Down to Nil—Poultry is Plentiful and Market is Easy—September Cheese has Been Sold for October Delivery and Present Business is not Active—Butter Production Keeps up—Prices are Firm—Compound Lard is Higher.

Supplies of select fresh eggs are falling off rapidly and before another two weeks have rolled around it will likely find the produce houses depending upon their storage stocks for supplies. There are still shipments being made but they are decreasing in volume every week. The demand keeps up and as a result there is considerable strength to the market. Higher prices are anticipated before long, particularly for first class stocks.

Butter is also quite firm and although the production is still steady there is a feeling that prices are not likely to remain long around the present quotations. In New York butter is now quoted at 40 cents and dealers are preparing to boost oleo in the face of prices that are too high even at this season. The production of milk has not fallen off to any appreciable extent yet, but the season is nearing its end.

Poultry receipts are increasing every week. Chickens and hens are especially plentiful just now and different houses report a heavy business. Prices are inclined to an easy tone. During the last week cheese in the country markets has brought as high as 11½ cents. September make has been almost all sold for October delivery at a fair advance over spot prices. Otherwise the market is rather uneventful.

Trade in honey is steady. Provisions are firm with a steady demand in practically all lines. Lards are firm with compounds advanced in price. The markets are all rather brisk just now and a satisfactory trade is being done.

MONTREAL.

Provisions—Brisk trade has marked this week in the provision line. As far as prices go there has been no change, except a slight firming in live and dressed hogs.

Country trade has been responsible for a considerable part of the increase in trade noted, though the city trade is also much better.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15½
" " " 3 " "	0 15½
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 14½
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13½
" 5 " " " "	0 13½
" 3 " " " "	0 14
Pails, wood, 20 lbs. net, per lb	0 14
Pails, tin, 20 lbs. gross, per lb	0 13
Tubs, 50 lbs. net, per lb	0 13½
Tierces, 375 lbs., per lb	0 13½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	28 50
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	29 00
Clear fat backs	29 00
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 15
Long clear bacon, heavy, lb	0 14
Long clear bacon, light, lb	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16½
Large sizes, 18 to 25 lbs., per lb	0 17½
Medium sizes, 13 to 18 lbs., per lb	0 20
Extra small sizes, 10 to 13 lbs., per lb	0 20
Bone out, rolled, large, 16 to 25 lbs., per lb	0 20
" " " small, 9 to 12 lbs., per lb	0 21
Breakfast bacon, English, boneless, per lb	0 21
Windsor bacon, skinned, backs, per lb	0 20½
Spiced roll bacon, boneless, short, per lb	0 18
Hogs, live, per cwt	9 50
" dressed, per cwt	13 25

Butter.—Butter is very firm at last week's prices, though in the country September make is bringing a high price, sufficient to make higher prices a certainty as soon as provision men begin to draw on it. At present most of the butter on the market is last month's.

Inquiries are coming in from the West Coast in considerable numbers. It is stated that they are being filled almost on the present jobbing basis in carload lots.

Receipts for the week are 11,518 packages as against 10,025 same week last year. For the season they are 339,653 packages as against 303,102 same season last year.

New milk creamery	0 25	0 25½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls	0 22	0 23

Cheese.—Dealers are covering on September sales apparently, and this has caused an advance in all lines of cheese. Quebec and Westerns are selling at 12c now. Sales have been brisk locally, and there has been some increase in export of late.

Receipts for the week are 77,786 boxes as against 61,773 same week last year. For the season they are 1,504,331 boxes as against 1,507,195 same season last year.

Quebec, large	0 12
Western, large	0 12
" twins	0 12
" small, 20 lbs.	0 12
Old cheese, large	0 15

Eggs—Eggs are firm, and selects show an advance of 1c. The season is pretty well over now, and receipts are dropping off rapidly. It is thought that another two weeks will see the end of it.

Receipts for the week are 3,778 cases as against 4,457 same week last year. For the season they are 164,107 cases as against 166,340 same season last year.

New laids	0 32
Selects	0 27
No. 1	0 22

Honey—White clover seems to be rather hard to get at present, while buckwheat is reported as being plentiful. However, this has had little effect on prices as demand is light for both just now.

White clover comb honey	0 15
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

Poultry—It looks like weaker prices for poultry shortly, though dealers here do not expect it for a week or two. This coming week there is a Jewish holiday, and the expectation is that trade in fowl and chickens will be heavy. Plenty of poultry, except geese, are arriving every day.

Chickens	0 16	0 17	
Fowl	0 14	0 15	
Ducks		0 18	0 20
Turkeys			0 23

TORONTO.

Provisions—The market is fairly active and a good volume of trade is passing. Firmness is noticeable in all prices. Supplies are keping a little in advance of demand. Lard is firm and compounds are quoted at an advance on last week's figures. Live hog shipments are only fair.

Long clear bacon, per lb	0 15
Smoked breakfast bacon, per lb	0 20
Pickled shoulder	0 13½
Roll bacon, per lb	0 15
Light hams, per lb	0 19
Medium hams, per lb	0 19
Large hams, per lb	0 18½
Cooked hams	0 27
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 20
" pea meal	0 20½ 0 21
Heavy mess pork, per bbl	26 00 27 50
Short cut, per bbl	30 00 31 00
Lard, tierces, per lb	0 15
" tubs "	0 15½
" pails "	0 15½
" compounds, per lb	0 13 0 13½
Live hogs, at country points	8 75
Live hogs, local	9 25
Dressed hogs	12 25 12 50

Butter—The market is still holding firmly. Supplies are rather free yet, but the end of the heavy yield is beginning to loom into sight. Supplies of creamery are still heavy and the demand for this grade is heavier than for seconds. Prices remain about the same as last week but the tendency appears to be upward.

	Per lb.	
Fresh creamery print	0 25	0 27
Farmers' separator butter	0 24	0 25
Dairy prints, choice	0 22	0 23
No. 1 tubs or boxes	0 21	0 21
No. 2 tubs or boxes	0 19	0 20

Eggs—The shipments of eggs have been falling off rapidly and it is expected that it will only be a short time until the produce houses will be making inroads upon their storage stock. The hen is beginning to show sure signs of putting brakes on the production and prices for selects are firm at from 26 to 28 cents.

Selects	0 26	0 28
Fresh eggs, doz	0 23	0 25
Second grade, doz	0 19	0 21
Chips, doz	0 18	0 19

Cheese—There is a steady demand for cheese but the market is quiet on the whole. Demand is good but prices are unchanged. It will not be long now before Ontario factories begin to close and there are a few here and there that for different reasons are through for the year.

New cheese—			
Large	0 12	0 12½	
New twins		0 12½	0 12½
Stiltons			0 14

Poultry—Supplies of poultry are coming freely. Chickens and hens are especially plentiful just now and when the farmer finds that his hens are through laying for the season there should be a marked increase in the supplies. Ducks are coming along fairly well, but their price is firm as is also the price of turkeys.

Spring chickens, live		0 11
Hens, per lb. live	0 09	0 10
Turkeys, per lb., large, dressed	0 15	0 16
Spring duck, lb., live	0 09	0 10

Honey—Demand for honey is steady and market generally has no especial features just now. Prices are firm and it would seem that they are going to hold.

Clover honey, extracted, 60 lb. cans	0 10½	0 10¾
" " " 10 lb pails	0 11½	0 12
" " " 5 lb. pails		0 12
" " comb, per dozen	2 00	2 50
Buckwheat honey, lb		0 07½

BUSINESS CHANGES.

Recent Trade Happenings Among Canadian Grocers.

ONTARIO.—A. E. Coggins, grocer, Toronto, Ont., has assigned to Osler Wade.

H. Clark, grocer, Toronto, Ont., has sold to N. L. Foy.

J. Michael & Co., grocers and butchers, Hamilton, Ont., have dissolved.

The Gowganda Trading Co., general merchants, Elk Lake, Ont., have compromised.

QUEBEC.—Esther Luttrell, grocer, Ottawa, Ont., succeeded by J. T. James.

E. Raby, grocer, Montreal, assigned.

A. Valade & Co., grocers, Montreal, registered.

A. Rosenfield, grocer, etc., Muldoon, Que., deceased.

J. A. Bastien, grocer, Montreal, demand of assignment.

Pierre Langis, general merchant, Amqui, Que., offers to compromise.

WESTERN CANADA.—Mrs. E. Jeffries has opened a grocery business at St. James, Man.

H. Bilodeau has opened a general store at St. Anne.

T. J. Grant & Sons, grocers, Winnipeg, have sold to S. C. Grant.

Geo. Armitage is opening a general store at Manor, Sask.

T. T. Pearson, grocer, Winnipeg, has been succeeded by Wm. Youhill.

Driscoll & Weisgerber have opened a general store at Vibank, Sask.

Ecker & Scott have opened a grocery business in Edmonton, Alta.

Mrs. C. Forrier has started a grocery store in Edmonton, Alta.

John A. Gunn, grocer, Victoria, B.C., has sold to S. Brooks.

Lemyre Bros., general merchants, Howell, Sask., assigned.

J. S. Kimmell has opened a general store at Radville, Sask.

D. Findlay, grocer, Vancouver, has sold to W. S. McKenzie.

T. Greenway has purchased a grocery business in Fillmore, Sask.

W. H. Hepburn has opened a grocery store in Edmonton, Alta.

E. L. Williams has opened a grocery business at Rossyot, Alta.

J. A. Kilpatrick, grocer, Vancouver, advertizes his business for sale.

J. H. Percival, general store, Killarney, Man., succeeded by W. H. Moore.

J. W. Caswell, Co., general merchants, Kenaston, Sask., has sold to Hamre Bros.

Jos. Bradley, general store, Wolfton, Sask., succeeded by McCrimmon & Bradley.

Jacob Hiebert, general merchant, Lowe Farm, Man., has been succeeded by J. B. Hoogs.

R. R. Hobbs, general merchant, Beausejour, Man., succeded by H. D. Shaw & Co.

Curry & McLean, grocers, Moose Jaw, Sask., have dissolved; R. J. Curry to continue.

J. F. Crosby, general merchant, Darlingford, Man., is negotiating sale of business.

Geo. Mitchell, general merchant, Austin, Man., has sold his stock to Jos. Montgomery.

Copas & Emerson, grocers, Calgary, Alta., have sold to the Howson, McEwen Co., Limited.

Moffat & Robertson, formerly of Winnipeg have opened a general store at Ogema, Sask.





MAPLEINE

(Maple Flavor)

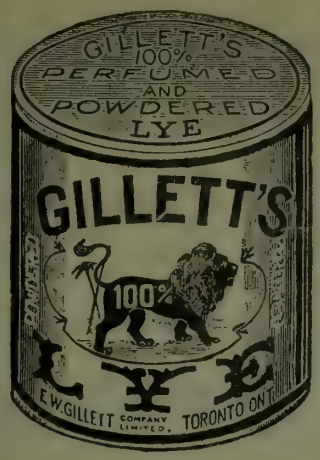
This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St, E., Toronto



A SUGGESTION

to your customers of the time and labor saved by the use of Gillett's Lye for house-cleaning purposes will be appreciated by them and will largely increase your sales and profits on this popular line of goods.

BETTER STILL—Make a display of Gillett's Lye on your counter or show case, with one of our two-color cardboard signs, which we will supply upon request.

Gillett's Lye Eats Dirt!

Gillett's Lye is the standard Lye of Canada, and is too well known to be classed with the cheap imitations that claim to be "just as good."

E. W. Gillett Co. Ltd.

Toronto, Ont.

Winnipeg — Montreal

YOUR TIME

is too valuable to expend in "talking" any particular product. We do all the "educational" work for Shredded Wheat. We aim to sell it before it is placed on your shelves But nearly every grocer has a fussy customer "from Missouri." When she asks you about breakfast foods, here are three things you can tell her about

Shredded Wheat Biscuit

First—It is the cleanest, purest, most nutritious cereal food, made in the finest, cleanest food factory in the world.

Second—It contains all the rich, body-building material in the whole wheat grain—not merely the white flour, which is mostly starch.

Third—Being in biscuit form, it makes delicious combinations with fruits—in fact, it is the only cereal breakfast food that makes wholesome and natural combinations with fruits.

Memorize these three points and be ready for the customer who asks questions.

The Canadian Shredded Wheat Co., Ltd.
Niagara Falls, Ontario

WHAT IS YOUR SHARE?

A housewife has a certain allowance for the table. If she buys less meat she can buy more groceries. When you sell

Clark's Pork and Beans

and the other Clark's Meats, you make a direct profit. When she buys meat at the butcher's the customer has less.

Your Jobber will supply you

Wm. Clark - Montreal
Manufacturer of High-Grade Food Specialties

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Joe. E. Huxley, Winnipeg — Arthur Nelson, Vancouver — Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:

RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.

MONTREAL

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMBOOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1264, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
W. Ashley, Winnipeg.
Geo. A. Stone, 84 Inns of Court Buildings, Vancouver, B.C.

A Good Demand Now Felt for the Heavy Cereal

Rolled Wheat and Oats are Again Being Asked for After the Summer Months—Trade During Warm Weather Was Better Than Usual But a Noticeable Impetus Has Been Recently Given the Market—Wheat Market is Weak Under Reports of Increased Supplies—Little Canadian Export Trade.

A weakness in the wheat market has been the only change during the past week. Flour has been in good demand according to millers who have, however, nothing to offer in the form of opinions as to further movements of the flour market. Altogether the reports of the world's supply indicate better conditions and one result has been a bearish tendency that has been responsible for lower prices in the wheat market. At Winnipeg grain has been coming in more plentifully during the past week and the receipts have been far ahead of the outgoing stocks. On Saturday and Sunday last the receipts of grain at Winnipeg reached a big figure surpassing by over one hundred cars the receipts during the same period last year. The visible Canadian wheat on Tuesday was 4,198,000 bus., as compared with 3,290,000 bus. a week ago and 5,699,000 a year ago; oats, 7,107,000 bus. against 7,014,000 bus. a week ago and 911,000 bus. a year ago.

The farmer in Western Canada is holding tightly to his grain, looking for higher prices. The Canadian price is too high for export and as a result there is but little export trade. One authority in the flour line stated that there was now more wheat than necessary for the world's supply. Reports from foreign countries have been more favorable of late, and not only are the yields well up, but this year's wheat crop is coming onto a market that has a heavy reserve supply from last year.

The waiting game the farmers played last year was successful, but there must be some movement of Canadian grain, say dealers, in order to start a movement of grain from the country and later to strengthen prices. Other countries besides Canada are heavy growers of grain. Encouraging prospects are received regarding the Australian and Argentine crops. The world's export of wheat last week was 15,169,000 bus, as compared with 9,520,000 bus. during same week last year. Altogether the aspect of the world's crops is such that at the time of writing the market is influenced by bearish forces. But the market has been unsettled of late and it does not take long to change from action under one force to give evidence of the influence of a directly opposite force. In other words the market is strong one day and it is not long until it shows signs of weakness. Particularly the Winnipeg market is influenced by the slightest tendencies.

Lower prices are still looked for by some in the trade on the ground that our prices must follow the general demand and get in touch with the export quotations. As hinted at some time ago, the reports that price-cutting was doing its work have received confirmation by those who are supposed to know. There is a feeling that some are quoting below list prices but it is only a rumour. The feeling is that prices for wheat must decline still and if there is much weakness the flour market is bound to be affected.

MONTREAL.

Flour—Since the decline of last week there has been little change in the flour situation, except that sales seem to show a slight falling off. Export demand still is the redeeming feature of the week's trade, as apparently the approaching close of navigatimon has given the necessary stimulus to this branch.

Local flour stocks show a considerable decrease over last week, but still are considerably larger than the corresponding figures of a year ago.

Winter wheat patents, bbl	5 45
Straight rollers, bb	5 25
Extra, bbl	5 25
Manitoba spring wheat patents, bbl	5 80
" strong bakers, bbl	5 30

Rolled Oats—The rolled oat market is at present weak, and though opinions differ as to the prospects, still the majority consider that a decline would not be at all surprising under the circumstances. As yet there is no change, but sales are gradually dropping off in view of the state of the market.

Export demand has been light, considerably more so than at this time last year.

Fine oatmeal, bags	2 45
Standard oatmeal, bags	2 45
Granulated " "	2 45
Bolted cornmeal, 100-bags	1 90
Rolled oats, bags, 90 lb.	2 20
" barrels	4 65

WINNIPEG.

Rolled Oats—Milling oats are scarce and the growers are offering small quantities of any kind for sale. All oat prices are going up and the following quotations on the rolled product is held firm. An advance is expected soon on this market.

Rolled oats, 80 lb. sacks, per 80 lbs.	2 20
" 40 " " " 40	2 13
" 20 " " " 20	0 60
" 80 " " (8, 10s),	2 60

TORONTO.

Flour—Since the last decline there has been considerable business transacted and local dealers state the demand has been heavy. Supplies have been coming in freely and a general tone of activity has been given the market.

Manitoba Wheat.

1st Patent, in car lots	5 70	
2nd Patent, in car lots	5 20	
Strong bakers, in car lots	5 00	
Feed flour, in car lots	3 10	3 30

Biscuit Quality

is no less a matter of purity of materials and of skill and care in mixing and baking, than of the way in which the biscuits are packed.

Your absolute guarantee against soggy conditions is to sell exclusively—



This is the kind that always reaches you in the same crisp and fresh condition as it leaves our oven.

Your cracker business will be booming this summer if you are selling

MOONEY'S

Order to-day

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg

When writing advertisers kindly mention having seen the advertisement in this paper.

Winter Wheat.

Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 20

Cereals—Business in rolled oats has been heavy of late. The season is favorable to the heavier cereals and is already making itself felt. The market is firm at the new price although the supply of oats this year is such that there is enough to command a lower price than usual. The export of oats has been small. Receipts of grain have been coming freely and locally the feeling in the trade is a healthy one.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Rolled wheat, small lots, 100 lb. brls	2 85
" " 25 brls. to car lots	2 75
Standard and granulated oatmeal, 98 lb. sacks	2 47

PURE FRUITS

In Glass Jars

Very widely and favorably known for quality and purity.



GOODWILLIE'S FRUITS

are put up in a factory situated, right in the orchards, in the heart of the Niagara Fruit-Growing District.

JOSÉ SEGALERVA

MALAGA, SPAIN

¶ Blue Fruit, as Malaga Table Raisins are often known, must be of particularly fine quality if the same brand is to be supplied to the trade year after year.

¶ Perhaps the truest guarantee of uniformity in quality of Malaga Table Raisins packed by the above firm is the constantly increasing number of repeat orders we take.

Segalerva Table Raisins

ASK YOUR WHOLESALER FOR THESE LINES

Rose & Laflamme Limited
Montreal - Toronto

Eighty-Two Elevators buy the wheat to make the flour you sell

There is only one absolutely dependable way to make sure of a *uniformly reliable* product.

And that is to insure a steady supply, *unvarying in quantity and quality,* of the raw material.

Which means wheat—Manitoba Spring Wheat.

If we left our wheat buying to others, could we live up to our guarantee of Uniformity?

And Uniformity is the very *strongest* selling point in the flour seller's dictionary.

There are over 80 wheat buying elevators carrying the LAKE OF THE WOODS standard, distributed throughout the high-quality districts of the wheat belt of the Canadian Northwest.

These buyers of the sturdy Manitoba wheat are *your* buyers, too, since you are just as much interested in *dependable quality* as the maker himself, perhaps more so since you are on the firing line.

And there are over 80 of these practiced buyers, men of experience and knowledge, having but one aim in life—to send a steady stream of the best Spring Wheat to the FIVE ROSES mills, plump, healthy, sound, clean berries.

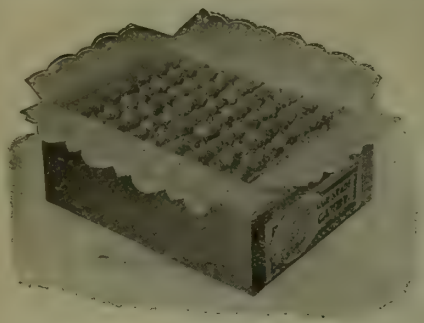
FIVE ROSES flour simply *must* be uniform.

And your profits permanent, nothing lost in excuses, business so good that *you* can't help smiling.

Sell FIVE ROSES—sell Satisfaction *all the time.*

LAKE OF THE WOODS MILLING COMPANY, Limited. MONTREAL

Five Roses Flour



"BORDO"

"The Chocolate with the flavor that's different."

Well might the readers of advertisements be mystified—whether to choose this or that brand of Chocolate; fortunately there is the famous "**Bordo**" about which no doubt as to the quality and unique flavor has ever existed.

Brands may come, and brands may go, but the "**Bordo**" Chocolate pursues its way serenely with an unbroken record, and increasing success.

When nature has produced finer ingredients, when workmen have acquired more skill, when science has inaugurated greater cleanliness, then, and only then, will "**Bordo**" be equalled in richness, flavor and quality.

Others have been convinced, and profited by it. Others have purchased small quantities, and increased their orders with increased demands.

A sample won't cost you anything, and may be the means of putting a big seller in your line.

Write to-day. Not to-morrow.

The Montreal Biscuit Co.

"Originators"

MONTREAL

"The House of High Quality"

TRUMILK

IS FULL CREAMED CANADIAN MILK IN POWDER FORM

MILKSTOCK

IS FINEST SEPARATED MILK IN POWDER FORM

These products are made by the latest and most up-to-date process at our own plant in Oxford County, are free from chemicals, preservatives or adulterations, and are the most convenient form in which milk can be got. For sale by all wholesalers. For further particulars apply to the

Sole Manufacturers

Canadian Milk Products, Limited

MAIL BUILDING, TORONTO

NO CHEMICALS are used in the manufaoture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal

Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

WINES! WINES! WINES!

Port, Sherry, Malaga, Burgundy, Moselle, Madeira, Native, etc.

DRAUGHT OR CASE GOODS

We are Specialists in Clarets and Sauternes

Write, Wire or Phone.

THE ST. LAWRENCE GROCERY

395 St. Lawrence Boulevard Montreal

The GRAY, YOUNG & SPARLING CO., Limited

SALT MANUFACTURERS

Granted the highest awards in competition with other makes.

WINGHAM ***ESTABLISHED 1871***

MAPLE SYRUP!

Small's Maple Leaf Brand

is the Standard the world over.

CANADA MAPLE EXCHANGE

Montreal

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments

Write us for prices. Phone order our expense

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, MANAGER

ROLLED OATS

FLAKED WHEAT and OATMEALS

Bags or Barrels. Car or Broken Lots.

WRITE FOR QUOTATIONS.

Prompt attention to all orders.

J. W. EWEN - Uxbridge, Ont.

W. H. ESCOTT

WHOLESALE

Grocery Broker

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

CHRISTIE

"CHRISTIE BISCUITS
—sell more than biscuits."

That's the text of all our advertising to the trade.

And—*there's a reason for it.*

A majority of the particular women of Canada prefer "Christie Biscuits."

Our national trade is positive proof of that statement.

Now, Mr. Merchant! Isn't it *reasonable* to believe that if *your* best customers *cannot* buy "Christie Biscuits" in your store, they *will buy* them at your *competitor's.*

More than that—they may reasonably transfer *most* of their trade to the grocer handling *"The purest of all pure foods."*

Aggressive general advertising is carrying the story of Christie *Quality* and *Cleanliness* all over the country.

That advertising *is convincingly proving* the fact that *"Christie Biscuits are the best baked."*

Your best customer will tell you that *there's a Christie Biscuit for every taste and they all taste delicious.*

The moral is plain.

Clinch the paying trade.

Christie Biscuits certainly do sell more than biscuits.

Christie, Brown & Co., Ltd.

BISCUITS

GRAPES
Sweet and full flavored.

Late varieties of
PEACHES

Pears and Plums

APPLES

Sweet Potatoes, Oranges, Lemons, Bananas

FULL LINES IMPORTED FRUITS.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Extra Fancy

TRACUZZI, Packer

St. Nicholas and Home Guard Puck

J. J. McCABE, Toronto
AGENT

Extra Choice

Grapes are Now Coming Freely and are Cheaper

Crop is Good and Prices are Likely to Rule Fairly Low—Peaches are Coming Yet and Trade Will Continue for a Time—Bartletts and Elbertas Nearly all in—Cantaloupe Rush is Over—Prospects are for a Heavy Citrus Yield in California—The Lemon Situation.

And now it is grapes that are beginning to occupy most conspicuous places in the fruit stands and on the markets. Peaches are not yet done, and there is still a good trade passing. Some do not look for unusually low prices in grapes, and it is not likely that they will go lower than last year. Some believe that if there should be any further decrease it will only be slight. The crop is reported well up to the average, and the receipts already are heavy. Apples are holding firmly at a rather high price, and early opinions that prices would rule high are more probable than ever.

There is a fairly good crop of apples throughout the United States, and importations may help the local condition. Pears are moving steadily. They are of fine quality and are bringing a good price. As Sicily lemons are a late crop it is expected that prices are likely to go up before the arrival of any of the new crop.

The citrus crop in California this year promises to be the heaviest in the history of the state. Not only are there the brightest prospects for a heavy yield of oranges, but lemons are also showing well. Northern navels are about due around the last of November. Florida oranges should arrive about the first of November.

MONTREAL.

Green Fruits—Grapes in large quantities are coming on the market. Even under these conditions the market retains its former firm condition on account of the heavy demand passing. Apples are coming in freely, and remain at former quotations. Trade for the week has been light in other lines, still dealers state that it is very little worse than was to be expected at this season. Prices in all lines are steady.

Apples, bbl.	2 50	4 00	Oranges—		
Bananas crated, bunch	2 00	2 25	California, late Valencias	4 00	5 00
Cranberries, bbl.	12 00		Pineapples—		
Cocoanuts, bags.	4 25		Floridas, case		5 50
Grapes, Delaware crates	2 00	2 25	Plums, crate	2 25	2 75
Limes, per box		1 25	Plums, Quebec	0 50	1 00
Cali. Malagas		2 75	Peaches	1 50	1 75
Lemons	4 25	5 00	Pears	3 50	4 00
Melons, Montreal basket	8 00	10 00	Pears, Bartletts, bbl.		

Vegetables—Large arrivals and light sales are the features of the week. However, dealers note an improvement from day to day in the demand and hope that the dullness will soon pass off. At present prices are fairly firm and show signs of improvement. Potatoes are in good demand, and supplies are large. The later varieties of corn are now on the market, and are in good demand.

Beans, green, basket	0 75	1 00	Lettuce—		
Beans, wax	0 40	0 50	Montreal, doz	0 40	0 60
Beets, bag	0 75	0 90	Boston	1 00	1 25
Carrots, bag	0 75	0 90	Onions—		
Cabbage, new, dz	0 40	0 50	Spanish, cases		2 50
Celery, doz	0 40	0 60	Potatoes, bbl		2 00
Cauliflowers, Montreal	1 00	1 50	Parsley, dozen		0 15
Corn, doz	0 08	0 15	Parsnips, new, bag	0 75	0 90
Cucumbers, bkt.	0 35	0 50	Radishes, dozen bunches	0 20	0 30
Garlic, 2 bunches		0 25	Rhubarb, doz	0 25	0 30
Green Peppers, bag	1 00	2 00	Spinach, bbl		3 50
Leeks, doz		1 50	Tomatoes, box	0 35	1 00
			Turnips, new, bag	0 75	0 90

TORONTO.

Green Fruits—The fruit market is still a busy place and during the past two weeks a great quantity of peaches were disposed of. Local grocers have had a big share in the retail fruit trade this summer, and they are not yet through. Peaches are by no means done yet, but it is apparent that Crawfords and Elbertas are just in their zenith and will soon make way for other varieties. It has been quite noticeable that the price has held firmly. Consumers who have been waiting for cheaper prices are likely to end up the season empty-handed. As was previously pointed out, peaches were not a heavy crop, and the expectations of low prices have not been fulfilled, and they are not likely to be, judging by the market this week. Grapes are coming more plentifully and prices have dropped to as low as 17½c. They are a pretty fair price and the shipments during the past ten days have increased with every day and they are now arriving in abundance. Plums are quoted at a higher price and in their case it may be said that low prices did not exist this year. Plums were below the average crop and the price held firmly. Pears have been going well at normal prices. Cantaloupes are practically done. They are still on the market, but they are disappearing gradually every day. "Lemons are cheaper in Toronto," said one fruit broker, the other day, "than in any other place in the northern continent." And such has been the case. Dealers in the small towns have been getting more money for their lemons than the local dealers. October quotations for lemons have been practically withdrawn as the season is late this year and there will likely be a small quantity of fruit offering. More have been sold for November shipment and will be received here early in December. Stronger lemon prices are fully expected by some. Stocks are not heavy here, and with a

late crop coming there is almost bound to be a gap during which lemons are likely to come to their own.

Apples, bbl.....	3 25	4 00	Egg Plant, 11qt. basket.....		25
Apples, Canadian, basket..	0 30	0 45	Lemons—		
Apples, St. Lawrence, basket.	0 50	0 65	Verdelli.....		5 00
Bananas.....	1 50	2 00	Limes, box.....		1 25
Cantaloupes, Canadian—			Oranges—		
Crate..... ...		0 50	Valencia.....	4 50	5 00
Basket.....	0 25	0 40	Peaches—		
Rocky Ford, basket.....		0 40	Crawford.....	0 75	1 25
Cocoanuts, sack	4 00	4 50	Elberta.....	0 75	1 25
Cranberries, bbl	0 08	0 10	Pears, Canadian basket.....	0 30	0 75
Grapes, case		2 25	Pears, Bartletts basket.....	0 50	1 00
" Canadian, basket.....	0 17½	0 25	Pineapples, case		4 00
Grape Fruit—			Plums, bask....	0 75	0 90
California.....	3 75	4 75	Watermelon, ea.	0 20	0 30

Vegetables—There is nothing unusual in the vegetable market. Tomatoes are higher and from all reports there is evidently not a heavy crop left. Business has been good up to the present. Potatoes seem to be a good crop generally, although in some sections the yield has not been so good. Rot has been found in some shipments, due, no doubt, to the recent rains. It is not extensive yet. Cabbage, carrots, etc., are moving in about the usual way.

Cape Cod Cranberries

Finest quality dark colored fruit. Suitable for best trade. Prices are low. Barrels or crates.

Whitco Brand Sweet Potatoes

in hampers and bbls.

Only the very select allowed in under this brand.

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LARGE SUPPLY. PRICES LOW

PEACHES

Late Crawford, Elberta

PEARS

Late Canning Varieties

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Growers and Shippers of CANADIAN FRUITS

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Fancy Cape Cod Cranberries

in barrels.

Fancy Sweet Potatoes

in barrels.

ARAM HAMPERZUM

Celebrated Camel Brand Fancy Layer Figs.

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Ask your dealer for our "Monogram" brand of Fard Dates. No better dates were ever offered. They are carefully selected and packed, and will prove a drawing card for you in your fruit-food trade. Our "Camel" Fards are packed with the same care, though shade smaller date than Monogram. Our package Hallowi "Camel" brand are growing daily in demand—are neatly and carefully wrapped and sold in attractive cardboard cartons. In your order to the wholesale mention our brands.

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IMPORTER - NEW YORK

Phone Main 5115

W. B. STRINGER
AGENT - TORONTO

Beets, doz	0 25	0 30
Beans, wax, per 11-qt. basket	0 15	0 25
Cabbage, case—Canadian	0 50	1 50
Carrots, Canadian, doz		0 30
Cauliflower, dz	0 75	0 85
Celery, basket		0 40
Cucumbers, bas	0 20	0 25
Egg plant, 11-qt. basket		0 25
Gherkins	1 00	1 25
Lettuce, Canadian, head	0 25	0 30
Onions—Spanish, large	2 25	50
Ontario		1 00
Domestic		0 40
Potatoes, Ontario, new, bag	0 75	0 80
Sweet, bbl		4 00
Parsley, per doz bunches	0 25	0 30
Radishes, doz		0 25
Red pepper		0 75
Green peppers, 11-qt. basket	0 35	0 40
Tomatoes, Can., basket 11 qt	0 30	0 35
New turnips, per 11-qt. basket		0 50

WINNIPEG.

Green Fruits—As the season closes in for all imported fruits, the quality is slightly deteriorating, and prices are weakening. A brisk trade is going on still, however, and the consumption everywhere is heavy. Peaches are the leading lines this week and apples are close seconds.

Apples—Ontario, No. 1, brl	5 00	Cocoanuts, doz	0 90
Ontario, No. 2, brl	4 50	Lemons, Cal	7 50
Apples, Wash., box	2 25	Peaches, Crawford's, case	1 00
Bananas	2 50	Pears, case	3 00
Cantaloupe, Cal	4 00	Oranges, Valencias	5 50
Crab apples, box	2 50	Plums, Wash. case	1 40

Vegetables—A heavy output is reported by all jobbers. No changes are reported, except that celery is stronger and getting scarce. Potatoes are also firmer, and a higher price is expected to rule shortly.

Cabbage, new, lb	0 01½	Potatoes, new, bs	90
Celery, doz	0 60	Parsley, per doz	0 25
Cucumbers, doz	0 60	Radish, dozen	0 30
Lettuce, doz	0 60	Rhubarb, lb	0 04
Mint, doz	0 30	Tomatoes, Ont., basket	0 75
Onions, green, per dozen	0 20		

Demand for Oysters Has Shown Improvement

Weather Has Been Favorable and Business has Shown the Evidences—Some Lines of Fish Have Been Scarce and Prices Rule High—Fish News From Both Coasts and From Inland Markets and Waters—Fall Season of Better Demand is Beginning to Make Itself Felt.

There has been an epidemic of dog fish on the coast of late, which has done serious damage to the fishing. Another cause for the scarcity of fish was the difficulty in procuring bait. When taken together with the bad storms which have been raging on the eastern coast, it can be readily understood why most lines of fish are short, and prices high.

It is somewhat better this week, except in haddock and cod, which still are scarce.

Shell oysters are coming in well, and seem to be popular for this time of the year.

Reports from the east show that there is a great shortage of mackerel and prices are high. The demand for British Columbia halibut is also large and prices are firm.

NOVA SCOTIA

Halifax, Sept. 29.—The fish business is now booming and prices are soaring. Despite the fact that the vessels are returning from the Banks with good catches, the price continues to advance. The vessels of the Lunenburg fleet are now nearly all home, and some of them have landed as high as 2,100 quintals. While the total catch is not as large as that of last year, the higher prices will make up for any deficiency in that respect.

Codfish is now quoted at $5.60 per quintal, which is about $1.50 higher than last year. It is estimated that in the Lunenburg fleet alone the fishermen will receive over a quarter million dollars more for this year's catch than they did for last year's.

There is a marked scarcity of mackerel in Nova Scotia, and also on the U.S. market. All the fish offering, both salt and fresh, are readily bought up at high prices.

In Halifax fresh mackerel are quoted at the highest prices ever known in these parts. Some few fresh fish that were offered here this week sold for forty cents each, which is a record price. The fish were only of medium size. Thirty years ago this week, large mackerel sold in Halifax for fifty cents per dozen.

Oysters are also scarce and high. No Prince Edward Island stock has been received here so far this season. Only U.S. oysters are on the market and they are quoted at nine dollars per barrel.

The receipts of fresh fish are smaller than usual, and a lot of cold storage stock is offering. Halibut is scarce and high on the local market.

QUEBEC.

Montreal, Sept. 29.—The fish situation has been somewhat relieved this week by the arrival of several large shipments. The only lines hard to obtain are haddock and cod. It is thought that the catch of these in the next few days will show a marked improvement.

The last brook trout have arrived here that seem likely to this season.

FRESH

Pike	0 08	Fresh Lab'dor. salmon	0 22
Perch	0 07	Whitefish	0 12
Steak cod	0 05 0 06	Mullets	0 08
B.C. salmon	0 15	Haddock	0 04½ 0 05
Market cod	0 04	Halibut	0 09
Sturgeon	0 13	Bullheads	0 09
Lake trout	0 11	Carp	0 08
Blue fish	0 15 0 18	Dore	0 11
Sea trout	0 13	Mackerel, each	0 25
Sea bass	0 12	Swordfish	0 11

FROZEN

Codfish	0 04 0 04	Pike	0 07
Dore, winter caught, per lb	0 10	Salmon, B.C., red,	0 09
Haddock	0 04	Gaspe salmon, per lb	0 18
Halibut, per lb	0 09	Smelts, 10 lb. boxes	0 07½
Herring, per 100	1 25	Whitefish, large, lb	0 09
Market cod	0 04	Whitefish, small	0 07
Steak cod	0 05		
Mackerel	0 10		

SALTED AND PICKLED

Green cod, No. 1, bbl	6 00 6 50	Lake trout, half bbl	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" " ½ bbl	3 00	" " pink, bbl	12 00
Labrador sea trout, bbls	10 00	" Labrador, bbl	17 00
Labrador sea trout, half bbls	5 75	" " ½ bbls	8 50
No. 1 mackerel, pail	2 10	" " trcs., 300 lb	22 00
½ bbls	10 00	Salt eels, per lb	0 07½
No. 1 pollock	4 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, bbl	5 00	Scotch herring	6 50 7 00
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 6/s	1 25
Haddies	0 07½
Boneless haddies	0 09
Herring, new smoked, per box	0 15
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 50

SHELL FISH

Shell oysters, bbl	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 65 2 00

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, b.ocks and packages, lb	0 05 0 06½
Shredded cod, per lb	0 06½ 0 10
Skinless cod, 100 lb. case	5 50
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	5 50
Dried haddock, medium, bundle	5 50

NEW BRUNSWICK.

St. John, Sept. 29.—The fish market has never been known to be so bare in St. John as during the past week. Strong easterly winds along the coast practically tied up operations among the fishermen. Mackerel have never been so scarce as they are this season. Along the south shore of Nova Scotia, where there is usually a plentiful supply, hardly any have been taken this season.

Fishing in the St. John harbor and along the coast of Charlotte and St. John counties, is at present confined to sardines or small herring. These have been fairly plentiful, though nothing like the past few seasons.

Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.
Write for prices.
W. A. LEARD
SUMMERSIDE, P.E.I.

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
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Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
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Would you like our Weekly Circular?

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THE BEST!

"OCEAN" BRAND

FINNAN HADDIES, BLOATERS and KIPPERS

A Line that will Add to Your Reputation and Profit!

We have the most sanitary and up-to-date curing and freezing equipment on the Atlantic Coast, and have sold over 50 carloads to wholesalers throughout Canada for fall and winter trade.
Get in line with the wise Grocer, and push "Ocean" Brand in your fish department.

Also, Boutilier's Smoked Fillets, Canada Strip Boneless Cod, Our Special Fat July Salt Herring

If your wholesaler cannot supply you, write us direct.

Head Office: HALIFAX, N.S.

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Selling Branch

45 William Street - Montreal

Buying Station: CANSO, N.S.
Curing and Cold Storage at
HALIFAX and PORT HAWKESBURY, N.S.

Sardines That Sell

are those that have a guarantee on each tin!

Concord Norwegian Sardines

are finest small autumn fish only, packed, when freshly caught, in high-grade oil. Each tin is provided with an extra cover for use after it has been once opened.
The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree.
Order from any wholesale grocer, and don't forget the name CONCORD.

CCC
Norwegian Canned Goods

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Ask for our booklet explaining how you can secure one

Malpecque Shell Oysters
Capes Shell Oysters
Bulk Oysters Select Oysters
SMOKED FISH
Haddies Kippers Bloaters
"NIOBE" BRAND, the Best in the Market

D. HATTON COMPANY,
MONTREAL

During the week a meeting was held here by the sardine fishermen and it was decided to notify the canneries that they would not accept the rate which the canners agreed to pay for the fish, namely $6 a hogshead. The fishermen had been getting from $8 to $10 a hogshead, but the canners recently notified them that they would pay only $6. At the meeting held here the fishermen agreed to accept not less than $8, which they claimed was little enough and, pending word from the canneries, fishing was suspended. It is now stated that the canners finding they could not get stock to work with have agreed to accept the $8 rate and operations have been resumed.

Some years ago the fishermen were accustomed to gather in good catches of fall shad, but that is now a thing of the past. The catches have been getting smaller year after year and this season not more than about 500 shad have been taken here. Those that were caught were nearly all taken near Black's Harbor, down the coast. The fish are apparently getting farther away from St. John every year. Some attribute the falling off in the fisheries here to the dredging being carried on in the harbor almost constantly.

There is practically no change in prices since last report.

Fresh—		Frozen—	
Cod, per lb	0 02½	Mackerel, per lb	0 11
Clams, per gal	0 60	Salmon, per lb	0 20
Halibut, per lb	0 10	Shad, each	0 30
Haddock, per lb	0 03	Swordfish, per lb	0 12
Herring, per doz	0 20 0 30	Canned—	
Oysters, per gal	2 40	Lobsters, 8 doz. ½ lb. tins	17 00 17 50
Pickerel, per lb	0 08	Lobsters, 8 doz. ¼ lb. tins	11 50 12 00
Smelts, per lb	0 08		

BRITISH COLUMBIA.

Vancouver, B.C., Sept. 28.—One vessel came in this week with 230,000 pounds of halibut, caught in Alaskan waters. The company, which operates this boat, along with others, reports that the demand for halibut is so great that it cannot be supplied. Notwithstanding, the price is still at four cents, though it may go up later. In Boston, the price is 15 and 16 cents.

In salmon, there is also strong demand, with the result that the price is high, thirty cents being paid to fishermen for cohoes. These fish are pink tinted, and are better in quality than the other kinds available now. They are sought by the canners, so that shippers of fresh or mild cured fish cannot get the supply required. Considerable herring are now being caught at Nanaimo and is largely being used as bait for the halibut fishers.

Codfish, per lb	03	Salmon, fresh	0 8
Halibut, per lb	0 04	Salmon, cohoes, each	0 30
Herring, pr. lb	0 03	Smelts, per lb	0 03

ONTARIO.

Toronto, Sept. 29.—Supplies are coming in more freely just now and local fish dealers are beginning to settle down for the fall business. They say that whitefish and halibut are rather scarce but trout are plentiful and the demand is heavy. Dealers are beginnig to show heavier stocks of cod, haddie, bloaters, and other varieties and this appeal is having a good effect.

Demand for oysters has shown considerable improvement during the past ten days and there have been many orders filled.

FRESH CAUGHT FISH

Halibut	0 10	Steak cod	0 08
Salmon trout	0 12	Perch	0 07
White fish	0 12 0 13	Haddock	0 07
Herring	0 06		

FROZEN LAKE FISH

Pike	0 07	Pan frozen whitefish	0 10
Whitefish, frozen	0 09	Gold eyes	0 06

OCEAN FISH (FROZEN)

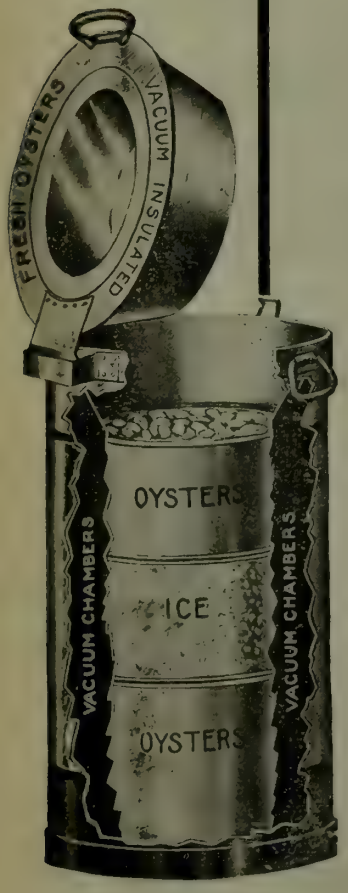
Herring, per 100	1 50	Salmon, pink, per lb.	0 08
		" red	0 09

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Cod, Imperial, per lb	0 05
		Fillets, per lb	0 12
Acadia, 2-lb. boxes, pr. crate	2 40	Haddie, Finnan	0 08
		Halifax, 1-lb bxs., pr. crate	3 12
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Quail on toast, per lb	0 05

MANITOBA.

Winnipeg, Sept. 29.—The fish trade is in good condition notwithstanding the inability to get stocks conveniently. This applies to fresh fish only, as they have to be brought in to a large extent from western waters. The canned fish market is short on many lines just now. Indications point to a stronger salmon market particularly on 1 lb flats.



Display your Oysters in a "Coast-Sealed" Cabinet

This is the handsomest, most practical and convenient oyster display cabinet made
It requires but ONE-EIGHTH the amount of ice used in other cabinets, owing to the vacuum chamber construction.
Ice tank sits in the centre, with three gallons of stock below and two above—thus enabling you to keep your stock absolutely fresh until the last pint is sold.

Sold Outright $17.00 f.o.b. Toronto

No strings attached—no jug-handled loaning agreements with the view of coercing you into buying any particular line of oysters.
Your own judgment will suggest that you handle only "Coast-Sealed" Oysters, because they are the cleanest, fattest, best flavored oysters on the market. They reach you in a container that is sealed at the coast and which holds nothing but pure oysters—no muck or slime—just solid oysters, all over four years old and with the real salt sea flavor unimpaired.

Write us for Prices and Particulars.

Connecticut Oyster Company

88 Colborne Street, : : : : : : Toronto, Ont.
Head Office: Milford, Conn.

SHIVERING FISH—

They would be, could they feel—those fish that comprise our stock. For our new cold storage has been completed—and it is a cold storage. It is the largest, most modern fish warehouse in Canada—has no equal.

We spent the money on it so as to give you more prompt and better service than ever before. Give us an opportunity to show you how we can make good.

ALL KINDS OF FISH IN SEASON

Do not neglect your stock of Sealshipt Oysters.

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BRUNSWICK BRAND BUILDS UP BUSINESS



Because the most carefully selected smallest and sweetest fish is the sardine herring caught in weirs or traps in Passamaquoddy Bay. And in the **BRUNSWICK BRAND** they are canned in such a manner that the natural flavor is preserved. This is the brand, Mr. Grocer, you can handle with credit to your store and with increasing profit to yourself.

BRUNSWICK BRAND
Are Quality Goods.

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AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

FRESH.

Halibut	0 09	Whitefish	0 09
Salmon Trout	0 11	Smoked—	
Whitefish	0 09	Bloaters, basket	1 50
Haddock	0 06	Fillets, lb	0 20
Lake Frozen—		Haddie, Finnan	0 08
Goldeyes	0 03½	Herring, Digby,	
Yellow Pickerel	0 07	bdls	0 95
Pike	0 03½		

CANNED.

Clover Leaf and Horseshoe brands salmon—	
1-lb talls, per dozen	1 94½
1-lb. flats, per dozen	2 20 2 22
Other salmon—	
Cohoes, dozen	1 45
Red Spring, dozen	1 75
Red Sockeye, dozen	1 94½
Lobster Futures—	
½-lb. flats, doz., $2.20; ¾-lb flats $2.90; 1-lb. talls, doz., $4.00. 1-lb. flats, doz., $4.50.	

California Raisin Statistics for Three Years

Indications are that Supply Will be Inadequate to Meet the Average Demand—Crops, Shrinkage, Local Consumption and Carry-Over Given—The Estimate for 1910 Below Average of Past Three Years.

The Grocer is in receipt of figures which have been carefully compiled from the records of the transportation companies, regarding the California raisin crop for the past three years, shipments for the corresponding years and the annual turn-overs. The figures show shipments from October 1st for one year, to September 30th next, as in the average year the shipments of seeded raisins are light prior to the beginning of October. The figures represent tons.

1907 Crop	75,000	
Shrinkage	5,130	
Balance		69,870
Shipments	52,600	
Local Consumption	4,400	
		57,000
1907 Cary-over		12,870
1908 Crop		65,000
1908 Supply	77,870	
Shrinkage	5,670	
Balance		72,200
Shipments	59,000	
Local Consumption	4,000	
		63,000
1908 Carry-over		9,200
1909 Crop		70,000
1909 Supply	79,200	
Shrinkage	6,200	
Balance		73,000
Shipments	65,000	
Local Consumption	4,000	
		69,000
1909 Carry-over		4,000
1910 Crop (Estimate)		55,000
1910 Supply	59,000	
Shrinkage	5,300	
		53,700

Shipments 1909	69,000
1908	63,000
1907	57,000
Total	189,000
Average yearly shipments	63,000

The crops of the various years are always figured on grower's or sweat-box weights, which are the gross weights, while the figures representing the shipments are the net weights of the manufactured products. The shrinkage referred to in this statement is the loss in weight by the stemming and the seeding stock.

The estimate of 1910 crop is stated to be a conservative one, and in fact some packers put it at 5,000 tons lower. The general belief is for a crop twenty-five per cent. less than that of 1909. All estimates are based on perfect climatic conditions during harvest, and were made prior to the recent rain, which may reduce the crop somewhat. There have been years in the past when more than one-half of the crop was damaged to an extent that made it necessary to sell it as second grade stock.

The Demand Increasing.

With no export demand to speak of, the average annual shipments for the past three years have been 63,000 tons, while for the past twelve months it has been 69,000 tons, showing that at reasonable prices the consumption of raisins is increasing; this year, based on favorable conditions, there will be practically 10,000 tons less available, and the shortage may be much greater with unfavorable climatic conditions.

It is known that stocks in jobbers' hands are much less than previous years, and with the serious shortage on the coast, it looks as if it were to be a bare market with strong prices. To-day's prices for loose and seeded raisins, the grower claims nets him but little more than the cost of production, and when this fact is coupled with the fact that in previous years raisins have been produced at a loss, The Grocer has reason to believe that an exceptionally strong market will prevail.

REPORT ON LATE CROPS.

Corn and Potatoes Got Off to Bad Starts —The Tobacco Situation.

The Ontario Department of Agriculture in their last bulletin on Ontario crops report the following about corn, tobacco and potatoes:

Corn—The corn crop got off to a bad start, the weather turning cold and wet just after planting, rotting some of the seed. Complaints of inferior seed are also common. For these two reasons there was a great lack of germination, and considerable corn land had to be more or less replanted. Crows, blackbirds, and grubs also did injury to the young corn. More recent weather, however, has favored the crop, and it was making a rapid and promising growth when correspondents wrote.

Tobacco—While a few promising fields of tobacco are reported, the bulk of the crop is rather backward and uneven in appearance and yield. The early part of the season was unfavorable to growth, and consequently much of the planting had to be done late. There are reports of damage by hail, and grubs and other insects also did injury. However, the crop was picking up with the advancing season.

Potatoes—Early planted potatoes suffered from drouth and will yield lightly, but those planted late will give a fair return. The Colorado potato beetle has been present in unusually large numbers in nearly every section of the Province. So far only slight mention has been made of rot.

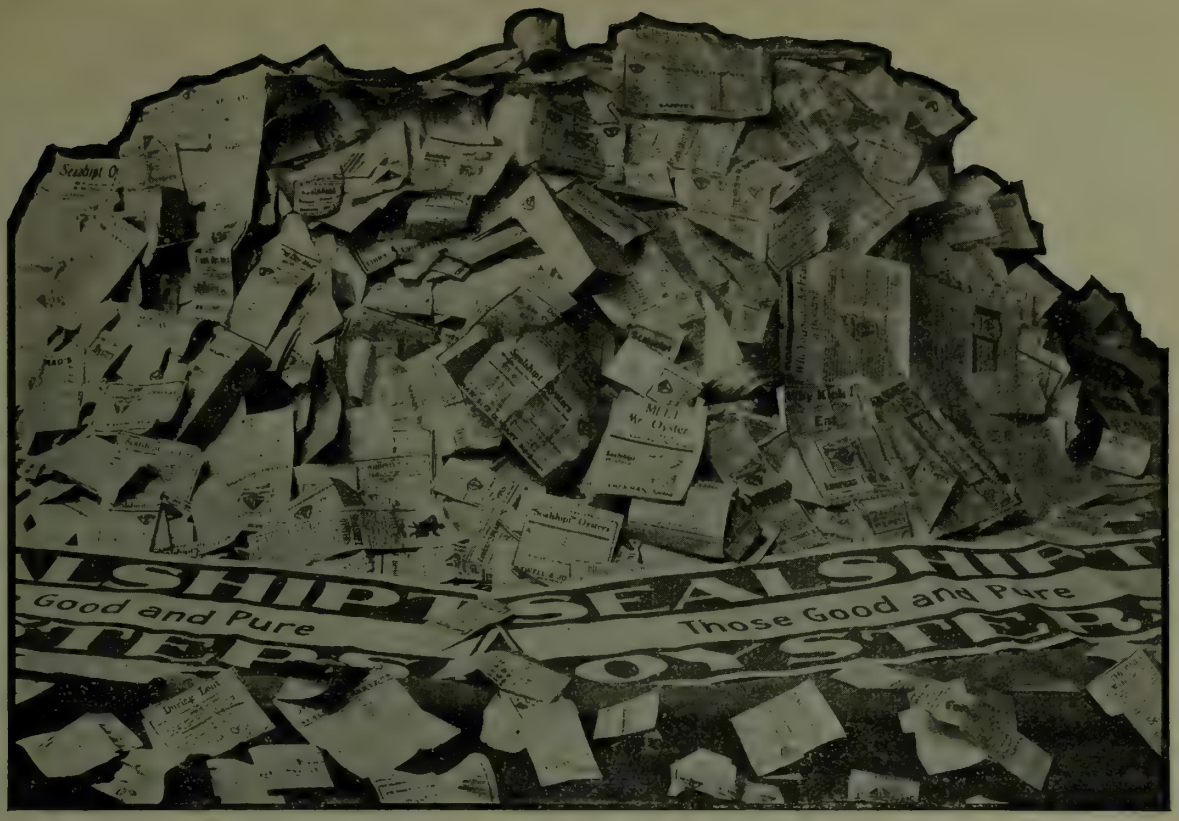
Statistics on Tea Growing in the East Indies

The great advances made in the Indian Tea Industry are represented by figures compiled by the Commercial Intelligence Department. There are 555,305 acres under cultivation, of which 438,000 are in East Bengal and Assam; 53,000 in Bengal; 8,000 in the United Provinces; 9,000 in the Punjab; 16,000 in Madras, 29,000 in Travancore and 1,500 in Burma. Chief interest lies, however, in the great increase in production. The production last year was 262,560,000 lbs., or three and one-half times what it was 25 years ago.

In the same time the area has increased only 95 per cent. The direct shipments to the United Kingdom increased by over 12 million pounds, while direct exports to Russia decreased by over 8 million pounds, or nearly 44 per cent. The number of people employed in the industry last year were 516,000 permanently and 81,000 temporarily.

Handling Fish is Important in the Retail Store

"In no kind of food is freshness more intimately associated with wholesomeness than fish, and in no kind of food is skilled espionage more desirable at every stage in its distribution. In Billingsgate and the central markets of big towns the detection of bad fish is comparatively easy, but fish have to be followed to the premises of retail dealers for it rapidly undergoes deterioration



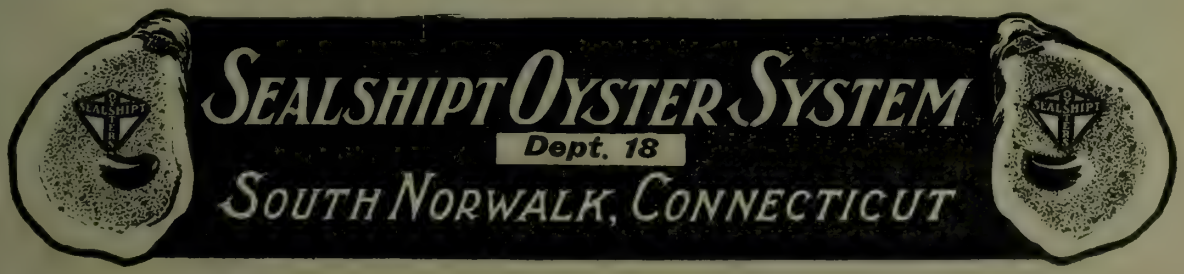
Many thousands of Advertisements were published by Sealshipt Agents during 1909. The pile from which this photograph was taken was 4 ft. high, 4 ft. wide and 6 ft. long.

The High-Class Advertising Helps we give the Sealshipt Agent

Besides our extensive magazine advertising, which makes **SEALSHIPT OYSTERS easy to sell**, we help the **SEALSHIPT AGENT** to draw into his store the sales this advertising creates. We give you a blue and white steel sign and blue and white muslin signs for your store front, transparent sign for your door, so that all who pass through it see the Epicure enjoying his **SEALSHIPT OYSTERS**, plenty of interesting recipe books, and arrange with you for the installation of a **SEALSHIPTICASE**. The **SEALSHIPTICASE** is a beautiful, blue and white, porcelain fixture for the storage and display of **SEALSHIPT OYSTERS**. It is a feature of all our advertising, and people look for it to identify **SEALSHIPT OYSTERS** and the **SEALSHIPT AGENT**. Its wholesome appearance will give your customers immediate confidence in **SEALSHIPT OYSTERS**, in fact it is the greatest sale-making fixture ever devised.

OUR LOCAL ADVERTISING SERVICE

We supply the **SEALSHIPT AGENT** with attractive newspaper advertisements, all ready for him to insert in his local papers. These advertisements are well written and "appetizing." They are as successful in bringing business to the **SEALSHIPT AGENT** as the other helps we give, and the result of our co-operation in giving such local advertising help is that people leave stores where no oysters or ordinary oysters are sold and go to the store where **SEALSHIPT OYSTERS** are sold—and the **SEALSHIPT AGENT** often secures their entire patronage. Write for our catalogue and particulars and secure the sale of **SEALSHIPT OYSTERS** in your locality.



and there is no doubt room for improvement in the mode of dealing with fish even in some of the best shops." This is an extract from the report of an address by Sir J. Creighton-Browne at a conference of the Sanitary Inspectors' Association held in London recently.

On account of the food value of fish, he advocated broader methods to be followed in order to increase the demand and to create new dealers who would by their customers increase the demand. He also advocated conservation of the fish and methods to increase the production in order that abundant supplies will always be assured.

Peculiarities of the Growth of the Smyrna Fig

Male and Female Trees Necessary for the Propagation of This Popular Fruit—One and a Half Million Trees in the Meander Valley—Demand Being Widely Extended.

The Meander Valley in Turkey is the home of the Smyrna fig. The crop is maturing now and the prevalent winds are a big factor in the proper ripening. These winds from the North and West in the Meander Valley are dry and are necessary to make the fig white and mellow.

The Province of Smyrna produces two varieties of figs one of which is consumed in a fresh state in the home market. The other comes in the washed or pulled fig and also the spread figs, ranging from one and one-half inch to the umbrella fig.

In the fig-growing district in the Valley of Meander are about one and one-half million trees. These have a male and a female representation that is vital to one another, and to the propagation of the fig industry. In fact without the one or the other the fig could not exist. The figs of the male trees are sour and pithy and are not edible. The blossoms begin to appear on these trees about the middle of April. This is much before the female tree shows similar signs of production, but this fact is provided for by nature to make possible the proper maturing of the fig of commerce.

Peculiarities of Production.

The figs of the male tree are gathered while green and are then sewn together in wreaths of four or five figs. Between the first and fifteenth of June these wreaths are hung on every female tree. The figs in these wreaths gradually begin to dry, during which time the female tree has produced fruit, although this appears fully a month later than the figs on the male tree.

As soon as the male figs are quite dry, a large number of tiny flies emerge from a hole at the bottom of the fig and fly to the female fig. One male tree will furnish enough flies to nourish 150 female trees and two or three of these flies are sufficient to fertilize, insure the proper growth and bring to maturity the female fig, which is in every case the fig that is sold for consumption.

Frequently it happens that flies do not enter a fig in the manner described and these figs do not mature but fall from the tree and are not used for eating purposes.

About sixty days after the natural process referred to, and as a direct result of it, the female figs are entirely cured and matured. They are then gathered, spread on mats and exposed to the sun for three or four days and sent to the factories to be worked and made ready for market.

Consumption Greatly Increased.

A great change has been noticed during recent years in the condition in which figs have been marketed. Some of the Smyrna dealers realized the importance of the European and North American demand and as a result they are frequently received to-day temptingly packed in boxes and are really a dainty fruit. The result has been that the demand has doubled under the improved conditions.

TRADE NOTES.

"The Big Double Store on the Corner," Alvinston, Ont., is now occupied by R. B. Keeler & Son, general merchants. The premises were vacated some weeks ago by E. E. Spackman & Son.

E. Carter, Toronto, and C. Stevens, Stratford, Ont., were the names given by two young men caught coming out of C. J. Norsworthy's grocery store, corner Elgin and Wellington Streets, St. Thomas, Ont., by way of the rear door, one night recently, laden with biscuits and canned goods. They were later convicted of theft and sentenced to terms of imprisonment.

The grocery business of Hanley Bros., Belleville, Ont., which was conducted for a number of years by that firm, has changed hands. J. H. Conn, formerly of Ottawa, is the purchaser.

William Miller, who has been clerking for D. Graham, grocer, Strathroy, Ont., has purchased a grocery business on Broadview Ave., Toronto.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
None equal. Insist upon McDougall's
There IS a difference.
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

Black Watch
The Big Black Plug
Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade



ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE—Grocery, crockery and provision business. Established since 1864. Annual turnover about $30,000. Splendid connection; large farming district. Must be sold at once. Good reasons for selling. Apply JAS. R. LOCKHART, Pembroke, Ont.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

POSITIONS WANTED.

SITUATION as Manager or Sub-Manager wanted by young man, with exceptional English and Continental experience. Reply "Chocolate," c/o T. B. Browne, Ltd., 163 Queen Victoria Street, London, E.C. (40p)

WANTED by gentleman of experience, position as representative to call on grocery and allied trades. Highest reference as to integrity and ability. Commission, or salary and commission basis. J. O., 21 Buckingham Ave., Montreal. (39p)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BUSINESS MEN, professional men, merchants and church workers, find innumerable uses for Fulton Sign and Price Markers. The Fulton Rubber Type Company of Elizabeth, N. J., are makers of Ink Pads, Daters and Business Outfits of high quality. Sold by all stationers. A. R. MacDougall & Co., Toronto, Canadian Agents.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

MISCELLANEOUS.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

EVERY Retail Merchant should write for a copy of our finely illustrated catalogue of rebuilt typewriters. It shows the best typewriter bargains ever offered in Canada. Moreover, it contains facts on retail advertising intensely interesting to retail merchants. It is free. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto, also Montreal, Hamilton, London, Ottawa.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery, with cash prices. Write for a copy—it's free. John Kay Company, Ltd., 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

MISCELLANEOUS.

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU can display your goods to better advantage through the use of up-to-date fixtures. We are specialists in the planning of stores and offices. Our catalogue contains illustrations of many new features and several handsomely equipped stores and offices. Shall we send you our catalogue J? Jones Bros. & Co., Ltd., 30-32 Adelaide St. W., Toronto. (tf)

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 3 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case $6 00
1 "	12 "	
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per doz.
Sofa—Jar 6 oz.	$ 0 85
" ½ lb.	1 45
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 80
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

	Per doz		Per doz
Aylmer Jams		Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 15
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
		Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

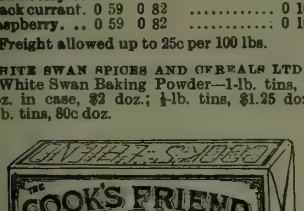
Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 20



Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 37
Solu. le, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations or Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb.	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 24
" ½'s " " "	0 25
" 8's " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

dilite, 10c size (for cooking) doz	0 90



Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, ⅛ and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½

	Pails.	Tins.	Bbls.
½ lb. packages, assorted, in 5 lb. boxes.	0 28		
1 lb. packages, assorted, in 5 lb. boxes.	0 29		
½ lb. packages, assorted, 5, 10, 15 lb. cas.	0 30		
Bulk—			
In 15 lb. tins, 15 lb pails and 10, 25 and 50 lb. boxes.			
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18		0 1
Special Shred	0 17		0 16
Ribbon	0 19		0 15
Macaroon	0 17		0 17
Desiccated	16		0
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 16
Shredded	0 15
In packages 1-oz., 4-oz., 8-oz., 1 lb.	0 05

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 1(
" " ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 22c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation with 3 tumblers), $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz.. $ 2 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz. 18 00

Med. size, doz. 17 00

Small size, doz. 12 00



Roquefort—

Large size, doz. 2 40

Small size, doz. 1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large bloaks, dozen	2 25
Medium blocks, dozen	1 20



	W.S.P.	Ret. P.
Ground or bean, 1s	0 32	0 50
" ½s	0 33	0 50
" 1s	0 29	0 40
" ½s	0 30	0 40
" 1s	0 22	0 30
" ½s	0 23	0 30

Packed in 30s and 50-lb. case
Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	1 35
" " 10c cakes, 36 in box "	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0 25
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	1 75	
2½ "	"	2 00	
4 "	"	3 00	
5 "	"	3 75	
8 "	"	5 50	
16 "	"	10 00	
32 "	"	18 00	

Discounts on application.

CRESCENT MFG. CO.

	Mapleine	Per doz
2 oz. bottles (retail at 50c.)		4 20
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07

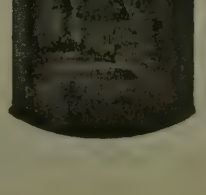
Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails	0 07

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $140. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 80 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 dz



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



Fortify Your Position

as a grocer by adding to your shelves

2 in 1

The World's Best Shoe Polish

It produces a brilliant, lasting polish, and is, moreover, waterproof.

"2 in 1" is a popular favorite, and sells all the time.

SEE TO YOUR STOCKS

The F. F. Dalley Co., Ltd.

HAMILTON, ONT., and BUFFALO, N.Y.

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London.
A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON

91 YOUVILLE SQUARE, MOTRNEAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

STOVE POLISH

A good demand now sets in for stove polish; stoves, etc., coming into general use for the fall and winter season.

JAMES DOME BLACK LEAD

is the old reliable polish that can be depended on every time to give entire satisfaction

Works Well. Sells Well. Pays Well

W. G. A. LAMBE & CO., Canadian Agents.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

'Purity" licorice, 10 sticks 1 45
" " 100 sticks 0 73
Dulc, large cent sticks, 100 in box ....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz $3 50
3 cases of 4 doz 3 40
5 cases or more 3 35



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 13¾
½-bbls.	0 14
Tubs, 50 lbs.	0 14
20-lb. Pails.	2 85
20-lb. tins	2 75
Cases 3-lb.	0 14¾
" 5-lb.	0 14¾
" 10-lb.	0 14½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 13
Tubs	0 13¼
20-lb. pails	0 13¾
20-lb. tins	0 13
10-lb. "	0 13¾
5-lb. "	0 14
3-lb. "	0 14
1-lb. cartons	14¼

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. "	2 80
4-lb. tins, "	4 65
7-lb. "	7 35

"Shredded"—

1-lb. glass, doz.	1 90
3-lb. "	3 10
7-lb. tins, "	5 25



Mustard

COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb. tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ¼-lb. tins	per doz.	0 85
" ½-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 5 75
" pts. 24's	6 50
" ½-pts. 24's	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

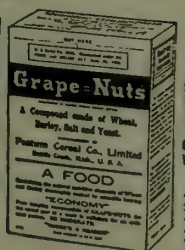
Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, -lb. glass jars	1 75
" " 10 5-lb. cans	1 50

Cereals.





Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.

Soda

COW BRAND



Case of 1-lb. containing 50 packages, per box, $3 00
Case of ½-lb. containing 120 pkgs. per box, $3.00
Case of 1-lb and ½-lb. containing 80 ½-lb. and 80 ½-lb. pkgs, per box $3.00
Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, "	120 ½-lb. "	2 60
No. 3, "	{30 1-lb. " {30 ½-lb. "	2 60

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 65
5 cases	2 50

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious! — *The Choicest of the Choice.*

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. — **Montreal**

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

	Per lb
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07¼
Silver gloss, 6-lb. tin canisters	0 07¼
Edward's silver gloss, 1-lb. pkg	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 06
Kegs, 100 lb.	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 60

Milk.



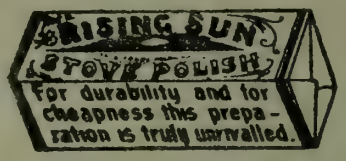
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

Per case	
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03¾ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼-barrels, 175 lbs	0 03¾ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 [illegible]
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 [illegible]	0 [illegible]
Orange Label, 1's and ½'s	0 25	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

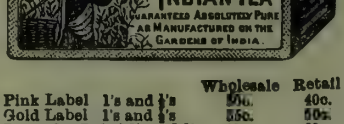
LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, 1's and ½'s	0 55	0 80
Embossed, 1's and ½'s	007	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	35c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.

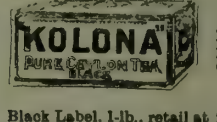


MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ⅛s	0 [illegible]	1 00
" " ¼s	0 55	0 80
" " ½s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ½s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents per doz.
Pure Gold Salad Dressing Powder }
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	80

Yeast

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

MADE IN CANADA

You want a new supply of Stationery for your office?

Well! You want good paper. That's one sure thing!

SUPERFINE LINEN RECORD

is the best for Letter Heads, Blank Books, Loose Leaf Forms, etc.

SAMPLES ON REQUEST.

THE ROLLAND PAPER COMPANY, LIMITED

HIGH-GRADE PAPER MAKERS

GENERAL OFFICES:
53 St. Sulpice Street
MONTREAL, P.Q.

MILLS AT
St. Jerome, P.Q.

WARNING!

Crescent BM&Co. TRADE MARK. Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

LOOK AT THE CALENDAR

AND DO NOT DELAY THAT

SALT

ORDER WITH JACK FROST IN SIGHT.

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

WETHEY'S
Condensed
Mince Meat

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

"Judging from inquiries we have had, your paper must cover all parts of Canada."

The above is an extract from a letter written to *The Canadian Grocer* by a well-known, London, Ont., firm.

Following is an appreciation from a Hamilton concern:

"We are well pleased with the results from our advertising in *The Canadian Grocer.* We have received orders and inquiries by mail that have been directly traceable to your paper."

A United States manufacturer writes: "It will, perhaps, be gratifying for you to know that out of seven mediums used in the Canadian field, your paper brought three times the number of inquiries received from any other. We are well satisfied with the results."

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 140 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, OCTOBER 7, 1910 NO 40.

KEEN'S OXFORD BLUE



In every civilized country **KEEN'S OXFORD BLUE** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For Sale by all the Canadian Jobbing Trade.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

Canada's Leading Starches

Edwardsburg "Silver Gloss" Starch
(for laundry purposes has no equal.)

Benson's "Prepared" Corn
Most perfect for cooking, puddings, desserts, etc.

These brands are found in every up-to-date grocery store. They make satisfied trade.

Demand them of your jobber

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

BREEZES FROM OVER THE SEA



THREE OLD COUNTRY FAVORITES

"DOLLY"
REGISTERED.
CREAM COLOUR. TINTS & DYES ALWAYS CONTAIN THE STICK.

BLUE - TINTS - DYES

SOLE CANADIAN AGENTS

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

Manufacturers and Importers Grocers' Specialties

TORONTO - - - - - - - CANADA

WHY SELL METAL POLISHES?

WHEN

Cleaning and Polishing Cloth

Will Clean and Polish
Brass
Copper
Nickel
Plate
Tin and
Other Metals

REDIO

No Liquid
No Paste
No Mess
No Waste

TWO GRADES

Redio Yellow Cloth (Regular)

Redio Green Cloth (Extra Strong)

Packed in boxes containing three dozen Cloths

For samples and quotations write

SOLE CANADIAN AGENTS

MacLAREN IMPERIAL CHEESE COMPANY, LIMITED

Manufacturers and Importers Grocers' Specialties

TORONTO - - - - - - - CANADA

ARTHUR P. TIPPET & CO.

Agents

Montreal *Toronto*

For Prompt Delivery

Coco-Fruitine

Made in France

For all cooking purposes where butter or pure lard is used, this is unequalled.

It is superior to Butter, Oil or Lard, owing to its extremely delicate taste and flavor.

It is peculiarly nourishing, being superior to any other similar product.

It is extremely easily digested and assimilated by the most sensitive stomachs.

In Tins of 1 lb., 2 lb., 11 lb., 25 lb. each.

Olsen & Kleppe Sardines

The English trade in Olsen & Kleppe's Sardines is enormous and grows steadily from year to year. The product has a national reputation for quality. The two special brands ("Albatross" and "Ambrosia") signify small and medium sized fish respectively—each the best of its kind.

Packed in Olive Oil whose purity can not be questioned. Selected with the skill and care that long experience dictates. Sardines that reach the top-notch of perfection.

Packed in Norway



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

—

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers · 34 Yonge Street

Domestic and Foreign Agencies Solicited.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Headquarters for "CURRANTS"

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

WRITE TO
10 Garfield Chambers, Belfast, Ireland
For sample copy of the

Irish Grocer, Drug, Provision, and General Trades' Journal

If you are interested in Irish Trade.

When writing advertisers kindly mention having seen the advertisement in this paper.

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

ON SPOT

Fresh Cracked Bordeaux Whole, Halves and Broken Shelled Walnuts

Lind Brokerage Company

73 Front St. E., Toronto

NOTICE TO MANUFACTURERS

We WILL SELL your goods to your satisfaction—write us.

The HARRY HORNE CO.

Grocery Brokers, Manufacturers' Agents and Importers

309-311 King St. West, - - - Toronto

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

United Kingdom and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

TRY A
CONDENSED AD.
IN THE
CANADIAN GROCER.

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to the Retai Track connection with all Railroads.

J. F. Eby,
President.

Hugh Blain,
Vice-Pres.

WE HAVE IN STORE—

New Valencia Raisins

"Anchor" brand fancy selected.

New Eleme Figs

"Camel" brand 10-lb. boxes.

Send us your orders for immediate shipment

We have an interesting proposition on

Pork and Beans

1s and 3s in Chili Sauce

A money-maker for you is our line of

Talcum Powder

in 10c. and 25c. Shaker top tins

Drop a card, or see our travellers for particulars.

EBY-BLAIN, LIMITED

Wholesale Grocers

TORONTO

SELL THE TEA THAT GIVES BEST RESULTS

"Blue Ribbon Tea"

Pleases the drinker and thereby creates large sales for the dealer.

BLUE RIBBON TEA COMPANY, Limited

MONTREAL, CAN.

Make new friends through

PURITY FLOUR

Only One Flour To Sell

Every customer of yours who buys PURITY FLOUR will consider you a good friend. For this is the flour that makes good—always—for ALL baking. Yet your profit is the same as it would be on flours you wouldn't care to have the rest of your stock judged by.

This flour you can GUARANTEE to satisfy the buyer is made from the world's best hard wheat—and from only the nourishing part of that wheat. So you can sell it with absolute confidence that it will build trade for you.

"More bread and better bread."

Order from

WESTERN CANADA FLOUR MILLS CO., LIMITED

TORONTO MONTREAL GODERICH ST. JOHN BRANDON WINNIPEG

You make better profits on the better grade peas



INSTEAD of selling imported French Peas to supply the demand for better grade peas, sell our Extra Fine Sifted (Petits Pois) Sweet Wrinkle Extra Sifted and Early June Sifted.

Not from sentimental or patriotic reasons, but because they will yield you a better profit, give your customers much greater satisfaction and help to increase the demand for the more profitable higher grade peas.

That vivid green color which makes some lines of imported French Peas look so pretty is produced by Sulphate of Copper—a chemical that is not only very injurious to health, but which kills the true flavor of the peas.

We never use sulphate of copper or any other coloring chemicals in our canned peas.

Extra Fine Sifted (Petit Pois), Sweet Wrinkle Extra Sifted and Early June Sifted are thoroughly sterilized, the very pick of the pack, fine, tender, and of exquisite flavor.

You can materially increase your profits and your reputation by pushing these lines. Try it.

Dominion Canners, Limited
Hamilton, - - Canada



When you induce a customer to try a brand of Cocoa or Chocolate —that is better than the kind she has been using, you are taking a long step towards winning her confidence and her steady trade.

You'll find it pays to recommend COWAN'S Cocoa and Chocolate to those who are using ordinary brands.

THE COWAN CO., LTD., TORONTO, ONT.

TO THE TRADE:

ST. LAWRENCE GRANULATED SUGAR

When sold in bags is now packed only in

TWO SEPARATE BAGS

the sugar being contained in a FINE COTTON BAG, which is again protected by an extra heavy outside Jute Bag. The outside bag can be taken off separately. Both bags can be used or disposed of as

TWO SEPARATE BAGS

The St. Lawrence Sugar Refining Co'y, Limited

MONTREAL

FLUID
(IN BOTTLES)

OXO

CUBES
(IN TINS)

$ We are telling the public in our newspaper advertisements **OXO** is so economical and handy it saves dollars and cents. We would impress on the trade that there are many extra dollars to be made out of the **OXO** trade. Let us hear from you and help you to get your share, $

CORNEILLE DAVID & CO.

25 Lombard Street, TORONTO
52 Nicholas Street, OTTAWA
334 Clarence Street, LONDON, ONT.
41 Common Street, : MONTREAL



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatces.

Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Ams Patent



X-Ray View of No. 1, 10 Tray Bag, Closed

ONE OF OUR SPECIALTIES

96 other different kinds

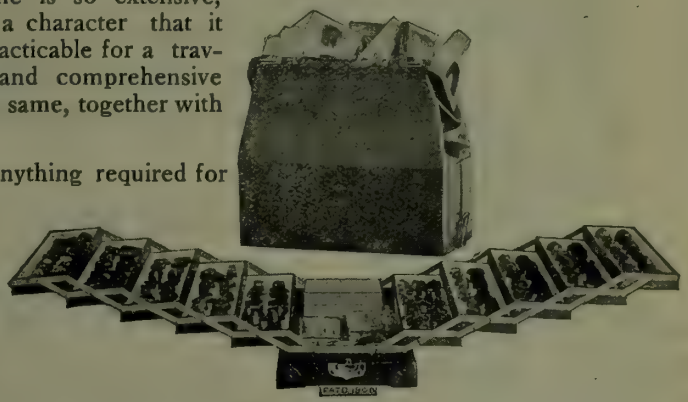
SAMPLE CASES, BAGS, ETC.

To conveniently carry in a practical manner and attractively display **Groceries, Crackers, Cakes and Biscuits, Confectionery, Teas and Coffees, Spices, Soaps, etc.**

Trays in this No. 1. Bag quickly extended, and as instantly covered up, one at a time or all together. Wearing apparel or large samples can be carried in the top, independent compartment, and samples in the bottom, thus combining a Travelling Grip and Sample Case.

Our line is so extensive, and of such a character that it would be impracticable for a traveler to carry samples, therefore we issue a very complete and comprehensive catalog with full detailed information, and will gladly mail same, together with prices, if requested.

We either have in stock, or can make to order, anything required for salesmen or travelers.



No. 1 Bag, Open

Knickerbocker Case Co.

Specialists and Original Designers

Knickerbocker Bldg., Fulton & Clinton Sts.

CHICAGO, U.S.A.

To the Jobbing Trade of Canada:

Owing to the increasing demand for STAR EGG CARRIERS & TRAYS in the Dominion of Canada, and the lack of storage capacity of our former selling agents, MacLaren Imperial Cheese Co., Ltd., we are obliged to install our own manufacturing plant in Canada, and all sales will be handled from our Home Office, Rochester. All shipments will in future be made from Canada.

Star Egg Carrier & Tray Mfg. Co

ROCHESTER, NEW YORK

Don't take our word for it!

Just YOU taste

"KOOTENAY" BRAND

Jams and Jellies in Bottles and Tins

and then you will be able to give a candid recommendation of them to your customers. They are the product **solely** of luscious, ripe KOOTENAY FRUITS and pure cane sugar, and are prepared by experts in a sanitary and up-to-date factory. Our process ensures the fruit remaining whole after boiling, and retains to a remarkable degree the natural flavor of the fruit. There's a good profit, moreover, in selling "Kootenay" Goods.

Are you handling our 5-lb. tins? They are great favorites.

DONNELLY, WATSON & BROWN, Ltd.

AGENTS

CALGARY AND VANCOUVER

Poulton & Noel's

Meats in glass are obtainable in great variety and are of particular quality and attractiveness.



A little attention to these goods will prove this.

Rose & Laflamme, Ltd., Montreal and Toronto

Canadian Selling Agents

10

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



It isn't a question of any kind of Condensed Milk!

It is for you to supply your customers with the ***best*** and ***most perfect.*** To do this it must be

BORDEN'S BRANDS

that you offer. Indisputably the best sellers are

"Eagle Brand" Condensed Milk
and ***"Peerless Brand" Evaporated Cream.***



Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary.





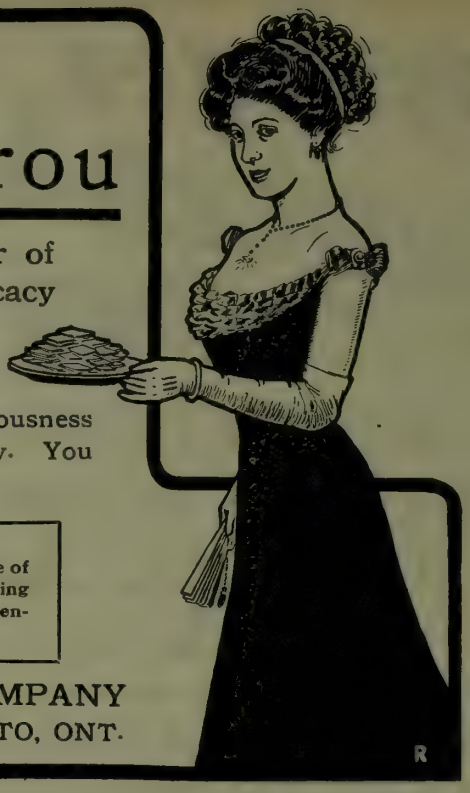




On Reception
Day serve

Frou-Frou

The Dutch Wafer of
Indescribable Delicacy



There's a great treat coming to your guests when you serve Frou-Frou. For true, lasting mouth-watering deliciousness nothing equals this dainty Dutch delicacy. You try some!

SAMPLES FREE

We want every lady in Canada to taste the taste of Frou Frou at our expense. So please write us, giving the name of your grocer and we will send you a generous sample by return mail.

MacGREEGOR SPECIALTY COMPANY
Canadian Distributors, - TORONTO, ONT.







ABOVE IS A REPRODUCTION OF ONE OF THE

Magazine Advertisements

FOR

FROU-FROU

THE WORLD'S GREATEST WAFER.





MR. GROCER:—

Frou-Frou is now being nationally advertised. Are you participating in the profits through this campaign of publicity? If not, it will pay you to investigate.

Samples, price, etc., gladly sent on application.

FROU-FROU IS THE RESULT OF DUTCH INGENUITY and THE DESPAIR OF IMITATORS.

TASTE THE TASTE OF FROU-FROU
The Dutch Wafer of Indescribable Charm.





MacGREEGOR SPECIALTY CO.

Canadian Distributors, - TORONTO, ONT.

SOAPS THAT



SATISFY!

Soap Quality

has the biggest say in successful Soap Selling and

RICHARDS PURE SOAPS

sell better than any others because their quality never fails to satisfy. See to your stocks. Here's the complete line:—

Richards Pure Soap, Quick Naptha Soap, Snowflake Soap Chips, Ammonia Powder, 100% Pure Lye, Toilet Soaps.

RICHARDS PURE SOAP CO., LTD.

WOODSTOCK, ONT.

Agent for Toronto and Hamilton :—A. Hutchinson, Omand Mfg. Co., 76 Colborne Street, Toronto.

Buy the Powder with a Pedigree

Cook's Friend Baking Powder

For known quality without the fancy price, COOK'S FRIEND BAKING POWDER has been the leader for 50 years. It not only contains NO ALUM but is manufactured from pure fruit acid and is the only Cream of Tartar powder made that sells at a moderate price. The only powders that approach it in quality are sold at double the price.

W. D. McLAREN, Ltd., MONTREAL

PERRIN'S BISCUITS

THREE SELLERS





AND ALL TRADE KEEPERS





Do you want increased business in Baked Beans ?

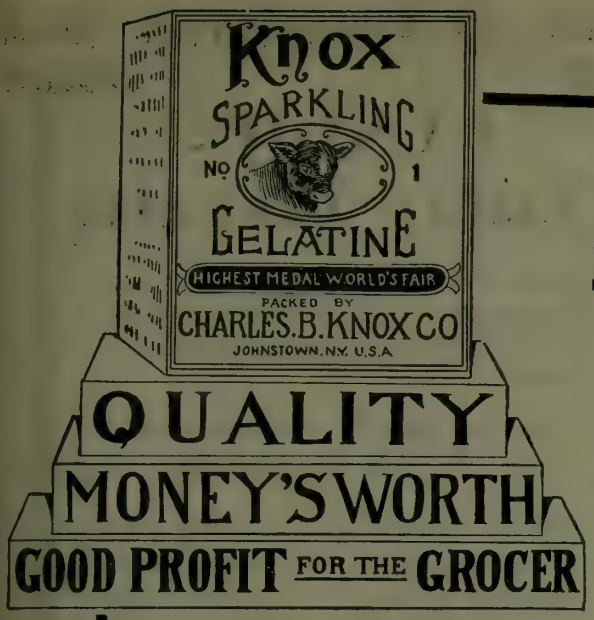
If so, write us for prices and information regarding

Balaklava Brand Baked Beans

Satisfied customers are our biggest asset.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.



A Good Foundation For Big Sales

The big sale of KNOX GELATINE has been built up on sound principles,—Quality and Money's Worth (a package makes a pint to a quart more gelatine than other kinds); Extensive Advertising, so that it is easy to sell because well known; Good Profit for you out of the retail price of 15c. Grocers everywhere PUSH KNOX GELATINE because it Pleases and Pays. Have you been selling as much of it as you CAN SELL?

CHARLES B. KNOX COMPANY, : : JOHNSTOWN, N.Y.

GOODWILLIE'S

PURE FRUITS IN GLASS



¶ Possess that exquisite delicacy of flavour which arouses a desire for more which must be satiated.

¶ If you make yourself the original vendor of GOODWILLIE'S it is to you the customer will return and with her request for "more GOODWILLIE'S," she will leave her order for other groceries.

¶ Have your customers coming back for GOODWILLIE'S. You should and can.

Ask your wholesaler for GOODWILLIE'S.

SOLE AGENTS

Rose & Laflamme, Limited - Montreal and Toronto



We know of no trade-mark that covers a product that is nearer perfection, or that is more universally used in Canada, than the

Windsor Salt

trade-mark shown on this bag.

Windsor Salt is the only satisfactory salt for a good grocer to sell.

The Canadian Salt Co., Limited

WINDSOR, ONTARIO

Becoming the Housekeeper's Choice

LYNCH'S Quality Biscuits

prove the Grocer's easy seller and profit-maker and sell at favorable prices. We make a specialty of staple lines.

Here are some of our leaders, which always reach you crisp and fresh:

Creamalt Sodas	Seed Sugar
Family Pilot	Fig Bars
Graham Wafers	Crimp Sugar
Ginger Snaps	Lemon Creams

LYNCH'S LTD.

Sydney, N. S.

Manufacturers of Biscuits, Confectionery & Bread

and at

Stellarton — Fred A. Milligan, Manager

Halifax — Frank A. Gillis, Manager

TRADE MARK
KEYSTONE
BRAND
REGISTERED

WHEN IN THE MARKET FOR

Brooms

write us for prices. You will always find our goods reliable and prices right.

All Brooms made of this season's crop.

Stevens-Hepner Co., Limited

PORT ELGIN - - ONTARIO



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J.C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

MELAGAMA

TEA and COFFEE

are well and favorably known among householders everywhere for their delectable flavor and exquisite aroma.

Mr. Grocer: it will pay you to handle these lines. Our **BULK TEAS** and **COFFEES** are business getters and holders. We shall be pleased to send you samples and prices.

MINTO BROS. - - TORONTO

Wake Up!!! and Sell Baird's Sauce

"The Best



of All Sauce"

Agents:—Maclure & Langley, Ltd., 12 Front Street East, Toronto—604 Lindsay Building, Montreal; W. L. McKenzie & Co., Winnipeg; R Robertson & Co., Vancouver and Victoria.

ASEPTO

SOAP POWDER

"The enemy of dirt."

Housecleaning of every kind is done in half the time and with half the labor if "Asepto" has been called in to the housewife's aid.

It is very economical to use, and its effective cleansing properties are a guarantee of 'repeats.'

See to your own profits by featuring "Asepto."

ASEPTO MFG. CO.

ST. JOHN, N. B.

Agents— ROSE & LAFLAMME, Ltd. Montreal

Agents for Ontario:
Messrs. W. B. Bayley & Co., Toronto
Agents for Quebec:
Messrs. F. L. Benedict & Co., Montreal

SYMINGTON'S COFFEE ESSENCE

ALWAYS READY!
ALWAYS PURE!
ONE STANDARD QUALITY!

UNQUESTIONABLY THE VERY BEST

TO BE HAD OF ALL WHOLESALERS

THOMAS SYMINGTON & CO. EDINBURGH

Tartan BRAND

IN STORE:

New Malaga Raisins, Clusters and Loose Muscatels.
New Shelled Almonds, Valencias and Jordans.
New Table Figs.
New Valencia Raisins.
New California Peaches, Apricots and Nectarines.
New Peels, Drained and Candied.
New Labradors and Holland Herrings.
Codfish, all lines.

Ask for Phone 3595—connects you with all our lines.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED and GOLDEN YELLOWS

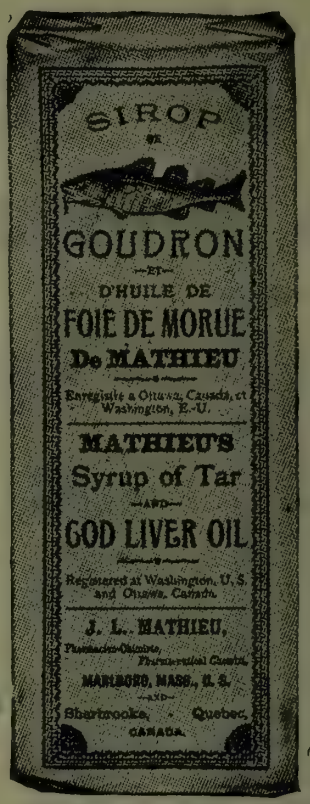
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



MATHIEU'S SYRUP of Tar and Cod Liver Oi

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—
Thousands of testimonials attest their wonderful value—
They never become dead stock—
They afford dealers a good profit—
Those who once use them make them a household remedy—
Dealers who do not carry them simply lose sales that go elsewhere.
As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers.

AND

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:
Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.
L. Chaput, Fils & Cie., Wholesale Depot, Montreal.



CHILDREN THRIVE ON IT

That's one of the best recommendations to you to stock and feature

"Canada First" Evaporated Cream

It is the purest and most healthful substitute for Fresh Cow's Milk obtainable and every can comes to you guaranteed and fully sterilized. There's a certainty of repeat orders ahead for every grocer who is selling **"CANADA FIRST" Brand.** Order from your Jobber.

THE AYLMER CONDENSED MILK CO., Limited - AYLMER, ONTARIO. Head Offices, Hamilton, Ontario



The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

"Pansy" and "Daphne"

(FANCY) (CHOICE)

SEEDED RAISINS and EVAPORATED FRUITS



are put up in California, and have no superior. The fruits are carefully selected and attractively packed by men who know their business. You will not go astray in ordering these brands.

GUGGENHIME & CO.

California

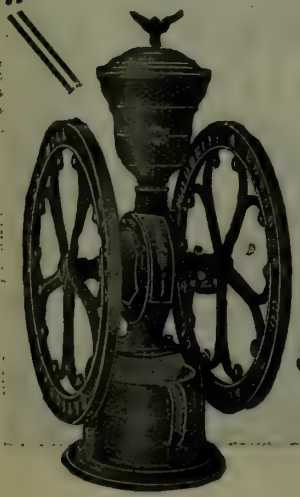
Agents:—Rose & Laflamme, Ltd., Montreal; E. D. Adams, Halifax, N.S.; W. S. Clawson & Co., St. John, N.B.; H. D. Marshall, Ottawa, Ont.; C. L. Marshall, Toronto, Ont.; Geo. H. Gillespie, London, Ont.; G. B. Thompson, Winnipeg, Man.; Shallcross, Macaulay & Co., Calgary, Alberta: Dominion Brokerage Co., Edmonton, Alta.; H. Donkin & Co., Vancouver, B.C.; H. Donkin & Co., Victoria, B.C.

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).

Woodruff & Edwards CO.

ELGIN, ILL., U.S.A.



"KING OSCAR"

BRAND

NORWEGIAN SARDINES

It's the quality, good packing and attractive get-up of KING OSCAR BRAND Sardines that give them first call with the discriminating buyer.

No other brand is quite so uniformly pure, tasty, sweet, wholesome and well packed as the "KING OSCAR," and the profit margin for the retailer is a well-worth-while one.

ASK YOUR WHOLESALER

JOHN W. BICKLE & GREENING

(J. A. HENDERSON)

Hamilton Ontario



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.

When you buy

Redpath

Extra Granulated Sugar, you secure the results of the latest process, of modern machinery and of years of experience.

Manufactured by

The Canada Sugar Refining Company, Limited, Montreal, Que.

THE AVERAGE PERSON

Is not a good judge of groceries and knows it.

¶ Therefore, the particular buyer looks for certain "guide posts" to indicate the store upon which he can depend for quality when buying groceries.

¶ He may not know how to select good tea or coffee in bulk, for instance, but he knows he gets value when he buys Heinz Pickles; and is likely to be favorably influenced toward the grocer who sells them and other trade-marked goods of equal standing.

¶ He may not be able to argue for or against Benzoate of Soda, but he knows he prefers to take no chances with drugs in his food, and is likely to read the label on the kind of Ketchup the grocer recommends.

¶ HEINZ PURE FOOD PRODUCTS bring new customers and help to keep old ones, because the 57 Varieties are guaranteed pure and guaranteed to please, or money back.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products.

JAPAN TEAS

FANNINGS and SIFTINGS

JOBBERS CAN SECURE THE BEST VALUE AT

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN



ROWAT & CO.

GLASGOW, SCOTLAND

offer the dealer two lines than which there are no better in the grocery field to-day.

Rowat's Pickles & Olives

and

Paterson's Worcestershire Sauce

are specialties which will yield fine returns to the grocer who realizes the value he can give to his customers by featuring these goods.



Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 **Phone Uptown 5962**

Avoid Deception

Some manufacturers, who ought to know better than DEFRAUD THE PUBLIC, sell their evaporated milk as "Cream," which it is not. There is ONE REAL CREAM on the market, and that is—

FUSSELL'S CREAM

(GOLDEN BUTTERFLY BRAND)

Evaporated Milks contain about 8 per cent. of butterfat. Fussell's CREAM contains more than three times as much.

Samples and particulars of :

The W. H. Malkin Co., Vancouver for British Columbia, Yukon and West Alberta.
C. Fairall Fisher, 22 St. John St., Montreal, for Quebec.
W. H. Escott, 141 Bannatyne Ave., Winnipeg, for Manitoba, Saskatchewan and East Alberta.
The Harry Horne Co., 309 King St. West, Toronto, for Ontario.
J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia.
W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD.,
4 Monument St., London, Eng.

TEA good enough for Monarchs is none too good for your customers!

Sell

TWINING'S TEA

the most reliable of package teas.

We have Bona Fide Warrants from the Crowned Heads of Europe which only emphasize the fact that for Palace, Mansion, Home, or Cottage, TWININGS TEA is unsurpassed.

Sold in Packets Only

CANADIAN AGENT

HAROLD RITCHIE

8 Matilda Street, - - TORONTO

DO YOU HANDLE

Sterling BRAND CATSUP?

It is one of the leaders of the famous "Sterling" Line, and is composed of the finest and freshest fruit and purest spices only.

"Sterling" flavor is natural fruit flavor. Made in our up-to-date sanitary factory by experts.

Get ready to meet the demand.

SEND FOR PRICES

The T. A. Lytle Co., Limited
Sterling Road, :: TORONTO

Your biggest asset

THE drawing power of a well-lighted store is acknowledged, and by no method can your store be made so attractive as by lighting it with our

GASOLINE LIGHT

It is absolutely safe, better and cheaper than electricity or gas and safer than coal oil and candles.

Special prices direct to merchants.

Get our circular.

MacLaren & Co., Merrickville, Ont.

AGENTS WANTED.



McLean's COCOANUT

A necessity to every grocer.
Your customers want it.

The Canadian Cocoanut Co.
Sole Makers
MONTREAL





Golden-Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

TELFER'S GRAHAM WAFERS

They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices.

TELFER BROS., Limited
COLLINGWOOD, ONT.
Toronto Winnipeg Hamilton Fort William

Century SALT

"The Salt of Salts"

MR. GROCER—This is the salt that is winning public attention and favor. Best for table. Best for dairy. Stock it and see it sell! First, get our price list. We ship promptly.

DOMINION SALT COMPANY, Limited
Manufacturers and Shippers
SARNIA, ONT.

Cut this out for Reference

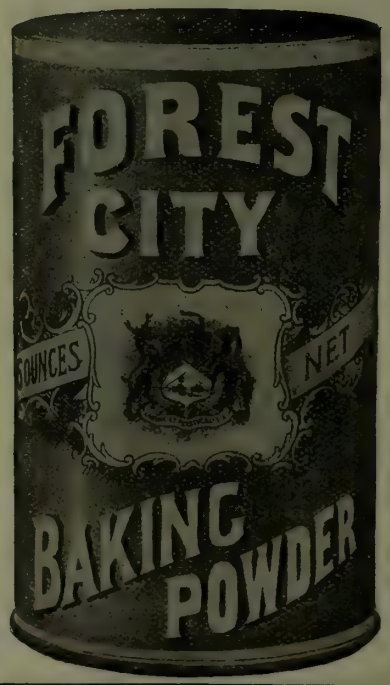
BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.
Branches at Victoria, Vancouver, Nelson, B. C., and Calgary, Alberta

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By
GORMAN ECKERT & CO., Limited
London & Winnipeg



White Dove Cocoanut

For the discerning grocer there will be no other.

W. P. DOWNEY
MONTREAL



It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

FOR SALE
STANDARD CEDAR SHINGLES

Extras	$2 20	Clear	$1.75
2nd Clear	1.40	Clear White	1.30

Extra No. 1..... 65c.
AND ALL LUMBER
A. C. Landry, Ste. Flavie Station, Que.

WINES! WINES! WINES!
Port, Sherry, Malaga, Burgundy, Moselle, Madeira, Native, etc.
DRAUGHT OR CASE GOODS
We are Specialists in Clarets and Sauternes
Write, Wire or Phone.
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

Oval Butter Dishes

Write us for Prices

Graham Bros. & Co., Kinmount, Ont.

It's Your Fault, Mr. Storekeeper

if you continue to lose money on "bad debts." There's a safe way to accommodate your credit customers—a way that both pleases them and insures you.

Allison Coupon Books

systematize credit accounts, simplify collections, and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

IF YOU HAVE ANY
LIVE POULTRY
TO OFFER, SHIP OR WRITE TO
P. POULIN & CO.
36-39 Bonsecours Market, Montreal

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA

PICKLING SPICES

This is the season during which it is most profitable for you to push Pickling Spices, and we strongly recommend you to feature

Prince of Wales Brand

The brand that always gives your customer, as well as yourself, entire satisfaction.

MINT
THYME
SAVORY
SAGE
MARJORAM

All herbs in ¼ lb. open face cartons.

Send us a trial order.

S. H. EWING & SONS
Montreal and Toronto



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., *"the other fellow"* will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound.

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson & Brown, Limited, Calgary, Alta.
The Midland Vinegar Co., Birmingham, Eng.



H.P. SAUCE

GINGERBREAD
BRAND
MOLASSES

A Molasses that increases your sales.

THREE reasons for it:
No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

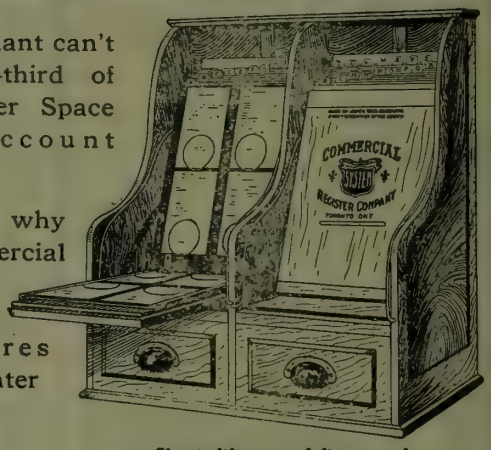
Be convinced now.

The Dominion Molasses Co., Limited
HALIFAX - NOVA SCOTIA

COUNTER SPACE, FIRE PROTECTION

The Merchant can't afford one-third of his Counter Space for his Account Register.

One reason why the Commercial is made compact—and requires little Counter Space.



Sheets lift out and fit any safe.

Fire Protection

Another reason for compactness. The sheets will fit any safe, an absolute necessity, as merchant must have fire protection for his accounts

Besides

It cuts out book-keeping, does your collecting, pleases your customers and pays for itself within a few months.

Send us a postal for Catalogue and full Information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.



The "All-night-soak" Eliminated

By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Dessert—*then watch your sales mount up.*

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co. - Orange, Mass.

A TEMPEST IN THE TEA-POT

"SALADA" representatives uncover a startling condition in the tea trade of Brantford. Grocers aroused.

During the past year we have sampled many towns throughout Ontario. Our men have collected accurate statistics showing the condition of the tea trade in each town. They enquire from each householder the kind of tea she uses—before she is aware that our men are in any way connected with "SALADA." By doing this we know precisely the kind of teas sold in each town.

The gathering of this information has brought to our attention a condition of affairs that ought to arouse the fighting spirit of every retail grocer. Our men are at present working in Brantford and so far we find that of 2,326 houses called at 720 purchase tea from peddlers—30.95%, or one-third of the whole tea trade of Brantford, lost by the grocery trade. This is bad business—very bad business—and this is the cure:

Get the people to buy a better tea than the peddler sells—a tea the peddler cannot buy—a package tea of the highest quality—"SALADA."

"SALADA" Tea and no other will regain this trade for you. Every package represents the utmost in tea value. Each package is a miniature tea chest, hermetically sealed. The lead covering seals the quality in and shuts contamination out. It reaches the purchaser just as it left the plantation, its fragrance and flavor unimpaired.

Put a pile on your front counter.

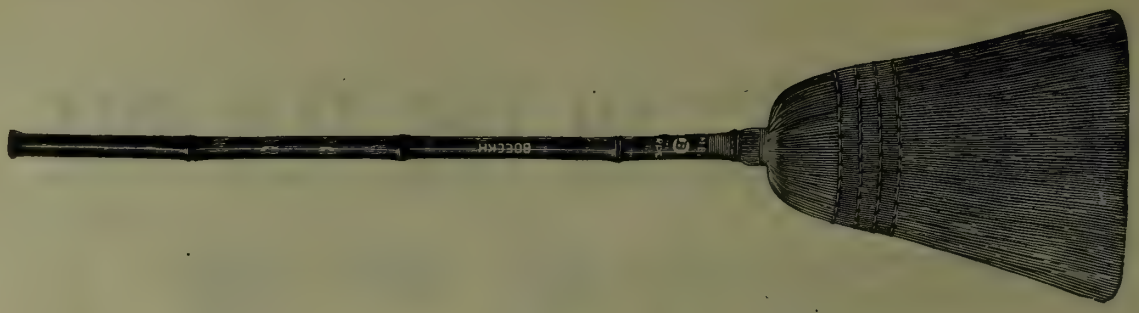
Recommend it to your customers.

And watch the peddler join the largest organization in the world—The Down and Out Club.

Is the peddler bothering you?—we have a plan that will help you greatly. Write us.

THE "SALADA" TEA CO.

TORONTO and MONTREAL





REDUCED PRICES

on

BOECKH'S BROOMS

are now being quoted for shipment on and after October 15th.

Our new corn is now in transit and our buyers report the grade as "extra fine select," so that the quality of brooms made from the new crop will be A1.

Our Values are Exceptional

Write for Prices

The BOECKH BROS. COMPANY, Ltd.,

TORONTO

J. F. EBY, President. HUGH BLAIN, Vice-President

The latest and daintiest thing in the line of confectionery

"ANGELUS"

A MESSAGE
OF PURITY

MARSHMALLOWS

Are put up in TRIPLE PROOF PACKAGES, which retain their soft, dainty delicacy and delightful aroma. GUARANTEED ALWAYS SOFT AND MELLOW

"Angelus" Marshmallows retail at 10 cts. a pkge.
——they pay you a good profit.——

Repeat orders are already coming from dealers who purchased this week.

EBY-BLAIN, LIMITED

Sole Wholesale Distributors, - - - TORONTO

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Securing Just Profits on all Goods Handled

Merchant of 28 Years' Standing, Maintains That the Dealer With the Independent Spirit is the Man Who Succeeds—It Pays, He Says, Not to Meet a Price Unreasonably Low—Advises Individual Dealers to Stand Up for Their Rights—Retailer Holds the Key of the Situation.

By Henry Johnson, Jr.

After one has studied the various problems I have outlined during the past few weeks, and has thereby learned where he is at, what he should have, etc., the proper question is: To what use shall we put this knowledge? Truly, it is one thing to know conditions and realize what we should get out of our business; but if we don't get it, how much better are we off? The old answer pretty nearly covers the ground—"Knowledge is Power."

Once you KNOW these things, a good start towards getting your just profits is made. If the salesman, or the jobber, or the manufacturer, comes to you with such a proposition as a certain breakfast food used to be, you can catch him. He said: "This costs you $1.50 per dozen and sells for 15 cents—TWENTY PER CENT PROFIT!" And, if you were in the well established habit of figuring on your costs, as you probably were, you took the statement at face value. You even went so far as to concede the freight as a "small matter." But to-day you can, by knowing a few things, decline to let the salesman talk on without interruption. You will, in fact, stop him in the middle of his talk to tell him you do not figure profits that way; that, on a cost of $1.50, and a selling price of 15 cents, you cannot figure more than 16 2-3 per cent. gross margin, even if the article be delivered to your door.

Dealers Not so Easy Now.

A few such arguments from every dealer the salesman visits will very soon send him home with the news that grocers are not so easy to figure with now as they used to be, and some change of policy is likely to result. Let that same thing happen to a number of distributors and a revolution will be well started. But remember that your talk must be backed up with your emphatic refusal to buy the goods that pay only 16 2-3 per cent., or your effort will come to naught. And if you say that you cannot hope to accomplish anything single handed my answer is that you can always and ever accomplish the denial of any space on YOUR shelves to any goods which do not pay an adequate profit.

* * * * *

A Spirit of Independence.

This ready acquiescence in conditions as we find them, is the one obstacle in the path of progress, the triviality of which it is most difficult to bring home to the average merchant. Each one feels that he "cannot do anything alone, and the rest of them will not do anything." O, the trouble of the "rest of them," each standing still to see what the others will do. Yet there are men in the grocery business who make big money out of it. There are, in fact, lots of such men. Yet each of those grocers has the same conditions of competition, lack of co-operation among his neighbors, the conspiracy of the distributors, etc., to contend with. Obviously, there must be something about those men which enables them to succeed where the majority practically fail. Yes, there is. They have the character to stick to the rule that, whatever may be the general conditions of trade or demand, they, so far as their individual business goes, will not stock a thing that does not pay a profit.

You might think such men would lose business, thus not having the articles in active demand by their customers. So they do lose a little trade. They lose the same kind of trade that you lose when you do not meet the department, or "Cheap John" cut price on sugar. But it was long ago discovered that the man who tries to meet EVERY low price will have but a short business life, and so the most of us know better than to try to be in a position to throw price-inducement on every hand at the one time.

Dollars to Get Pennies.

Every man who declines to meet a price which is unreasonably low, loses trade; but the question is, does it pay him to lose it better than to keep it—and the answer is, that it most certainly does. For instance: You are getting eight cents for baking soda and you have a customer who declines to buy on the ground that Kaiser sells it at seven cents. You do not sell her, for she will go to Kaiser's before she will pay you the extra cent. Very well; you lose that sale and to that extent you "lose trade." But suppose you thought you had to meet Kaiser's price and lowered your figure to seven cents. You would then make the sale that now you have missed, but at the cost of one cent on each and every package of baking soda you might sell. In other words you would be paying out dollars in order to take in pennies. And that is what the short sighted merchant does—he of whom we later read as having dropped by the wayside—"crushed out by the killing competition of the 'big department store,'" or some similar rot.

* * * * *

It is interesting to note some of the effects of an impression that has become general, such as I have suggested might be general if more grocers should, singly and alone, stand up for what is justly theirs.

Thinks Something Will Happen.

This is observable in general economic conditions all around us. Prior to 1907, prices steadily rose; every day we read of a limit "the highest yet," in this or that line of commodity. And with the rise in the "limit" there arose a sullen protest against conditions. One man grumbled to his neighbor, who maybe had not thought about things very much, and then the neighbor added his wail to the man's. Then each spoke to another, and there were four grumblers. Next day there were eight—then sixteen; and the numbers grew. It was all quiet, almost inarticulate. But the strong sentiment was there, and stayed there until the feeling penetrated "the seats of the mighty,"—and we know the result. "Lack of Confidence" and all that, meant universal protest on the part of the under dog.

This sort of thing is coming again. It is almost upon us now. The protest arises to "high heaven" that things are not evenly distributed, and that somebody is getting rich to fast. The protestors are "not organized," just the same as the grocers are not; but the feeling is becoming universal and in just a little while "something" will "happen" again.

Work as Individuals.

Let grocers learn what is right; what are their rights; what is good for them and what is fair to the other fellow; and then individually hold out for their own dues, and they will get all that is coming to them. It will be an example of the overwhelming weight of a kind of public opinion, which, as you know, even statesmen are bound to respect.

Picture to yourself this situation:

Let all the salesmen for all houses which have not shown a proper regard for grocers' rights go out on their daily mission one day, and be turned down cold by every merchant. Let their reception be about as usual—"Glad to see you, John," and all that — but when it gets down to the order, let the answer be, very quietly: "No; think I don't need anything to-day; can get along until next week all right." Let this continue throughout that day; and the next; and the next, for a week. Do you not think there would be somebody hustling around to see how the grocers might be "placated?" Indeed there would be. And, moreover, he would come prepared to "eat crow."

* * * * *

And the foundation of all this kind of betterment is the individual grocer, standing up, by himself, for his rights.

Strategies Used by Clerks who are Dishonest

One Used to Tear Out Interior of Loaf of Fresh Bread and Fill the Vacancy with Goods From the Shelf — Another Kept Back Money From Cash Purchases—Working in Conjunction with Deliverer to Hold C.O.D. Money—Does it Pay to be Dishonest?

The question of obtaining honest employes is a big one among many retailers.

A dealer in a large Canadian city said recently that nothing so far as he knew could be done to prevent the dishonest employe from committing a theft.

In his long experience he had come across many instances which he maintained were proof of his statements. These were either his personal experiences or those with brother merchants who met the same difficulties.

Devices used to pilfer employer's goods vary a great deal. There is, when opportunity affords, the simple plan of carrying home of a package of this or that in overcoat pockets, beneath wrappers, etc.

But a story related of one method for pilfering package or canned goods shows the stratagem resorted to in order to cover up even the slightest trace of apparent dishonesty.

Canned Goods in The Bread.

A baker's delivery man was on one occasion instrumental in disclosing this unique system.

He brought his goods in at the rear door of the store and three or four times observed in the garbage barrel the soft interiors of loaves of bread. Finally he mentioned the matter to the proprietor who was quite astonished but couldn't account for this waste. He decided to watch proceedings and discovered that one of the employes pulled out the interior of the loaf and filled the hole with canned goods, package goods, etc. Then he wrapped the loaf in paper and while passing the proprietor on his way to dinner dropped the price of the loaf on the counter. Anyone could see that apparently he had nothing but a loaf of bread under his arm.

Employed Detectives.

The story is related of another dealer losing confidence in a certain clerk but after repeated efforts failed to catch him in the act. He was aware of the fact that money was being stolen but couldn't prove it.

He took into his employ a detective who was detailed to watch the young man while he (the proprietor) was absent. A very simple method was shown by which he stole money.

Whenever a customer made a cash purchase he simply waited until the former had left the store until he had an opportunity of pocketing a portion of the money received and of ringing up the balance on the cash register.

Another detective was secured to catch him in the act. One day at noon he came in as a stranger to purchase groceries when this particular clerk was behind the counter. He bought a whole armful. On his way out he met the proprietor coming in. The latter did not, of course, speak to him as they were supposed to be strangers to one another.

Became Badly Tangled.

The proprietor noticed at a glance that the register showed a cash purchase of only 25 cents.

"Who is that fellow?" he asked.

The clerk did not know him.

"Bought a lot of groceries didn't he?" he said.

"Oh, no, just a package of matches; he had the rest in his arms when he came in here," replied the clerk.

Before the words had time to die away, back came the "stranger" stating he had forgotten to purchase something. This time the proprietor engaged in conversation with him.

"You have a pretty big armful?" he queried.

"Yes, I have a load all right; I just got these here a few minutes ago but I overlooked buying a pound of butter."

"You're mistaken," said the clerk, who looked somewhat dismayed, "you only bought a box of matches from me. You must have got the rest somewhere else."

He was straightway accused of pocketing the balance and as the web had been woven too tightly about him he was compelled to admit his guilt.

No Returns From C.O.D. Orders.

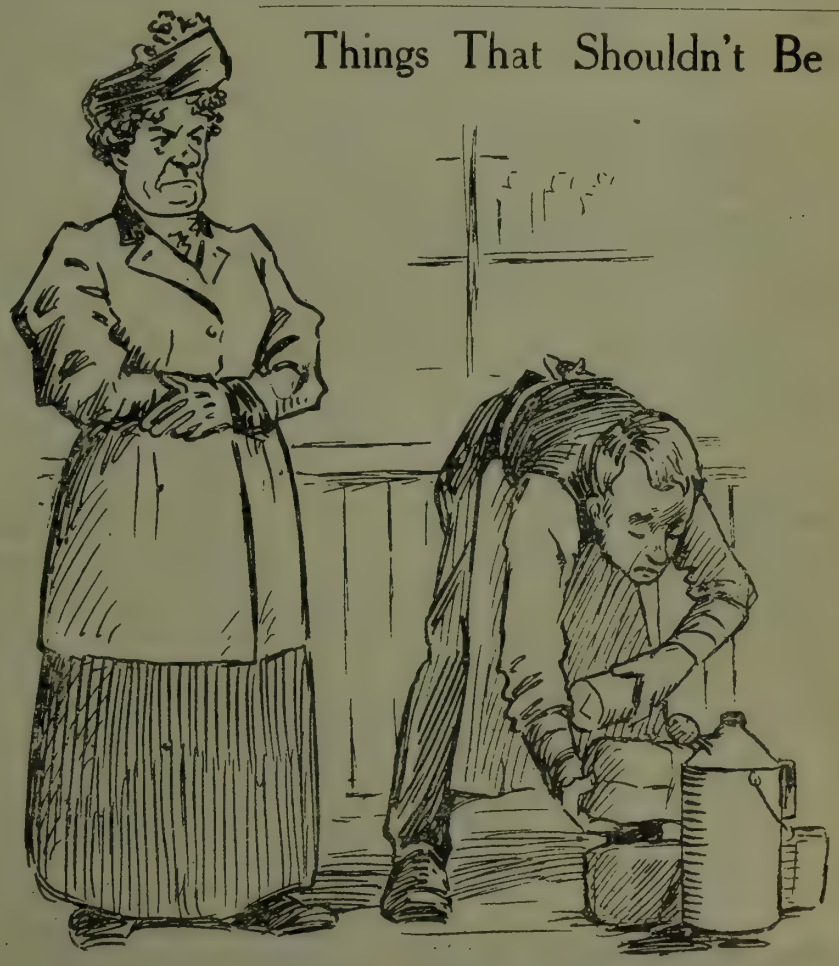
Dealers have frequently had trouble with C. O. D. orders, relates another grocer. Particularly has this been the case when a driver and a clerk work in conjunction with each other and divide the proceeds. The clerk destroys the duplicate and the driver does not return the money. The books therefore balance without it.

Numbering the C. O. D. slips and enforcing the rule that each be accounted for will go a long way to alleviate this trouble.

Sooner or later the dishonest clerk is usually discovered and when he is, it is a pretty difficult proposition for him to be reinstated. Clerks should remember that honesty and fair dealing with their employers is the best policy in the end and they should also remember that little couplet:

Oh, what a tangled web we weave,
When first we practice to deceive.

Things That Shouldn't Be



It is Poor Business to Place Bread, Groceries, etc., Close to the Coal-Oil Can When an Order is Made Up. Oil Evaporates and Imparts its Flavor to Such Goods.

Practical Methods Used in Retail Grocery Stores

An Edmonton Opinion on Getting a Fair Profit—Quebec Show Case Aids in Sale of Pickles—Racks Used in Winnipeg For Displaying Fruit—Alarm Clock Used in Stratford to Turn Off Window Light—Halifax Merchant Criticizes Wholesalers Selling Direct.

Should Look to Profits.

Edmonton, Alta., Oct. 6.—"I have been much interested in those articles in The Grocer on retailers not knowing the cost of goods and selling them at a great loss," remarked a local dealer. "One of the most important things to my mind," he declared, "is that the retailer should know what goods cost and get his profit accordingly. Each individual retailer should figure out his own profit and be positive he gets it. I don't believe in handling goods which do not net me fair returns—I am not a free distributing agent.

"That item in The Grocer a few weeks ago about a dealer selling a 25 cent meat sauce for 10 cents because he thought all sauces sold for that much is a good example of the ignorance of some of us. It also shows what some of us are up against when we have to do business in competition with such men, who in time are sure to fail.

"Let every man look to his own costs and profits and then if he cannot sell the goods let him discard them and talk up something else. The dealer who has the confidence of his customers can sell practically what he wishes."

Show-Case Sells Pickles.

Quebec, Oct. 6.—While show cases were being improved some one thought of the name 'silent salesman' for one of the new types and it must be admitted that the term was well chosen. But a silent salesman does not apply only to a show case as every grocer knows, and an instance of the aid of salesmanship that some store appliances give was illustrated recently by a Quebec grocer.

He had a stock of fresh pickles but they were not moving out satisfactorily as they could not be well displayed in the container in which they came. This grocer, therefore, purchased a glass receptacle to display some of the pickles. It holds two gallons and is about ten inches high by about ten inches in diameter. The proprietor has found a new impetus to his bulk pickle sales and attributes all the new success to this glass container—a salesman that does its work well even if it is silent.

Racks to Display Fruit.

Winnipeg, Oct. 6.—While the fruit season is at its height, the grocer must needs carry quite a stock, and as he replenishes it as quickly as it decreases he always has many baskets on the floors, in windows, and in fact every bit of available space is occupied. It is just about the time when fruit baskets hardly leave room for anything else that he begins to wish he had larger quarters. Some grocers find it necessary to store some of their perishables out of sight.

They would rather not do this, for it is known that often the more goods shown, the faster do they sell. The quantity catches the eye, and is, of itself, a selling force the grocer does not like to neglect.

In one store where these conditions prevailed the grocer had several racks made which not only economized space, but it permitted a much larger quantity of fruit to be displayed. These racks were about five feet long and fairly wide at the bottom, in order to be secure.

The shelves were just about wide enough for an ordinary peach basket, placed lengthwise on it, and were long enough to accomodate three of them. Then from these main shelves others were placed at an angle and supported by a brace at each end against the uprights upon which the main shelves were placed. They were inclined at a slight angle, and baskets were placed on them side by side.

The idea was to display the largest amount of fruit in the smallest space, and in such a way that it would be seen to advantage. These racks were not made long, as they would in that case have been clumsy, but this grocer had two made and placed end to end with but room for a person to pass between. If a grocer has a large stock of grapes, peaches, plums, etc., he wants to get rid of them at once, and a silent salesman of this kind should be a help. It proved valuable to one dealer, and the cost was but little. Besides after the fruit season is over they are used to display other articles.

Hand-Bill Brought Business.

Toronto, Oct. 6.—Fred Cox, a Toronto grocer recently adopted the hand bill to announce in his locality that he had opened up with a new stock of groceries and provisions and also to call particular attention to an idea by which he appealed to the boys and girls. It was what he called a "blow-out" and he claims it brought good results.

Of course, this was only one of the purposes. The most prominent part of the bill was devoted to a list of cereals, pickling vinegars, etc., under the heading of "buy here and save money." Prices were plainly quoted.

Clock Turns Off Light.

Stratford, Ont., Oct. 6—The Barnsdale Trading Co. here have a device for automatically shutting off the electric current in their window lamps at a certain time. It is an alarm clock fastened to the wall of the second story just above the window, and to which is fastened a wire connecting with the electric lamps in the window. By it the lights may be turned off at any hour of the night.

The Barnsdale Trading Co. place great faith in their windows as silent salesmen. They always have them neatly dressed, and therefore are anxious to show them at night as long as people pass by the store. This automatic system permits this and at the same time does not necessitate the lamps burning all night long.

Direct to Consumer Question.

Halifax, N. S., Oct. 6—A local dealer has strong opinions against wholesalers selling direct to consumers over the heads of the retailers.

He makes the claim that if wholesalers sell to one consumer let them sell all their goods in that way. On the other hand, "if the wholesaler deems that we are necessary in the distribution of part of his goods, then let him sell all his goods through us.

"It is not fair that a wholesaler should take away our best customers and leave us with the worst; if he would make it a hard and fast rule that he will sell only through the retail trade, he would find us a great deal more friendly to him, and a great deal more willing to get behind the goods he turns over to us.

"You will remember that in the address of E. F. B. Johnston before the Wholesale Grocers' Guild in Toronto last April he said: 'A well known and authoritative author, Eddy on Combinations, says:

> 'The right of a combination of dealers to advance their own interests by mutually agreeing to decline to deal with any manufacturer or wholesaler dealer who should sell direct to their customers, has been broadly upheld.'

"Therefore, according to the above, if any body of retailers have trouble over this unfairness they have a perfect right to combine to object to handle a particular wholesaler's or manufacturer's goods.

"I maintain the wholesaler should rigidly protect his best friend, the retailer," he added.

Copas & Emmerson, grocers, Calgary, Alta., have gone out of business. Mr. Emmerson has retired and is living in the city and Mr. Copas is in business on the coast. The firm have been doing business in Calgary for twenty years.

A Window Display to Catch the Huntsman's Eye

The Season for the Chase of Wild Game Now on—Suggestion for a Window Trim of Goods Appropriate to Take Along—Why the Season Should be Taken Advantage of.

"The call of the wild" is now sinking deep into the heart of the huntsman. The whistling wing of the wild-duck, the runway of the rabbit, the swoop of the partridge and the splash of the antlered monarch of the forest in its endeavor to elude the hungry hound, now exist in his dreams both night and day.

Of what significance is this to the retail grocer?

The hunter has to be fed and its up to the grocer to provide him with life's necessity before he leaves for the tall timbers or the rice-beds. The hunter knows his own failing, while in the woods—his appetite is one of great length and he does not buy sparingly.

Methods for Getting Trade.

To get the trade of the hunter the retail dealer has several methods to pursue. Among the best are well-dressed and appetizing windows and well written copy in the daily or weekly newspaper.

The window can be made a strong factor in attracting trade. The drawing reproduced here illustrates this fact. For what better attraction for the hunter could there be than a log cabin in the woods? This would catch his eye immediately and it is something quite easy of manufacture. Any clerk with a touch of originality can be the impromptu carpenter.

With the log cabin in one corner and food-stuffs appropriate for the hunt neatly displayed in the remainder of the window, the grocer will have a splendid partner talking in silence to the man with the buck-fever and getting next his heart.

Appropriate Goods.

Place yourself in the hunter's position and you will readily know what goods to display. If you are a general merchant and sell guns and ammunition, stand a few fire-arms against the log cabin, (if it is big enough) and place a few cartons of cartridge and shells in the doorway. Hunting-knives, decoys, pipes and cameras will also be appropriate.

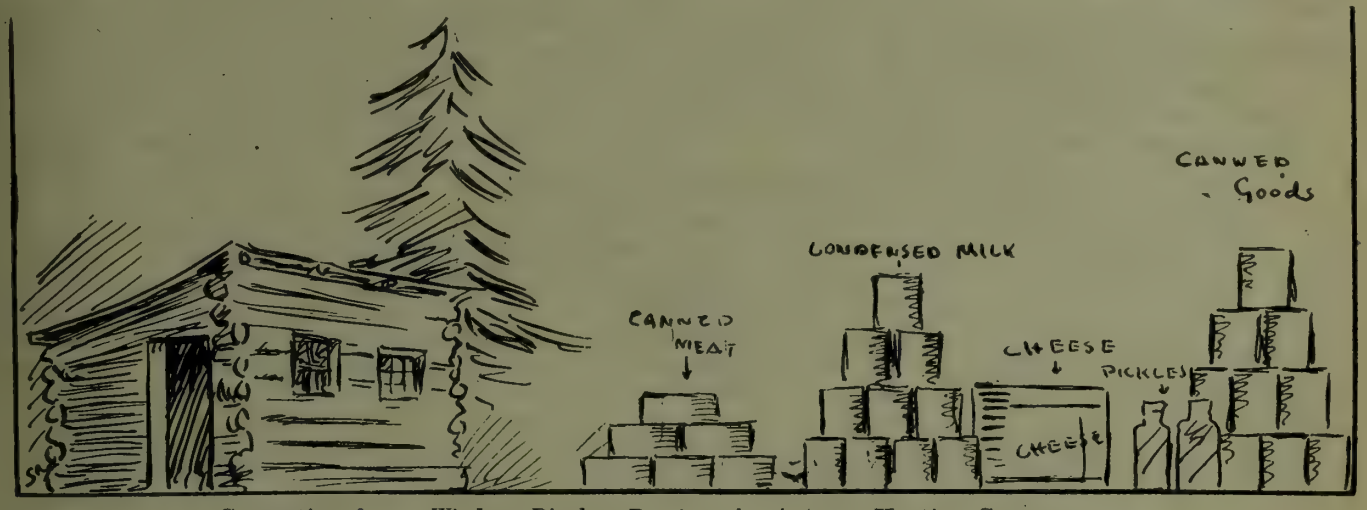
In the food line there are many articles that could be displayed. The drawing suggests canned fruits, meats and fish, condensed and evaporated milk, pickles and cheese. The list might include, ham, bacon, butter, eggs, meat-sauces, quick-pudding material, breakfast foods, cream-cheese, etc.

To make such a window more effective, display cards ought to be used such as "The Hunter's Larder," "Tasty cheese gives a Relish to the Meal," "What about Bacon and Eggs for Breakfast," "Condensed Milk is Economical," etc. Prices should also be given.

Would Interest the Young Men.

Retailers should remember that there are always a number of young men in every centre who go for a hunt. These men may not have any wives, and they have to do their own purchasing. A suggestion such as the above with cards and prices quoted will be just what is needed to catch their attention.

Apart from those who are going hunting this display ought also to create interest among everyone on account of it being out of the ordinary.



Suggestion for a Window Display Dur ing the Autumn Hunting Season.

Want Merchants to Buy Coupons for Free Gifts

Ingersoll, Ont., Oct. 6.—Resembling somewhat the old trading stamp game of sacred memory is a new idea which has been placed before the merchants of this town, and a number have taken it up. At a special meeting of the local branch of the Retail Merchants' Association on Thursday evening, Sept. 29, this new idea came in for considerable discussion.

According to this plan a merchant purchases a number of coupons paying $25 for them. Apparently this entitles him to about as many as he will require. With each purchase, customers upon asking for it may receive a coupon which in reality is a ballot. The customer is supposed to cast her ballot in favor of some local institution and that which has received the most ballots at the end of a certain time will receive a collection or library of books.

About ten merchants took up the scheme which means that $250 was collected by the introducers of the plan who are said to be from the United States.

Merchants as a rule are generous to a fault, but by past experience they are enabled to scent propositions such as furnishing some local institution with a library. It will be readily seen that once an affair of this kind gets underway there would be a certain rivalry among women which would increase to such an extent that possibly every merchant in a town would find it necessary to secure a supply of the ballots. In this case the merchant would have to pay the shot to satisfy the suffragette tendencies of his fair customers who have read so much about the ballot of late, that they would probably welcome this idea even though for that purpose alone.

E. M. Trowern, Dominion Secretary of the Retail Merchants' Association pronounced the scheme similar to the trading stamp proposition, declaring it illegal and further that every merchant who issued these ballots could be indicted for violating the criminal law. This view was upheld by the town solicitor of Ingersoll, whose advice was later sought. Another meeting is to be held to-night to further consider the question. In the meantime Mr. Trowern is sending out letters to the various branches of the association, calling their attention to the scheme, asking them not to take it up, as they put themselves under the law.

At the meeting on Sept. 29, practically every line of trade was represented and listened to an address by Mr. Trowern on the past and prospects for the future of the Retail Merchants' Association.

W. F. Leonard, of Leonard Bros., St. John, N.B., was in Montreal this week.

John W. Guthrie, Dresden, Ont., has disposed of his grocery business to J. Wright & Co. Mr. Wright was a member of the Wright & Hughes, at one time in business there.

The Canadian Grocer

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NEW PRICES QUOTED.

Prices on canned corn and tomatoes were officially named during the week, as was forecast in last week's issue.

It was generally considered that tomatoes would open high and this is the case, when compared to last year's prices. Two's for Ontario and Quebec are $1.05 for Group A, and 3's are $1.15. A number of retailers have advised The Grocer that they will sell the latter two for a quarter, or 13 cents each. The cost will be a little over 9½ cents each, so that 10 cents would leave no profit whatever.

Corn, 2's, has opened at 92½ to 95 cents, which, retailers say, will mean a retail price of 10 cents straight.

Last year tomatoes opened at from 77½ to 82 cents, in Toronto, and corn at from 75 to 80 cents. Prices are, therefore, considerably in advance of those of a year ago. Canners say that tomatoes are not a real good crop, but that corn is more plentiful. Corn is the cheapest vegetable on the market this year and sales will necessarily be large.

SUGAR TAKES A SLUMP.

Last week The Grocer intimated that sugar was on the verge of a decline. This has since come to pass, the decline amounting to 10 cents on Tuesday.

The causes leading up to this situation have been outlined fully before. The raw market was weak, having been affected by the new crop, which this year is a good one. This is also one of the between-seasons and demand is slackening for refined. Graunlated in bags in Montreal is now quoted at $4.90. This time a year ago the price was $4.70, a difference of 20 cents.

The fact that a week ago The Grocer pointed out that a lower sugar market was expected is another indication of our proximity to the markets, and another reason why our forecasts should be carefully studied before any buying has been done. A dealer who declined to buy sugar on the strength of our advice saved some money during the week.

GALLON APPLES HIGH.

Gallon apples have opened this year in Ontario at $3 to $3.02½, according to grade, for standards. Last year the price was from $2.40 to $2.50, therefore showing an advance of more than 50 cents.

As was forecast in the last issue of The Grocer, apples have opened high. This has been chiefly on account of the short crop in almost every section of Canada, and hence the scarcity of the raw material.

BROOM PRICES GO DOWN.

Broom prices have come down from the high figures which were the result of crop failure last year in Illinois, Oklahoma and Kansas States.

Brooms will soon once again be sold at 25 and 30 cents, as was the case before last season's peculiar conditions. In fact, manufacturers state that they have been able to purchase this year's corn at such a price as to be able to do this. It may, however, be a few weeks yet before they will be manufactured, although orders are now being taken for them at the lower prices.

Reports from the broom-corn district, however, indicate that the corn for manufacture of the cheaper broom is not more than the average, and it is only being offered in very restricted quantities.

The corn used for the better quality brooms, those which will sell from 40 to 50 cents retail, is fairly plentiful, and the quality is good.

Since the high-priced brooms have been on the market consumers have been accustomed to pay more than they previously did, and retailers say that they do not believe their particular customers will go back to the lower price. They will rather prefer a better broom at 40 or 50 cents. It lasts longer, is much easier on carpets, and gives all-round general satisfaction.

The more a dealer can educate his customers to a better quality of broom, the better will he satisfy them and the more confidence will they place in his judgment on other matters—and he makes a better profit.

PHONE SERVICE TIED UP.

A Kingston, Ont., grocer writes, in reference to the trouble merchants there are having with their telephones, particularly after a violent rain or wind storm.

Sometimes, he says, it is difficult to take an order over the phone on account of the buzzing noises on the line. Lines become mixed up after every little wind storm and it is impossible for some orders to be taken at all. This means that housekeepers often buy somewhere else and the merchant loses money. Last Saturday he had had no service at all and his loss was great. The Royal Commission has been there and he humorously hopes they have taken note of this difficulty which the merchants are up against.

Adequate telephone service is important in these days. It means more money to the merchant because the consumer often orders goods by phones he would not otherwise purchase. But if the service is poor, customers become impatient and disgusted and blame everything on the merchant.

When the 'phone is out of order, complaints should be made to the company as soon as possible so that the matter may be righted at once. It is up to the company to maintain their system and a business man who pays for a service should get it. Probably underground conduits would solve the difficulty?

WHEN OYSTERS ARE "SICK."

With several systems of transporting oysters now successfully employed, it is just as easy to ship them one thousand miles as it is ten miles. Lovers of the succulent bivalve are wont to rejoice when they get a fat, juicy oyster.

New trade ideas, however, spoil all their enjoyment by the assurance that such oysters are not in the best condition. In the language of oyster men they are "sick." Nothing terrible is meant by this expression but this sick condition is brought on by the oysters having been "watered." The really good oyster as it comes from its habitant, is rather thin and saline in taste. The fat oyster is "bloated" after being "floated."

Dr. Harvey Wiley, the chemist of the United States Government ruled a short time ago that when oysters have been floated in pure water that fact must be made known to intending purchasers. As the oyster cannot make this known, the intelligence must be conveyed by tags on the cans.

The Markets—Sugar Weak and Declined 10 Cents

Drop was in Accordance With Expectations Based Upon Conditions of the Raw Market—New Crop Valencia Raisins Have Been Received and for Immediate Delivery are Quoted at 8¼ Cents—Coffee Continues Firm—Beans will Be Late in Coming on the Market—New Prices on Canned Tomatoes, Etc.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

POINTERS.

Sugar—down 10c.

Dates—Up ½c.

Canned goods—New prices on some lines.

Montreal, Oct. 6, 1910.

The feature of the week is the 10c decline in refined sugars. This has been expected for some time past, but has been held off as long as possible, in order that they might clear up on some of the more expensivve raws laid in when prices were high, but they could hold back no longer, and the result leaves the market still in a weak state, even at the decline.

The coffee market is also taking up a good deal of attention, particularly Rio and Santos, which are high and firm. It is reported that the Brazilian government is behind the movement, aided by speculators. Latest advices tend to weaken the situation slightly, but still it looks as if there would be a high market for some time to come.

The arrival of the first Mediterranean fruit boat is awaited eagerly by local buyers. Stocks are running low in these lines, and though there is not likely to be any absolute shortage of any one line, they are all low, and replenishment is necessary.

Trade has been only fair so far this month, dealers being mostly occupied with filling orders placed with them some time ago. As far as new business goes the month has been light, as was also September.

Sugar—Sugar declined Tuesday 10c in all grades. This is only the fitting result of the state of the raw market during the past few weeks. Weakness in all raws has culminated in the forcing down of the refined prices. Refiners held off as long as they could, as their present meltings were purchased at comparatively high prices. Another deterrent influence was the slack condition of trade at present. There was a decided dislike to make the situation worse by any reduction, but it apparently had to come.

Latest cable reports, and New York advices promise little relief in the near future, with the result that buyers are holding off at present.

Granulated, bags	4 95
" 20-lb. bags	5 05
" Imperial	4 80
" Beaver	4 80
Paris lump, boxes, 100 lbs	5 75
" " " 50 lbs	5 85
" " " 25 lbs	6 05
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 65
" " 100 lb. boxes	5 75
" " 50 lb. "	5 85
" " 25 lb. "	6 05
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 40
" " 50-lb. boxes	5 60
" " 25-lb. boxes	5 80
Powdered, bbls	5 20
" 50-lb. boxes	5 40
Phoenix	5 40
Bright coffee	4 90
No. 3 yellow	4 80
No. 2 "	4 70
No. 1 " bags	4 55

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses—The demand for syrups is remarkably good for this time of year. It is usually not for some weeks that this change takes place. Evidently country buyers are laying in stocks early this year. This briskness has had a beneficial effect on city trade, and has served to keep prices firm. Molasses are also in brisk demand, but not more so than is normal at this time of year.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	28
Antigua	....	0 30
Porto Rico	....	0 40
Corn syrups, bbls	....	0 03½
" ½-bbls	....	0 03¾
" ¼-bbls	....	0 03¾
" 38½-lb. pails	....	1 80
" 25-lb. pails	....	1 30
Cases, 2-lb. tins, 2 doz. per case	....	2 50
" 5-lb. " 1 doz. "	....	2 85
" 10-lb. " ½ doz. "	....	2 75
" 20-lb. " ¼ doz. "	....	2 70

Tea—Reports from the European market say that, while teas are in good supply this year, nevertheless the quantity of good lipuoring teas is limited, and the competition for those appearing is keen. The average grade is poor, so poor that in all probability there will be an extreme range of prices this year, some being very high and others lower than usual. This is the case with most lines except Ceylons, of which the supply is limited more than usual, and the average quality better.

Locally trade is steady, and fairly brisk, particularly for Ceylons and Japans.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—Coffees are higher and firmer than for some years past. This is due primarily to the unfavorable reports regarding the growing crops, of which it is said that the flowering is unsatisfactory, owing to insufficient rain, and cold, unseasonable weather.

On the strength of these reports the Brazilian government, aided by speculators, is bulling prices in order to dispose of the surplus they took over to help the growers a few years ago, which they have been holding for just such a situation.

Recently the reports have not been so discouraging, and it may be that some slight weakening will occur, though at present it looks all the other way.

Mocha	0 18½	0 25	Santos	0 16	0 19
Rio, No. 7	0 12	0 15	Maracaibo	0 16	0 19

Spices—Spices show a slight weakness this week in some lines; not enough in any case to affect prices, but the trade has not been quite up to the pace set for some months past, however, with the pickling spice season now on, and the sales in this department growing daily, there seems a decided likelihood that the slump is only temporary.

	Per lb.			Per lb
Allspice	0 13	0 18	Ginger, whole	0 15 0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17 0 20
" ground	0 15	0 19	Mace	0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30 0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16 0 18
Cream of tartar	0 23	0 32	" white	0 20 0 25

Dried Fruits—The only change in market quotations this week is in Hallowi dates, which are ½c higher, owing to scarcity. However, with two exceptions there is the same firm condtion existing that did formerly. The exceptions are figs and malaga raisins, in which lines some concessions are made.

The first Mediterranean fruit boat is expected in the near future, and buyers are waiting its arrival to replenish their low stocks.

It is reported that broken citron is scarce, and the price is on the up grade, though as yet it has not affected the retailer.

Currants, fine filiatras, per lb., not cleaned	....	0 06½
" " " cleaned	....	0 07½
" Patras, per lb	0 08	0 08½
" Vostizzas, per lb	0 09	0 09½
Dates	....	0 05½
Prunes—		
40-50	....	0 09
50-60	....	0 08
60-70	....	0 07
70-80	....	0 06½
80-90	....	0 06
90-100	....	0 05½
Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins	....	0 10
" fancy seeded, 1-lb. pkgs	....	0 09
" loose muscatels, 3-crown, per lb	0 07½	0 08
" " 4-crown, per lb	0 08½	0 09
" sultanas, per lb	0 07½	0 10
Malaga table raisins, Rideau clusters, per box	....	2 25
Valencia, fine off stalk, per lb	....	0 06
" select, per lb	....	0 07
" 4-crown layers, per lb	....	0 07

Nuts—There is no surplus stock here, and as a result prices are being held more firmly than ever. Since the recent advances there have been no further changes to the retailer, but if present conditions do not alter there will certainly be some advances.

Almonds are unchanged, with a slight weakening in Californias.

As to the reported effect of the cholera in Naples and France, it is not thought the nut crop will lose anything by it, except possibly the delay in shipment from the ports affected.

In shell—		
Brazils	0 13½	0 14½
Filberts, Sicily, per lb	0 11	0 13
" Barcelona, per lb	....	0 10½
Tarragona Almonds, per lb	0 15	0 16
Walnuts, Grenobles, per lb	0 13	0 14½
" Marbots, per lb	0 15	0 16
" Cornes, per lb	....	0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 33	0 35
" 2-crown " "	....	0 31
" (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb		0 65
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	32

Evaporated apples—The new crop apples are being snapped up quickly, the few that are finding their way to the local market. They are mostly of a very fair grade of the early varieties, and from indications this market promises to be higher in general than last year.

Evaporated apples, prime	0 08

Beans and Peas—Beans are weakening and buyers are holding off hoping for former levels. It seems as if the $2 prices would be back in the near future, as sales are slack at present time.

Peas are selling fairly well at present prices, and there seems to be little likelihood of any immediate change.

Ontario prime pea beans, bushel	2 25
Peas, boiling, bag	2 50

Rice an d Tapioca—Since the recent advance there has been a considerable increase in demand for some lines of rice. The best selling line now is Patnas rices. Rangoons are somewaht disappointing in view of the high state of the primary market.

Tapioca is firm in the primary markets and there seems to be no immediate likelihood of any weakening. In fact the probability is all the other way.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL—New prices are out for some lines of fruits and vegetables, the lines affected are beans, tomatoes, corn, strawberries, and pumpkins. The last is the only line to show any reduction. All the others are higher. The effect locally has been to rather slacken the demand, but this check will, in all probability be only temporary, as the state of the crops is said to warrant the changes.

Fish are in good demand, particularly salmon, and the prices are being firmly held. In meats there is a shortage of some standard lines, notably lunch tongue. Prices are unchanged as yet.

Peas, standard, dozen	$1 10
Peas, early June, dozen	1 25
Peas, sweet wrinkled, dozen	1 25
Peas, extra sifted, dozen	1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	0 97½
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 25
Strawberries, dozen	1 77½
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 02½ 2 65
½-lb. flats per dozen	1 30
1-lb. flats, per dozen	2 20 2 22½
Other salmon—	
Humpbacks, dozen	1 00
Cohoes, dozen	1 40 1 50
Red Spring, dozen	1 75 1 80
Red Sockeye, dozen	2 00
Lobster Futures—	
½-lb. flats, dozen, $2.40; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $4.50.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	10 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO—New prices in canned tomatoes and corn were received this week and as was expected they are considerably higher than last year's quotations. In regard to corn it is stated that it will likely be a full pack, that is that all the orders received will be filled, but there will be no surplus. Some retailers assert that they have been informed that corn may not be fully delivered at first but those in close connection with the canners say that there will be enough corn to go around.

Tomatoes are not going to be a full crop. Judging from the prospects up to the present there will be sufficient to fill about sixty per cent. of the orders, but if the season winds up well that figure may be slightly exceeded, but only slightly. This year's crop has been pretty well gauged by the conditions up to the present, and there is not much left to depend upon.

Canned apples are likewise going to be scarce. The apple crop has been rather short this year as far as Canada is concerned and not only are high prices ruling now, but it should not be long until they go much higher. It is not known at present whether the canners have formed an estimate of what their pack of apples is likely to amount to, but those who are intimate with the apple situation do not look for a full pack. In addition to these limited supplies of canned goods there is the bare market onto which they are coming that must be considered in looking over the entire ground.

Demand for canned goods has greatly increased during recent years. They have come to be considered by the grocer one of the most important lines he handles and for that reason more interest is being taken in them and particularly is that true of the present.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 95	0 95½
" " Midgets, 2's	1 25	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's.	0 90	0 92½
" Refugee Midgets 2's	1 25	1 27½
" " " 3's	1 35	1 37½
Beets, sliced, blood red, 2's	0 95	0 97½
" whole, blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, Rosebud, 2's	....	1 25
" " " 3's	....	1 50
Cabbage, 3's	0 95	0 97½
Carrots, 2's	0 95	0 97½
Corn, 2's	0 92½	0 95
" fancy, 2's	1 02½	1 05
" on cob, gal	4 75	4 77½
Peas, Standard, size 4, 2's	0 95	0 97½
" Early June, size 3, 2's	1 10	1 12½
" Sweet Wrinkle, size 2, 2's	1 15	1 17½
" Extra fine sifted, size 1, 2's	1 72½	1 75
Pumpkin, 3's	0 95	0 97½
" gal	3 00	3 02½
Spinach, table, 2's	1 25	1 27½
" " 3's	1 75	1 77½
" " gal	5 00	5 02½
Tomatoes, 2's	1 02½	1 05
" 3's	1 12½	1 15
" gals	3 40	3 42½
Turnips, 3's	1 10	1 13½

FRUITS		
Apples, standard, 3's	1 05	1 07½
" gal	3 00	3 02½
Blueberries, standard, 2's	1 25	1 27½
" gal	5 25	5 27½
Cherries, black, not pitted, heavy syrup, 2's	1 50	1 52½
" black pitted, heavy syrup, 2's	1 90	1 92½
" red, not pitted, heavy syrup, 2's	1 50	1 52½
" red pitted, heavy syrup, 2's	1 90	1 92½
" white, not pitted, heavy syrup, 2's	1 60	1 62½
" white pitted, heavy syrup, 2's	2 0	2 02½
" red pitted, gal.	8 50	8 52½
Gooseberries, 2's, heavy syrup	1 75	1 77½
Lawtonberries, 2's, heavy syrup	1 75	1 77½
Peaches, 2's, white, heavy syrup	1 85	1 87½
" 2's, yellow, heavy syrup	1 85	1 87½
Raspberries, black, heavy syrup, 2's	1 75	1 77½
" black standard, gal	7 00	7 02½
" red, heavy syrup, 2's	1 75	1 77½
" red, standard gal.	7 00	7 02½
" red, solid pack, gal	9 25	9 27½
Rhubarb, preserved, 2's	1 50	1 52½
" 3's	2 25	2 27½
" standard, gal	3 25	3 27½
Strawberries, heavy syrup, 2's	1 75	1 77½

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 02½ 2 05	Red Spring, doz	1 85
½-lb. flats, dozen	1 27½ 1 30		
1-lb. flats, dozen	2 20 2 22½		
Other salmon prices are:		Lobsters, halves, per dozen	2 00 2 25
Humpbacks, doz	0 95 1 10	Lobsters, quarters, per dozen	1 40
Cohoes, per doz.	1 50 1 55		

WINNIPEG—Jobbers this week have received new prices on Ontario corn, tomatoes, pumpkins, apples and several other vegetables, fruits not quoted before. Corn, No. 2, per case is quoted at $2.13; tomatoes, 3's, $2.39; pumpkin, 3's, $2.34; apples, 3's, $2.54.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 64	2 66½
" " (talls) 2's	2 64	2 66½
Beans, Golden Wax, 2's	1 04	1 06½
" " Midgets, 2's	1 39	1 41½
" " 3's	1 57	1 58
" Refugee or Valentine (Green) 2's.	1 04	1 07
" Refugee Midgets 2's	1 39	1 41½
" " 3's	1 57	1 59½
Beets, sliced, blood red, 2's	1 09	1 11½
" whole blood red, 2's	1 09	1 11½
" sliced, blood red, 3's	1 52	1 54½
" whole, blood red, 3's	1 57	1 59
" whole, rosebud, 2's	....	1 39
" " " 3's	....	1 72
Peas, Standard, size 4, 2's	1 09	1 11½
" Early June, size 3, 2's	1 24	1 26½
" Sweet Wrinkle, size 2, 2's	1 29	1 31½
" Extra fine sifted, size 1, 2's	1 86½	1 89
Spinach, table, 2's	1 39	1 41
" " 3's	1 97	1 99
" " gal	5 55	5 57½

FRUITS		
Cherries, black, not pitted, 2's	1 64	1 66½
" black pitted, heavy syrup, 2's	2 04	2 06½
" red, not pitted, heavy syrup, 2's	1 64	1 66½
" red pitted, heavy syrup, 2's	2 04	2 06½
" white, not pitted, heavy syrup, 2's	1 74	1 76½
" white pitted, heavy syrup, 2's	2 14	2 16½
" red pitted, gal	9 05	9 07½
Raspberries, black, heavy syrup, 2's	1 89	1 91½
" black standard, gal	7 55	7 57½
" red, heavy syrup	1 89	1 91½
" red standard, gal	7 55	7 57½
" red, solid pack, gal	9 80	9 82½
Rhubarb, preserved, 2's	1 64	1 66½
" " 3's	2 47	2 49½
" standard, gal	3 80	3 82½
Strawberries, heavy syrup	1 61½	1 64

ONTARIO MARKETS

POINTERS—

Sugar—Decline of 10 cents.

Valencia Raisins—(New crop) 8¼ cts.

Nuts—Holding firm.

Canned Goods—New prices out.

Toronto, Oct. 6, 1910.

Sugar declined early this week, a market change that was not unexpected and in fact was due to occur at any time. It is felt that another drop is not altogether unlikely although it is impossible to say when it will be recorded. There is good buying reported among

the wholesale trade and, as is often said, October should be a fairly good sugar month. September was practically all that was expected of it and it is likely that the demand will be drawn well into this month.

New prices for tomatoes, corn, apples, etc. have been announced this week and in keeping with the general trend of the markets in general, higher prices are features. In fact, low prices are so unusual that the retail trade would hardly recognize them. Sugar is about the only staple that offers any consolation just now.

Tomatoes are short and only about 60 per cent. of the orders will be filled. There will likely be enough corn to meet the first orders, but it is considered unlikely that there will be any surplus. Apples are quoted at a high figure as a result of the short crop this year. Already there are higher quotations in some of the other lines.

New Valencia raisins have been received this week by local jobbers and are quite satisfactory. In primary markets the price is even higher than a week ago and while reports from Spain would indicate that high prices are going to be permanent, there are some who suggest speculation and for that reason they prefer to hold off a while. The dried fruit market continues to be attractive from practically every standpoint.

There has been an improved demand for syrups of late, this market showing much better returns during the past month.

Sugar—Where there is smoke there is generally some fire which, bearing upon the sugar market, means that the expected decline in prices was announced early this week. Sugar had been manifesting evidences of weakness that were practically unmistakable and besides the market was due to drop. Local houses state that there is a fairly generous demand yet for sugar and at the new price there may be extra business. The recent drop may not be the full extent of the decline at present and further downward action may be reported at any time. The sugar market has not adjusted itself to the new crop conditions yet and until that time the buyer should exercise certain care in his purchases.

Paris lumps, in 100-lb. boxes	5 95
" in 50-lb. "	6 05
" in 25-lb. "	6 25
Red Seal	7 00
St. Lawrence "Crystal Diamonds," bags	5 65
" " " ¼ barrels	5 85
" " " 100 lb. boxes	5 95
" " " 50 lb. boxes	6 05
" " " 25 lb. boxes	6 25
" " " cases, 20-5 boxes	7 50
" " Dominos, cases, 20-5 boxes	7 50
Redpath extra granulated, barrels	5 10
Redpath extra granulated bags	5 05
Imperial granulated	4 85
St. Lawrence granulated, bags	5 05
Beaver granulated, bags only	4 90
Acadia granulated (bags and barrels)	5 00
Wallaceburg	4 95
St. Lawrence golden, bags	4 65
Bright coffee	5 00
No. 3 yellow	4 90
No. 2 "	4 80
No. 1 "	4 65

Syrups—Sales of syrups recently have been exceptionally large. In fact, syrup has come to its own and from all parts of the country orders are coming in. The past two months have been better than the same time last year and September was particularly good. There is a possibility that syrup may see a change in prices before long but as yet there is nothing definite to state.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 50
5 lb. tins, 2 doz. in case	2 85
10 lb. tins, ½ doz. in case	2 75
20 lb. tins, ¼ doz. in case	2 70
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 38½ lbs. ea.	1 80
" 25 " "	1 30

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00

Molasses—		
New Orleans, medium	0 26	0 28
New Orleans, bbls	0 24	0 26
Barbadoes, extra fancy		0 45
Porto Rico	0 45	0 62
Muscovado		0 30

Dried Fruits—Valencia raisins are still holding the spotlight in the dried fruit markets. To begin with, some of Toronto's jobbers have already received first shipments of new Valencias direct from Denia, Spain. They are of pretty good appearance and of good size. The ruling price for immediate shipment is 8¼ cents a pound.

In the primary market Valencias have been going up, new quotations having been made early this week. They have been up around 32 shillings and were reported as high as 33s. From what can be learned of the existing conditions the new crop after being gathered is spread out in the open to dry and during that time rains have fallen and are bound to have a deleterious effect on the fruit. Some believe, however, that shippers are trying to make capital out of this state of affairs and assert that the conditions are not as bad as reported. Others state that the raisins are not in the country anyway to admit of an appreciable decline and the reports are true of the present market. It was stated locally that some shippers are out of the market, refusing to quote. "Altogether the situation appears to be an extremely strong one and looks to be making for permanently high levels."

Prunes are also high. Currants seem to be slightly easier and according to the street can be bought around 25 to 26 shillings.

Prunes—	Per lb.
30 to 40, in 25-lb. boxes	0 11 0 11½
40 to 50 " "	0 09 0 09½
50 to 60 " "	0 07½ 0 08½
60 to 70 " "	0 07 0 08
70 to 80 " "	0 08 0 08½
80 to 90 " "	0 06½ 0 07½
90 to 100 " "	0 05½

Same fruit in 50-lb. boxes ½ cent less.

Apricots—				
Standard			0 14	0 15½
Choice, 25 lb boxes			0 15½	0 16½
Fancy, " "			0 17	0 20
Candied and Drained Peels—				
Lemon	0 09	0 11	Citron	0 14 0 17
Orange	0 11½	0 12½		
Figs—				
Elemes, per lb			0 08	0 10
Tapnets, "			0 03½	0 04½
Bag figs			0 04	0 04½
Dried peaches			0 09	0 10
Dried apples			0 09	0 10
Currants—				
Fine Filiatras	0 07	0 07½	Vostizzas	0 08½ 0 09
Patras	0 07½	0 08		

Uncleaned ½c less

Raisins—				
Sultana			0 07½	0 08½
" fancy			0 08	0 08½
" extra fancy			0 09	0 09½
Valencias selected			0 07½	0 08½
Seeded, 1 lb packets, fancy			0 08	0 08½
" 16 oz. packets, choice				0 07½
" 12 oz. " "				0 06
Dates—				
Hallowees	0 05	0 05½	Fards choicest	0 10
Sairs	0 06		Natural, from 4½ up.	

Spices—Good business is reported in regard to spices. It is a steady market with a good demand felt. Prices are ruling the same as a week ago.

Peppers, black	0 15	0 18	Cream of tartar	0 25 0 28
" white	0 22	0 25	Allspice	0 14 0 16
" whole, black		0 16	" whole	0 14 0 16
Peppers, whole, white		0 23	Mace, ground	0 75 0 80
Ginger	0 20	0 25	Mixed pickling spices, whole	0 15 0 16
Cinnamon	0 21	0 23	Cassia, whole	0 20 0 25
Nutmeg	0 20	0 30	Celery seed	0 24
Cloves, whole	0 12	0 35	Turmeric	0 20
			Curry powder	0 30
			Mustard seed	0 15 0 18

Coffee—There is decided firmness in the coffee market although not materially changed from a week ago.

Rio, roasted	0 14	0 16	Mocha, roasted	0 25 0 28
Santos, roasted	0 16	0 18	Java, roasted	0 27 0 33
Maricaibo, "	0 14	0 20	Rio green	0 11 0 12

Rice and Tapioca—No new feature is remarked in regard to rice. Just a steady trade is the consensus of reports on the street.

	Per lb.
Rice, stand. B	0 03 0 03½
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	2 90
Rangoon	0 03 0 03½
Patna	0 05½ 0 06½
Japan	0 04½ 0 05
Java	0 06 0 07
Carolina	0 10 0 11
Sago	0 05½ 0 06
Seed tapioca	0 06
Tapioca, medium pearl	0 05½ 0 06

Nuts—There is firmness to most stocks in the nut market, and prices are likely to rule high during the coming season. Just now they are quoted firmly enough and are high. Filberts are steady although no higher price is yet quoted.

Almonds, Formigetta	0 11
" Tarragona	0 12½ 0 14
" shelled	0 32 0 35
Walnuts, Grenoble	0 13½ 0 14
" Bordeaux	0 11
" Marbots	0 12 0 13
" shelled	0 33 0 35
Filberts	0 11 0 12
Pecans	0 15 0 17
Brazils	0 12 0 14
Peanuts, roasted	0 08 0 12½

Evaporated Apples—Some of the jobbers are not quoting on "evaps" yet as there does not seem to be anything definite in regard to what the evaporators are doing.

Evaporated apples	0 09

Beans—Beans are coming on the market this year about a month later than usual. Dealers have their hands full of orders but the stocks have not yet been received wherewith to fill them. It is stated that threshing will not be completed within two weeks. The crop is said to be quite up to the average.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—

Foreign dried fruits—All advancing.
Syrup and molasses—Quiet.
Strawberry jam—Scarce.
Evaporated apples—Out of stock.

Winnipeg, Oct. 6, 1910.

The feature of the market this wek is the continued advance of foreign dried fruits. For reasons which were outlined last week, prices are soaring, and it is not known what the future will be for most of the lines. The demand for all grocery stocks continues normal, but there is no particular line which is being called for strenuously at the present time. A good deal of trade is going on in a wide range of stock, and as winter approaches, and holiday season comes on, the ordering will be heavier.

Collections are reported to be good, and wholesalers have no difficulty in getting

DIRECTORY OF

Manufacturers, Manufacturers' Agents, Brokers, Etc.

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W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

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"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

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ONE of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

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Can give strict attention to a few first-class Grocery Agencies. Highest References.

The

Condensed Ads.

on page 60

will interest you

"Canada's Best" Soap now being made in Modern New Factory

Our plant has been completed. It's the best money could buy. We'll not say we will make better soap—that would be almost impossible—but we will continue to make "Canada's Best" Laundry Soap, only more of it.

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OF CANADA

MONTREAL

Secret of a Package Tea Success

Quality Made Trade When the Trade Became Acquainted With the Quality.

That is the history briefly of Red Rose Tea

The retail grocery trade of Canada have found that it pays to push Red Rose Tea because it gives their customers greater satisfaction than any other tea.

It merits your confidence, too, because every package is up to the same high standard. You know you can recommend it to your customers with the absolute assurance that it will please them and keep on pleasing them.

The increase in the Red Rose Tea business has been enormous. Its remarkable success has been due to the confidence and friendliness its quality has inspired in the grocer.

Red Rose Tea

"Is Good Tea"

A push on Red Rose is a push for more business.

T. H. Estabrooks,

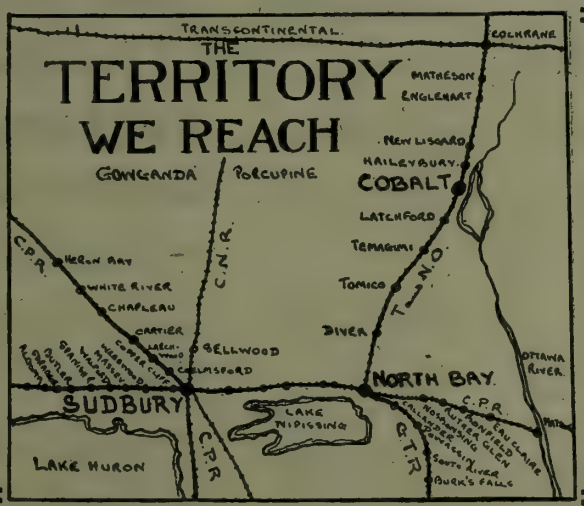
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Our Customers are doing so;

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North Bay and Sudbury

ARE YOU HANDLING

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Chartreuse Monks,	Tarragona,	**Genuine Green and Yellow Liqueurs**
Nuyens & Co.,	Bordeaux,	French Liqueurs and Cordials
Stavanger Preserving Co.,	Norway,	Sardines
Talbot Freres,	Bordeaux,	Macaroni, Vermicelli, Spaghetti, etc.; Olive Oils, Olives, French Green Peas, Mushrooms, etc., etc.
The Bon Ami Company,	New York,	**Bon Ami**
Violet Freres,	Thuir,	Byrrh Wine
Wright & Greig, Ltd.,	Glasgow,	Scotch Whiskies
Wynand Fockink,	Amsterdam,	Holland Gin

were thrown out as to the basis of paid for stocks in districts where this season's crop was either a partial or total failure.

Sugar—The sugar market in the west is quiet. Neither in price nor quantity of output has there been any variation for some time, only a moderate trade is going on, and the demand will gradually increase as present stocks in retailers' hands get low.. There was a slight strengthening on the Montreal market during the week.

Montreal and B.C. granulated, in bbls	5 65
" " in sacks	5 60
" yellow, in bbls	5 25
" " in sacks	5 20
Icing sugar, in bbls	6 25
" " in boxes	6 45
" " in small quantities	6 45
Powdered sugar, in bbls	6 05
" " in boxes	6 25
" " in small quantities	6 40
Lump, hard, in bbls	6 5
" " in ½-bbls	6 65
" " in 100-lb. cases	6 55

Foreign Dried Fruits—Notwithstanding the efforts of buyers to check the impulsive advance in the general line of dried fruits, prices continue to soar. Valencia raisins are expected to open at about $1.90, and all raisin prices will be equally high. This week we quote a change in raisins, pears, apricots and peel. Prices are likely to become easier when the goods are marketed.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " " cleaned, per lb	0 09 0 13
California raisins, choice seeded in ¼-lb. packages per package	0 06½
" " fancy seeded, in ¼-lb. packages per package	0 07
" choice seeded in 1-lb. packages per package	0 07½
" " fancy seeded in 1-lb. packages per package	0 08
Raisins, 3 crown muscatels, per lb	0 06
" 4 " "	0 06½

Prunes—

25lb.bx,90-100,lb	0 07	Prunes, 50-60 "	0 09½
" 80-90 "	0 07½	Prunes, 40-50, lb	0 10½
" 70-80 "	0 08	Silver prunes, ac.	
" 60-70 "	0 08½	to quality	0 10½ 0 13½

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 0[illegible]
" wet, cleaned, per lb	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 08½

Pears, per lb	0 12	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 15½	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16	" " orange	0 11½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup—There is little syrup moving and some disappointment prevails among local jobbers at the present quotations. The stocks ought to go out rapidly, and these prices cannot last much longer. The demand at this season is usually good, and jobbers are endeavoring to ascertain the secret of the prevailing weakness.

Syrups—	
24 2-lb. tins, per case	2 13
12 5-lb. tins, per case	2 58
6 10-lb. tins, per case	2 41
3 20-lb. tins, per case	2 47
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts—Prices are held firmly and higher prices are expected to prevail as the demand increases. Retail stocks are not heavy and the winter demand everywhere is always good. Everyone is anticipating a splendid season for nuts.

Shelled Walnuts, in boxes, per lb	0 35
" small lots, per lb	0 36
" Almonds, in boxes, per lb	0 35
" small lots, per lb	0 36
Peanuts, Virginia, per lb	0 11 0 13
Filberts, per lb	0 12½

Strawberry Jams—Wholesalers report strawberry jam very scarce, and it is difficult to get further orders for the standard packs filled. Prices are already showing signs of advance and merchants would do well to look to their stocks at once.

ALBERTA MARKETS.

Calgary, Oct. 1—Local merchants are enjoying a good run of trade at present with steady markets. Standard flour is down to $6.70 a barrel and the indications are that the price will go still lower. The canned fruit is in little demand yet, and in fact little is being sold.

Apples, per box	1 25	Evaporated Apples	0 11
Apricots, dried	0 11 0 13	Eggs, local, doz	0 40
Butter, local, creamery choice, lb.	0 28	Eggs, eastern	0 30
Butter, eastern, dairy in tubs	0 25	Flour, standard, per bbl.	6 90
Butter, eastern, dairy choice	0 28 0 29	Ham, cooked	0 30
Beans per lb	0 03½ 0 04½	Ham, sugar cur'd	0 21 0 22
Bacon	0 22	Halibut, per lb	0 09
" breakfast	0 24	Kippers, 20-lb. box, lb	0 16
" long clear	0 17	Lard, pure	0 18
Cantaloupes, crate	4 25	" compound	0 14½
Currants	0 03½	Lemons, Cal., box	9 00
Cornmeal, 100 lbs	2 60	Oranges, Val., box	5 25
Cod, per lb	0 07½	Oranges, Cal.	4 50 5 75
Cheese, Ont.	0 15	Onions, American, lb	0 03
" Manitoba	0 14½	" Spanish, crate	1 50
" Alberta, lr'g	0 15	Potatoes—	
" " twins	0 15½	Local, per ton	14 00
Canned Goods—		Ashcrofts, per cwt.	2 50
Peas, Early June	1 25	B.C., new, cwt.	2 25
Apricots, Cal., case	6 00	Cal Burbanks, ton	50 00
Apples, cases, 6 one gallon	2 0	Prunes	0 07½ 0 10
Dried Fruits—		Raisins—	
Evap. apples, lb	0 10½	Valencia, lb	0 03 0 08½
Apricots, lb	0 17	California	0 0[illegible]
Peaches, lb	0 09½	Rice, per ton	68 00 76 00
Dates, bulk, lb	0 07½	Salmon, Fraser River per case	8 50
Figs, natural, choice per 28-lb. mat	1 85	Sugar, std. gran	6 04
		" imported	6 00
		Tapioca, per lb	0 06½
		Trout, per lb	0 16

NEW BRUNSWICK MARKETS.

St. John, Oct. 6, 1910.

There was a drop of 20 cents a barrel in the price of Ontario flour last week, the quotation going from $5.80 and $5.90, to $5.60 and $5.70. The wholesalers are looking for lower prices on sugar and in consequence are not holding large stocks. It would not surprise them to hear of a decline any day now. Canned tomatoes are scarce and are quoted higher even than they were a couple of years ago. Canned peas also continue scarce and high and corn and most kinds of canned fruits are likewise higher than usual.

In the fruit line apples continue high, though the quality for the most part is good. Tokay grapes have never been as cheap in St. John as they are this season, the dealers selling them retail at 3 pounds for 25 cents, whereas in other years the price seldom dropped below 20 cents a pound.

TALK OF JOINING FORCES.

Two Grocers' Associations Meet to Discuss the Proposition.

Toronto, Oct. 6.—On Monday night there was a joint meeting of the Grocers Section, Retail Merchants' Association and the Toronto Retail Grocers' Association, to talk over the prospects of amalgamation. There were present belonging to the former, J. F. Halloway, F. C. Higgins, Jno. Bond, Jno. W. Nettleton, and Sec. Geo. E. Gibbard. Those present belonging to the latter were: Pres. Donald McLean, F. Johnston, W. C. Miller, David Bell and J. S. Bond. Donald McLean, who is also vice-president of the Grocers' Section R.M.A., occupied the chair.

The meeting was somewhat of an informal character and many suggestions amalgamation. One suggestion was to the effect that occasionally joint meetings be held to discuss trade matters; another was that both meet on equal terms regarding legislative matters, etc., and some want complete affiliation claiming that this is the only method to strengthen the hands of the two bodies.

Each will report to their associations at their next meeting and discuss the matter more fully. The meeting on Monday night was called at the instance of Geo. E. Gibbard, who is a strong advocate of union.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Fussell's Pure Rich Cream, from the highlands of Norway, is the most recent and delicious table delicacy now being sold in Canada. Fussell's Cream, which is contained in four and six ounce tins, and retailing for ten and fifteen cents, is simply pure, rich, cream (sterilized) and free from all preservatives. This sterilized cream is preferred by most people to ordinary fresh cream, on account of its convenience, richness and purity. Every ambitious grocer in Canada, should specify on Fussell's Golden Butterfly Cream, as it shows a neat profit, has no equal, and is so delicious and pleasing to the taste. Pure rich cream like Fussell's is a real necessity on the table in every Canadian home at least twenty-one times a week.

The order for Aylmer Brand fruits in glass, put up by the Dominion Canners, Hamilton, and given by the King of Bulgaria, has been received by Eby-Blain, Ltd., wholesale grocers, Toronto. As was mentioned in this column las week, the order was given the Canadian Commissioner at the Canadian Exhibit, in connection with the recent Brussels exposition.

At this time of the year the subject of syrup comes rapidly to the front, and the festive season brings with it suggestions for making sweet dainties and other things for holiday parties. In Mapleine you have an article which is not only indispensable, but exceedingly popular in the household. It makes delicious table syrup by dissolving sugar in water and adding Mapleine, and is now a necessity in every household as a flavoring for candy, fudges, cakes and other sweetenings. This product is now being advertised extensively in the leading women's magazines, in the Ladies' Home Journal, Woman's Home Companion, Success, Good Housekeeping, and many of the leading Farm Journals, and the demand for it should be brisk.

The managers of the Dominion Exhibition, St. John, New Brunswick, have awarded a gold medal to Walter Baker & Co., Limited. This is the fifty-third highest award from the leading international and local expositions in America and Europe for the cocoa and chocolate preparations manufactured by Walter Baker & Co., Limited, of Dorchester, Mass.

TWO NEW DELIGHTFUL BISCUITS

JACOB & CO.'S BUTTER PUFFS

Resembling puff-paste in character. Delicious plain or served with preserves, stewed fruit, savouries, cheese, etc.

JACOB & CO.'S CURRANT PUFFS

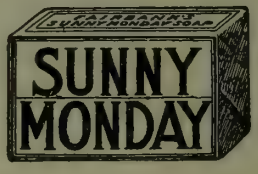
A choice puff-paste variety containing currants. Very appetising.

W. & R. JACOB & COMPANY - - Dublin, Ireland

Agents:—X. H. MUNRO, Coristine Buildings, Montreal. WILSON BROS., Victoria, B.C. C. & J. JONES, Winnipeg. THOS B CLIFT, St John's Newfoundland.











Fairbank's Famous Five

Your stock is not complete without Fairbank's Famous Five Products, viz.:

Fairbank's Gold Dust Washing Powder
" Fairy Soap (for Toilet and Bath)
" Glycerine Tar Soap
" Sunny Monday Laundry Soap (contains no rosin)
" Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

WRITE FOR PRICES

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA

CEYLINDO TEA

SATISFIES the most exacting tastes because IT IS THE "BEST TEA" AT POPULAR PRICES.

This choice whole leaf Indo-Ceylon Tea, free from dust, is specially blended and packed in our Bonded Warehouses, London, England, and is second to none.

Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.

We want permanent and future business, and if you try this Tea, you and your customers will be satisfied, as they will tell you THERE IS NO BETTER.

W. D. MIDMER & CO., "Canada," LIMITED

New Glasgow, N.S., and London, Eng.

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.

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WINNIPEG REGINA SASKATOON CALGARY EDMONTON FORT WILLIAM

Storage for all classes of merchandise. Cars distributed at Calgary, Winnipeg, Regina, Edmonton, Saskatoon, Fort William

A Pointer for Every Grocer



There is one royal road to profit in the handling of foodstuffs, and that is the highway named "PURITY."

"E.D.S." BRAND
Jams, Jellies & Catsup

will bring satisfaction to your customers and profit and repeat orders to yourself because of their absolute purity—100% pure, as certified by the Government Analyst. Satisfy yourself before pushing "E.D.S." Brand that our claims are true. Write the Department of Inland Revenue for Bulletin 194. This will set aside any doubts you may have had as to the absolute purity of "E.D.S." Goods. Keep your shelves well supplied with "E.D.S." Brand.



Made by E. D. SMITH, at his fruit farms, Winona, Ont.

AGENTS—N. A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

The Season Suggests

GUNNS

TASTY, APPETIZING

Pork Sausage

Place a standing order with us for regular weekly shipment.

MADE UNDER GOVERNMENT INSPECTION

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

Fresh Pork Sausage

The Season for this line comes in with the 1st of October. Your customers will appreciate them if you have them on your counters and we shall be glad to have your orders for daily or weekly shipments.

F.W. Fearman Co.

LIMITED

Hamilton

THE MILK

Everywhere acknowledged to be

Richest and Best



Reindeer Condensed Milk

The dealer wins customers by selling reliable goods that give satisfaction

The Truro Condensed Milk Co., Limited, Truro, N.S.

We are buyers of

BUTTER, EGGS POULTRY

We are sellers of

HAMS, BACON

and all pork products

Our specially cured

Breakfast Bacon

is a favorite and will please the most fastidious taste. Let us have your next order.

THE WM. RYAN, LIMITED

Packing Houses FERGUS

70 Front St. East TORONTO

Production of Butter Heavy for this Season

Conditions in the Country Have Been Favorable for Copious Supplies of Milk—The Situation as it Existed in the Summer is Carried into the Fall—Lard is Quoted at Higher Price—Eggs are of Poor Quality, and Supplies Have Slumped Decidedly—Storage Eggs Will Soon Have to be Called into Use—Poultry is Coming Freely.

The manner in which the production of butter is being maintained is probably a feature of the markets just now. The country is reported in excellent condition for this time of the year and the supply of milk, heavy as it has been throughout the summer and early fall still continues steady with the result that the production of butter and cheese, too, has not diminished as much as was expected. While prices are quite firm they are not as high as might have been expected. It is a little difficult to tell how long this will obtain, but beginning of the end of the season is looming into view, but a little later than in other years. As pointed out in the report from Montreal, the total production of butter this year would have been exceedingly heavy had all the cream been used to that end, but as has been pointed out previously, large quantities were shipped across the border.

Supplies of first quality eggs are much reduced and not only are the receipts falling off but the quality is far below the standard. Dealers state that they will soon have to draw from their storage supplies to meet the demand.

Poultry is coming in freely and is in good demand. Prices are slightly easier in some instances.

Lard shows higher prices. Reports from Chicago are to the effect that higher prices are ruling and there has been that influence on the home markets. In addition the demand is good and the question of supply has entered into the situation.

The provision market is pretty firm except for local conditions that may exist in some places. On the whole there is a good demand for the various lines of pork.

MONTREAL.

Provisions.—Prices on some lines of hams and bacons have been cut this week, in order to "clean house," as the dealers express it. Trade has been only fair, and some of the lines show an accumulation which had to be disposed of. Since the reductions the packers report a good increase in sales in these particular lines and say also that business has benefited generally by the cut.

Out-of-town buyers are laying in fall supplies to a limited extent, and this has helped general conditions.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15¾
" " " 3 " "	0 15¾
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 14½
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13½
" 5 " " " "	0 13¾
" 3 " " " "	0 14
Pails, wood, 20 lbs. net, per lb	0 14
Pails, tin, 20 lbs. gross, per lb	0 13
Tubs, 50 lbs. net, per lb	0 13½
Tierces, 375 lbs., per lb	0 13¼
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	29 00
Clear fat backs	29 00
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 14½
Long clear bacon, heavy, lb	0 14
Long clear bacon, light, lb	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16½
Large sizes, 18 to 25 lbs., per lb	0 17½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 18½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 20
" " " small, 9 to 12 lbs., per lb	0 21
Breakfast bacon, English, boneless, per lb	0 18½
Windsor bacon, skinned, backs, per lb	0 18½
Spiced roll bacon, boneless, short, per lb	0 17
Hogs, live, per cwt	9 25
" dressed, per cwt	12 50 13 00

Butter.—The market is firming perceptibly and higher prices are expected in the near future. Receipts still continue good, and this in spite of the fact that cream exportation has been exceptionally heavy this year. Just lately the last of the Township boards, Cowansville, closed down, and unless some change occurs before next year all, or practically all, of their cream will find its way across the border as the rest of the Townships' cream is doing. There is no doubt that this year would have been a record one in butter making had not there been this exportation. As it is there is a much larger one than last year.

Receipts for the season show this quite plainly, being 349,727 packages, as against 311,914 same season last year. For the week they also show an increase, 9,516 packages as against 8,403 same week last year.

New milk creamery	0 25	0 25½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls	0 22	0 23

Eggs.—The result of meetings held here recently by prominent egg packers will result in the forwarding in the near future of a resolution to the government asking that it be made a punishable offence to place or offer for sale rotten eggs. This is the culmination of a season's effort to improve the quality of the average stock, which this year has been unusually low. It is to be hoped that the end will be accomplished, in part at least. Receipts for the week are light, 2,495 cases, as against 3,470 same week last year, and as a result the price of new laids is up 2c. For the season receipts are 166,602 cases, as against 170,857 same season last year.

New laids	0 34
Selects	0 27
No. 1	0 23

Cheese.—Prices are being fairly well maintained, and so far the receipts are fairly well up to last year's mark. This is in spite of the increasing business of exporting to the States. The Cowansville board closing down shows to what an extent it has spread in the Eastern Townships. Farmers and other exporters are beginning to learn from experience, and are now getting the allowance for overrun which formerly they could not get from the U. S. importer.

Receipts for the week are 62,684 boxes as against 64,730 same week last year. For the season they are 1,567,941 boxes as against 1,571,941 same season last year.

Quebec, large	0 12
Western, large	0 12
" twins	0 12
" small, 20 lbs.	0 12
Old cheese, large	0 15

Honey.—There is little change in the honey market this week. Buyers have pretty well filled their requirements and there is little movement. Prices remain at the same old level.

White clover comb honey	0 15
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

Poultry.—Lower prices are looked for in the next few days in poultry. The reason is the large arrivals of all lines coming in. Young turkeys particularly are coming in, replacing the old, and thus reducing prices. In spite of the rapid growth of the supplies there has continued a strong enough demand to hold matters level so far, but the increase from day to day is sure to have its effect sooner or later.

Chickens	0 16 0 17	Ducks	0 18 0 20
Fowl	0 14 0 15	Turkeys	0 20 0 21

TORONTO.

Provisions.—Lower prices in the live and dressed hog market were felt during the early part of this week, supplies coming in rather freely. The result was a decline in those prices with a slightly weakening tendency in other lines. Lard was higher and has been one of the high priced pork products all summer. Higher prices in Chicago were partially responsible for the local change. The fact is that local market conditions warranted the increase according to dealers. The demand for smoked hams and bacon is keeping up well.

Long clear bacon, per lb	0 15
Smoked breakfast bacon, per lb	0 20
Pickled shoulder	0 11½
Roll bacon, per lb	0 15
Light hams, per lb	0 19
Medium hams, per lb	0 19
Large hams, per lb	0 18½
Cooked hams	0 28
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 21
" pea meal	0 20½ 0 22
Heavy mess pork, per bbl	26 00 27 50
Short cut, per bbl	30 00 31 00
Lard, tierces, per lb	0 15
" tubs "	0 15½ 0 15¾
" pails "	0 15½ 0 16
" compounds, per lb	0 13 0 13½
Live hogs, at country points	8 50 8 75
Live hogs, local	9 00 9 25
Dressed hogs	12 25

Butter.—The butter situation might be termed a little "queer." Some of the dealers state that the supplies have been coming in much more plentifully than they expected and while prices as a whole are firm still there is a slightly easier feeling as the result. The production of butter has kept up well and while the season for lighter returns is not far ahead still the farmers are having a good season.

	Per lb.	
Fresh creamery print	0 25	0 26
Farmers' separator butter	0 24	0 25
Dairy prints, choice	0 22	0 23
No. 1 tubs or boxes	0 20	0 21
No. 2 tubs or boxes	0 19	0 20

Eggs.—According to local dealers good fresh eggs are almost a thing of the past. The shipments being received now are by no means heavy and the quality could be a great deal better. Recent receipts have shown considerable

waste. Prices as a result are firm and are likely to be boosted at any time. It will not be long now, under these conditions, until it will be necessary to fall back on the storage eggs.

Selects	0 26 0 28
Fresh eggs, doz.	0 23 0 25
Second grade, doz.	0 19 0 21
Chips, doz.	0 18 0 19

Cheese—Production of cheese is declining. Prices, locally are steady with a normal demand.

New cheese—		New twins	0 12½ 0 12½
Large	0 11½ 0 12½	Stiltons	0 14

Poultry.—Supplies continue to come in liberally. As a result there is an easier feeling in the price of hens. Turkeys are quoted slightly higher, partly the result of reports from the country that supplies are likely to be lighter this year than usual. It is a little early for these reports and nothing authoritative has yet been received in this regard.

Spring chickens, live	0 11
Hens, per lb. live	0 09
Turkeys, per lb., large, dressed	0 16 0 18
Spring duck, lb., live	0 09

Honey.—The honey market is steady with prospects for improved conditions when the fruit season is passed. Even now there is a better volume of trade with prices holding firmly.

Clover honey, extracted, 60 lb. cans	0 10½ 0 10½
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb.	0 07½

WINNIPEG.

Lard.—There is a good and growing output of lard. Hogs and hog extracts are firm in price and higher prices are expected shortly.

Pure, 20-lb. pails	each 3 20
" 3-lb. tins, 60-lb. cases	10 10
" 5-lb. tins, 60-lb cases	10 00
" 10-lb. tins, 60-lb. cases	9 75
" 50-lb. tubs, each	8 00
Compound, 20-lb. pails, per pail	2 90
" 3-lb. tins, 60-lb. cases	8 60
" 5-lb. tins, 60-lb. cases	8 50
" 10-lb. tins, "	8 40
" 50-lb. tubs, each	6 75

Butter.—Butter is getting scarce and the price is going up. It is believed that a high market such as prevailed last winter will rule again. Creamery to-day is 28 cents to the merchant, and a 25 cent market rules on No. 1 dairy.

Eggs.—The demand far surpasses the supply and storage eggs are already going at 26 cents. Stocks from the east and Manitoba fresh are jobbing at 29 cents per dozen.

Cheese.—The cheese trade is excellent and no change is reported on either Ontarios or Manitobas.

Manitoba large, lb	0 11½	Ontario twins, lb.	0 13½
" twins, lb	0 12	" large, lb	0 13

Fred. Ross has purchased the grocery and dry goods stock of Mr. Wildfang, at Amberley, Ont.

Wm. N. Thompson, Hamilton, Ont., has purchased the business of J. D. Wilson and is opening a grocery and fish market at the corner of Locke and York Streets. Mr. Thompson was manager of the Duff Stores, Ltd., Hamilton, until a couple of weeks ago.

W. N. Murdoch has been appointed district organizer for the counties of Kent, Essex and Lambton, and will call on all the merchants to do missionary work on behalf of the Retail Merchants' Association. E. M. Trowern, the Dominion secretary, recently visited the Stratford, Ont., branch of the Retail Merchants' Association on organization work.



An all-the-year-round Success!

Huntley & Palmers
Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but *retain them.*

Huntley & Palmers, Ltd.
Reading
Eng.



Anchor Brand Flour

is the power behind the cook; brings smiles and gives each one the opportunity to 'make good.'

20

Manfd. by LEITCH BROS. FLOUR MILLS, Oak Lake, Man





MAGIC BAKING POWDER

We advise both Jobbers and Retailers to purchase these goods in proper quantity to secure special trade discount. Price list mailed promptly on application.

E. W. GILLETT CO. LTD., Toronto, Ont.

Bookkeeping Without Books!

Sixty Thousand merchants in all parts of Canada, the United States and foreign lands are saving time, labor and money in handling their credit accounts by the use of

The McCaskey Gravity Account Register System

The McCaskey System, with One Writing and in one-fourth or one-third of the time, accomplishes everything that is done by the use of day books, journals, ledgers, bills, statements, etc., and in this way saves time, labor and money. Let us refer you to some of our customers in your locality.

Information about the System is free.

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

99-104 Spadina Avenue - Toronto, Can.

FIRST AND STILL THE BEST



MADE IN CANADA

The Cost of Living

Your customers will SAVE money, and you will MAKE money, if you push

Clark's Pork and Beans

and the other Clark's Meats. Don't let most of the money go to the butchers. Encourage its being spent with you.

Your Jobber will supply you

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

GOOD BISCUIT CONDITION

is as indispensable to your trade as good biscuit quality.

Carr & Co's Carlisle Biscuits

enjoy a world-wide reputation not only for quality, but also for the fresh condition in which they invariably reach you. Aren't these the kind to handle?



Order from nearest agent

Carr & Co.
CARLISLE, ENG.

Agents—Wm. H. Dunn, Montreal & Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co. Ltd., Calgary; T. A. McNab & Co., St. John's, Newfoundland.



Make a note of the brand—Y & S—on our Pepsin Gum. This brand—Y & S—has been used by us and our antecedents for forty years on the best known stick licorice in the United States and Canada. It means just as high quality when used on our chewing gum. Four flavors: Licorice, Peppermint, Wintergreen and Spearmint. Each piece wrapped singly, 5 pieces to package, 20 packages to box. Order a trial box, assorted, if required, from your jobber.

National Licorice Co.
MONTREAL

By Royal Letters Patent

NELSON'S
POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington St. East, Toronto.
Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Big Flour Contracts will Soon be Signed Up

Bakers Either Buying or Negotiating for Flour Supplies—Canadian Export Wheat Trade Has Not Decreased Much—Good Demand for Heavier Cereals, Such as Rolled Oats and Rolled Wheat—Cornmeal Quoted at Higher Price—Canadian Wheat Collecting at Big Markets.

There has not been much change in the flour market during the past week. Prices of wheat have been declining and with the bearish tendency in wheat there was a similar action in flour, although not noticed to the same extent. Some prominent dealers are holding off waiting for lower prices which they expect will be realized. There is considerable trade passing according to some of the mills and contracts with bakers are being made or are negotiated throughout the country. Canadian export trade has not amounted to much as yet and there has not been the influence behind the market necessary to enliven trade.

Prices have been holding pretty firm, although Ontario wheat is down, but Manitoba wheat has not changed sufficiently to put it in competition with other export markets. The world's shipments of wheat last week totalled 14,544,000 bushels, as compared with 15,360,000 bushels of the previous week, and 13,360,000 bushels of the same week a year ago. Of this Russia had 5,600,000 bushels and the Danubian provinces nearly three million bushels. America was in third position with a small figure compared with Russia's and Argentine was close behind America. The world's export shipments show liberal contributions from the large wheat districts of Europe, while in America supplies are congesting at the leading market centres.

The holding game that has been played so far by Canadian and U. S. farmers is likely to be continued for some time. As pointed out before, reduced prices are practically necessary before the export trade amounts to anything and it is not until after that business is expected to amount to anything. At present, in some respects the market is lethargic. It is true that the mills are fairly busy according to the statements from the millers, but there are others who are not at all satisfied with the condition of affairs. It is these who say lower prices are to be expected, and that even now some mills are quite willing to cut prices in order to bolster their trade. The market is difficult to judge with any degree of accuracy, but opinion seems to be in the majority for even easier prices just now.

MONTREAL.

Flour.—Spot stocks of flour show a decided increase over the corresponding week last year. Demand keeps fair for small lots, buyers seeming to be content to fill their immediate requirements. For export there is a stronger demand, though it is not what might be expected at this season. Prices are fairly well maintained. There seems to be somewhat of an unsettled condition in winter wheat grades, Ontario millers being quoted at two or three different prices.

Winter wheat patents, bbl.	5 45
Straight rollers, bb	5 25
Extra, bbl.	5 25
Manitoba spring wheat patents, bbl.	5 80
" strong bakers, bbl.	5 30

Rolled Oats.—Owing to the weak state of the corn market, there has been a 20c decline in bolted cornmeal. It is stated that even at the present level there is a strong likelihood of a further decline in the near future. In oatmeals the market is fairly firm, and there is a fair trade passing, though buyers seem to be fairly well supplied.

Fine oatmeal, bags	2 45
Standard oatmeal, bags	2 45
Granulated " "	2 45
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb.	2 20
" barrels	4 65

Flour.—Millers report good business and a strong demand for flour. There are indications of purchases from bakers throughout the country although it is not thought that many contracts have been signed up yet. Prices remain unchanged but there is a feeling that a reduction may be made at any time.

Manitoba Wheat.		
1st Patent, in car lots		5 70
2nd Patent, in car lots		5 20
Strong bakers, in car lots		5 00
Feed flour, in car lots	3 10	3 30
Winter Wheat.		
Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 20

Cereals.—There is an increased business in rolled oats and rolled wheat resulting from the return to the heavier cereals. There is not much change since last week in this market and prices remain the same.

Rolled oats, small lots, 90 lb. sacks	2 25
" 25 bags to car lots	2 15
Rolled wheat, small lots, 100 lb. brls.	2 85
" " 25 brls. to car lots	2 75
Standard and granulated oatmeal, 98 lb. sacks	2 47

Began Business on $50 Capital and then Failed

John Sansum, a grocer at Rochdale, Eng., recently failed and the causes of his undoing are assigned to bad trade due to slackness in the cotton industry, insufficient capital, and keen competition. For 13 years he was engaged as a manager of a grocery store and in 1901 opened a business for himself. He had not more than $10 capital, but his wife lent him $40 with which he purchased fixtures. He stocked his store with goods bought on credit. Liabilities steadily accumulated all the time Sansum was in business. He estimated his gross profits during the last three years at $340, $210 and $130 respectively. He had never taken more than five dollars a week out of the business for his personal expenses.

WESTERN CANADA NOTES.

The Kensington Stores Co., have opened a grocery business at St. James, Man.

H. E. Maycock, grocer, Melita, Man., has sold to V. C. Farron and B. Ridgeway.

Biscuit Quality

is no less a matter of purity of materials and of skill and care in mixing and baking, than of the way in which the biscuits are packed.

Your absolute guarantee against soggy conditions is to sell exclusively—



This is the kind that always reaches you in the same crisp and fresh condition as it leaves our oven.

Your cracker business will be booming this summer if you are selling

MOONEY'S

Order to-day

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg

J. H. Notter & Co., general merchants, Grenfell, Sask., have sold to Deacon & Jones.

Meikle & Homer, general merchants, Morden, Man., are succeeded by H. Meikle.

W. C. Galbraith, general merchant, Roseils, Sask., is succeeded by Angus Dennison.

Longden & Hunt, grocers, Birnie, Man., are adding general lines to their business.

Larkin & Burge, grocers, Winnipeg, have sold to the Bon Ton Confectionery Co.

S. D. B. Stephenson, general merchant, Leslie, Sask., has been succeeded by J. A. Cockreill.

The Manitoba Co-operative Association, Ltd., Winnipeg, dealers in groceries, etc., have sold to W. J. Hunter.



VALENCIA RAISINS

You will find the raisins packed by Mahiques, Domenech & Co., Denia, Spain, to be of a consistently reliable quality. Their well-known brands are:

Beaver Brand—Special Fancy Quality.
W. Abel Brand—Of Standard Quality.

SPECIFY **"BEAVER"** FOR FANCY QUALITY.
"W. ABEL" FOR STANDARD QUALITY.

JOSÉ SEGALERVA
MALAGA, SPAIN

TABLE RAISINS

This packer's name on any style package of Malaga Table Raisins (or Blue Fruit) is a guarantee that the contents are fully equal in every respect to the grade and quality specified on the outside of the box. You cannot go wrong in ordering and featuring Segalerva's Malaga Table Raisins.

PRICES MAY BE OBTAINED FROM YOUR WHOLESALER.

Rose & Laflamme
Limited
Montreal - Toronto



Five Roses Makes Your Sales Stick

THIS, Brother Grocer, we hold to be the essence of all Successful Salesmanship over *your* counter.

That To-morrow's dividends can only come from To-day's investment.

That it is *not* enough to collect *To-day's* profits, if your competitor is collecting *To-morrow's* good-will.

If, after many years of sweating and straining, you have acquired a cashable reputation—

And falling victim to the ready wiles of a cajoling salesman you are at last induced to stock a faulty flour, which keeps coming back almost as fast as it is sent out—

You are no longer making the *Sales that Stick*, the only Worth While Sales; you are living on past reputation. shrinking in value with every sack delivered.

Gradually weakening in weight, your personal recommendation under the burden of repeated housewifely disappointment and disillusion.

For every flour defect in baking contributes in driving away not only *actual* custom, but the *future* profits possible from the slow seepage of satisfaction from a pleased housewife to Mrs. Nextdoor Neighbor.

Only *one* man on earth finds profit in driving away customers—but YOU are not in the "cab driving" business.

The sales that stick are the quality sales, and there are the FIVE ROSES sales.

One of the few, the very few good flours, giving *Genuine* Satisfaction to pastry cooks and bread bakers, a 2 in 1 flour, having in each sack the germ of a re-order.

Saving you the trouble of studying many brands, taking up less store room, tying up less capital, increasing the turnover.

But, Brother Grocer, mere intent to sell FIVE ROSES brings no income.

You must actually stock FIVE ROSES, push FIVE ROSES, sell FIVE ROSES.

You get To-day's profits, To-morrow's good-will.

Get both, Brother Grocer.

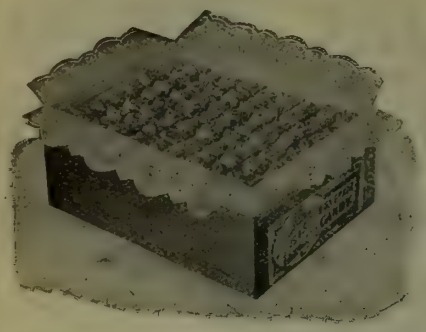
Sell FIVE ROSES *now*.

LAKE OF THE WOODS MILLING CO., LTD., MONTREAL

Branch offices in Twelve Cities

FIVE ROSES FLOUR

To-day's Profits ∴ ∴ *To-morrow's Goodwill*



"BORDO"

"The Chocolate with the flavor that's different."

Well might the readers of advertisements be mystified—whether to choose this or that brand of Chocolate; fortunately there is the famous "**Bordo**" about which no doubt as to the quality and unique flavor has ever existed.

Brands may come, and brands may go, but the "**Bordo**" Chocolate pursues its way serenely with an unbroken record, and increasing success.

When nature has produced finer ingredients, when workmen have acquired more skill, when science has inaugurated greater cleanliness, then, and only then, will "**Bordo**" be equalled in richness, flavor and quality.

Others have been convinced, and profited by it. Others have purchased small quantities, and increased their orders with increased demands.

A sample won't cost you anything, and may be the means of putting a big seller in your line.

Write to-day. Not to-morrow.

The Montreal Biscuit Co.

"Originators"

MONTREAL

"The House of High Quality"

---

52 Highest Awards in Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Limited

Established 1780, Dorchester, Mass.

Branch House, 86 St. Peter St.

MONTREAL, CANADA

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

MAPLE SYRUP!

Maple Leaf Brand

is the Standard the world over.

CANADA MAPLE EXCHANGE

Montreal

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

W. H. ESCOTT

WHOLESALE

Grocery Broker

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

Your Wholesaler

is always glad to have your order for Fels-Naptha soap; he has no other business than delivering and billing.

Of laundry soaps Fels Naptha is a standard; in fact "the" standard.





MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St. E., Toronto



FACTS ABOUT ADVERTISING



By The Advertising Manager

VI

"The relationship of advertising to salesmanship is the closest relationship known—closer than friends; closer than a team under single yoke; closer than brothers; closer than a man and wife, as there can be no separation or divorce; all salesmanship is part advertising, and all advertising is part salesmanship."

The above comes from Hugh Chalmers, regarded as the greatest salesmanager of his day.

He drew a salary of $75,000 a year in that capacity, until he went into business for himself.

What he says about the relation of advertising to salesmanship should be of interest. And it is.

The manufacturer of a grocery line told the writer not long ago that the reading and studying of Hugh Chalmers' article on this subject had been worth a good deal to him.

Here are a few extracts selected from it:—

"Salesmanship and advertising—each is a power alone, but combine them, and you have the greatest business-producing power known."

"Every advertisement is a salesman; every salesman is an advertisement. Advertising is salesmanship plus publicity. Salesmanship is advertising plus getting the order signed."

"Advertising and salesmanship are alike in that in both you are trying to influence the human mind—trying to teach people to believe in you and your goods."

"The whole business world rests on a foundation of confidence.

"If a man has confidence in you, you can sell him."

"Now the greatest builder of confidence is publicity—advertising.

"Unless you know a man well, you haven't confidence in him.

"Unless you know a business house well, you haven't confidence in that house. Advertising gives your probable customers knowledge about you and your goods, and knowledge is absolutely essential to confidence."

"Big advertising looks like big sales; it makes people familiar with you; it unconsciously creates confidence."

"The object of salesmanship and advertising is to teach probable customers to believe in you and your goods.

"But advertising conducts a public school, while salesmanship gives individual lessons."

"I once learned a valuable lesson from a School of Expression. The first thing the teacher told me was that I had to have an object in mind when I was addressing an audience. He said 'Now what is your object? Why are you going to talk to them? Without a definite object in mind, you will never make any impression.'"

"If you are going to write an advertisement, what is the object of it?"

"I have been in the manufacturing business nearly all my life, and it took me some time to figure out that it is much easier to make things than it is to sell them.

"In one case you deal mostly with machinery and metals, while in the other you deal entirely with the human mind.

"When you get to the selling side you deal with humanity. Humanity thinks. It has feelings. It has sensations, decisions, prejudices. It changes its mind."

"A sale does not take place in a man's pocket, or in his pocket-book, or his check-book.

"A sale takes place first in a man's mind.

"In order to make a sale you must convince a man's mind."

The great point for readers of this article to absorb is that every sale must first take place in the buyer's *mind*.

Advertising in The Canadian Grocer performs actual selling work, because it is read by the dealer at a time selected by himself to study the arguments of the firms that want to sell him goods—at a time when he is open-minded and willing to have his attention drawn to worthy articles of the kind that he makes his living by handling or using.

That's the time the good advertiser with merchandise of merit *makes an impression on the dealer's mind* that paves the way to the sale his traveler makes.

One illustration of how advertising in The Grocer and its advertisers' salesmen work together every week in the year.

As Hugh Chalmers says, "The relationship of advertising to salesmanship is the closest relationship known."

GRAPES
Sweet and full flavored.

Late varieties of
PEACHES

Pears and Plums

APPLES

Sweet Potatoes, Oranges, Lemons, Bananas

FULL LINES IMPORTED FRUITS

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Extra Fancy

TRACUZZI, Packer

St. Nicholas and Home Guard Puck

J. J. McCABE, Toronto
AGENT

Extra Choice

Large Quantities of Grapes on the Market Now

Are Being Sold at Low Prices—Grapes are Now at Their Best —Pears and Peaches Begin to Decline—Successful Shipment of Peaches to English Markets Indicates the Vast Field That May be Opened up to Canadian Fruit Growers — Cranberries and Quince are New to the Market—Better Feeling for Oranges and Lemons.

The fruit arriving on the market now is of the autumn nature, and in a general sense the market is not as brisk as it was some weeks ago. Grapes are probably holding first place just now as they are arriving in large quantities, but there is also keen interest in apples, although the supply is not the most abundant. Peaches and pears are still passing freely, but not to the same extent as a short time back. The fact is that they have reached their highest point and will soon be on the decline. Cantaloupes are still offered, but in limited quantities. Their days are numbered too. Cranberries are coming in freely. They appear to be of good quality and should bring good sales. The fall trade in fruit is brisk and altogether a good volume is passing.

Vegetables are steady with tomatoes a little firmer. The crop has not been as heavy as as the average crop, but the yield has not been encouraging. The fruit market in Toronto will likely be vacated in a few weeks.

Early Crawford peaches and plums are about over and toward the end the price of plums stiffened. Some of the plums were shipped too green this year and the same may be said of some of the grapes that have been received.

MONTREAL.

Green Fruits.—Plums, peaches, grapes and cranberries show a decided decline in prices this week. Plentiful arrivals account for these changes. This is particularly so in plums, the market being heavily supplied.

Cranberries are commencing to arrive in large quantities and dealers are selling present stocks at a loss to make room for the new.

Apples present the only strong feature of the market. They are not only higher in price, but are being eagerly snapped up, and buyers say they cannot obtain anywhere enough.

Apples, bbl.	3 00	5 00
Bananas crated, bunch	2 00	2 25
Cranberries, bbl.	10 00	11 00
Cocoanuts, bags.		4 25
Grapes, Delaware crates	2 00	2 25
Limes, per box		1 25
Cali. Malagas		2 00
Lemons	4 25	5 00
Oranges—		
California, late Valencias	4 00	5 00
Pineapples—		
Floridas, case		5 50
Plums, crate	2 00	2 25
Plums, Quebec	0 45	0 50
Peaches	0 75	1 00
Pears, bbl.	7 00	10 00

Vegetables.—Celery and tomatoes are in brisk demand, and supplies are far from being what they should. As a result prices of both have gone up. Otherwise the vegetable market is but little changed from the position last week. Prices are fairly firm, and trade just medium.

Beans, green, basket	0 75	1 00
Beans, wax	0 40	0 50
Beets, bag	0 75	0 90
Carrots, bag	0 75	0 90
Cabbage, new, dz	0 40	0 50
Celery, doz.	0 75	0 90
Cauliflowers, Montreal	1 00	1 50
Corn, doz.	0 08	0 15
Cucumbers, bkt.	0 35	0 50
Garlic, 2 bunches		0 25
Green Peppers, bag		2 00
Lecks, doz		1 50
Lettuce—		
Montreal, doz.	0 40	0 60
Boston	1 00	1 25
Onions—		
Spanish, cases		2 50
Potatoes, bbl		2 00
Parsley, dozen		0 15
Parsnips, new, bag	0 75	0 90
Radishes, dozen bunches	0 20	0 30
Rhubarb, doz	0 25	0 30
Spinach, bbl		3 50
Tomatoes, box	1 00	1 50
Turnips, new, bag	0 75	0 90

TORONTO.

Green Fruits.—The bulk of the present trade is largely confined to pears, peaches and grapes with most of the business centreing upon the latter. There are signs of decline on the market, on the whole, arising from the fact that the season of heaviest production is quickly passing. Grapes are coming freely just now and are passing out just as rapidly with the price varying somewhat. From reports received this supply is expected to continue for some time as the crop has been fairly large. Peaches are not quite as plentiful as they were but there is still a fairly large business being done yet. Canadian pears are coming rather freely and are selling at from 30 cents to $1 a basket, according to quality. Cantaloupes are still to be had and watermelons too. Cranberries are a little easier this week and several large consignments have been received by local houses. Apples are firmer on account of crop shortage, but there is a good demand now with hardly enough stocks to meet it. The lemon market is a little stronger with the demand slightly improved and prospects being for the late arrival of the new crop. Quince are new to the market just now and are selling at from 50 to 75 cents a basket. There is a better feeling in regard to oranges and a good stock is expected with the first arrivals of the new Floridas.

Apples, bbl.	3 00	4 00
Apples, Canadian, basket	0 30	0 45
Apples, St. Lawrence, basket	0 50	0 65
Bananas	1 50	2 00
Cantaloupes, Canadian—		
Crate		0 50
Basket		0 40
Rocky Ford, basket		0 40
Cocoanuts, sack	4 00	4 50
Cranberries, bbl	8 00	9 00
Grapes, case		2 25
" Canadian, basket	0 17½	0 25
Grape Fruit—		
California	3 75	4 75
Egg Plant, 11 qt. basket		25
Lemons—		
Verdelli		5 00
Limes box		1 25
Oranges—		
Valencia	4 50	5 00
Peaches—		
Crawford	0 75	1 25
Elberta	0 75	1 25
Pears, Canadian basket	0 30	0 75
Pears, Bartletts basket	0 50	1 00
Pineapples, case		4 00
Plums, bask	0 75	0 90
Quince, basket	0 50	0 75
Watermelon, ea.	0 20	0 30

Vegetables.—The local vegetable market is steady with tomatoes still retaining a prominent place. They are still coming rather freely with the price slightly firmer. Sweet potatoes are in good demand. The rest of the market is about normal with trade well divided. Celery, cabbage, carrots, etc., are all being asked for steadily, but there is no special feature to the market.

Beets, doz.	0 25	0 30
Beans, wax, per 11-qt. basket	0 15	0 25
Cabbage, case—		
Canadian	0 50	1 50
Carrots, Canadian, doz.		0 30
Cauliflower, dz.	0 75	0 85
Celery, dozen		0 40
Cucumbers, bas	0 20	0 25
Egg plant, 11-qt. basket		0 25
Gherkins	1 00	1 25
Lettuce, Canadian, head	0 25	0 30
Onions—		
Spanish, large	2 25	50
Ontario		1 00
Domestic		0 40
Potatoes, Ontario, new, bag	0 75	0 80
Sweet, bbl.	3 50	4 00
Parsley, per doz bunches	0 25	0 30
Radishes, doz.		0 25
Red pepper		0 75
Green peppers, 11-qt. basket	0 35	0 40
Tomatoes, Can., basket 11 qt.	0 30	0 40
New turnips, per 11-qt. basket		0 50

WINNIPEG.

Fresh Fruits.—Abundance of high-class apples are on the market just now and all are moving well. Cantaloupes and Crawford peaches are off and grapes have taken their place. Prices are fairly high and present quotations on apples will not last long.

Apples—		Grapes, Ont., basket	0 30
B.C. Wealthy	2 25	Grapes, Cal., case	2 25
Ontario, No. 1, brl	5 00	Lemons, Cal.	7 50
Ontario, No. 2, brl.	4 50	Pears, case	4 00
Apples, Wash., box	2 25	Oranges, Valencias	5 50
Bananas,	2 50	Plums, Peach, bx.	1 00
Cocoanuts, doz.	0 90		

Vegetables.—The consumption continues enormous and prices are going up. Second crop lettuce is on the market at a reduced figure. Cucumbers have advanced 40 cents, while potatoes are down 15 cents.

Butter beans, lb.	0 02	Onions, imported	0 03
Carrots, doz.	0 25	Potatoes, new, bs	75
Cabbage, new, lb	0 01½	Parsley, per doz.	0 25
Celery, doz.	0 60	Radish, dozen	0 25
Cucumbers, doz.	1 00	Tomatoes, Ont., basket	0 75
Lettuce, doz.	0 40		
Mint, doz.	0 30		
Onions, green, per dozen	0 20		

FANCY APPLES

We have arriving this week a car of

California Box Apples

Consisting of Red Pearmains, Gravensteins, Johnathans, etc.
All red fruit packed four tiers to box.
This is the first car imported into Canada.

The Fancy Trade will appreciate something uniformly good and will get it in this pack.

New Figs, New Raisins, Cranberries and Sweet Potatoes

WHITE & CO., Limited
Fancy Fruits - - TORONTO

GRAPES

FULLY MATURED
Concord, Niagara, Rogers
LARGE SUPPLY. PRICES LOW

PEACHES

Late Crawford, Elberta

PEARS

Late Canning Varieties

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Wire, phone or mail your orders to

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Growers and Shippers of CANADIAN FRUITS
Phones 1990 and 2760
HAMILTON, - - - ONT.

FRESH ARRIVALS

THIS WEEK

Fancy Cape Cod Cranberries
in barrels.

Fancy Sweet Potatoes
in barrels.

ARAM HAMPERZUM
Celebrated Camel Brand Fancy Layer Figs.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

Coming right down to brass tacks, this is the motto you want in your store:—

"Where Only the Best is Good Enough"

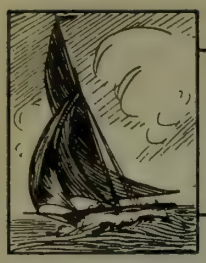
Follow this—your trade will stick: Once a customer, always a customer. Hang this sign right over our

"Monogram" Fard Dates "Camel"
"Camel" Package Hallowis

New crop will arrive in a few days. Your wholesaler may not have them in stock now, but have him book your order from first arrivals. Do not accept any other brands, insist on having only ours. Remember "Monogram" and "Camel."

WM. HILLS, Jr.
IMPORTER - NEW YORK

W. B. STRINGER
SALES AGENT - TORONTO



Facts About Fish



Light Catches of Fish Reported from the Coast

Dogfish Interfere With Fishing and are Responsible to a Large Extent for the Conditions Now Prevailing— Supplies So Short That Higher Prices are Expected to Rule—Interior Markets Feel the Effects of Short Supplies—Oysters are in Better Demand as Fall Season Begins to Open Out.

Reports from the Labrador fishing grounds say that the export of this year will be only about one-third that of last year. This means a very serious condition of affairs for the natives there, as it is upon the fish industry that most of them live. The catch is reported to be the smallest in their history. The figures are 50,000 quintals as against 160,000 last year.

In New Brunswick and Nova Scotia the conditions are not quite so bad, though there has been a short season, and a lighter catch than usual. The causes for this have been mainly two, the prevalence of dog fish, and the severe storms prevailing. As an instance of the former one fisherman reports taking only nine haddock and over two thousand dogfish off a 4,500 hook trawl.

The mackerel season is the smallest on record, however one redeeming feature is that the salmon catch has been about normal. All groundfish have been scarce. The general result of these conditions is to firm up the market for most of the standard lines.

QUEBEC.

Montreal, Oct. 6.—There is a scarcity of halibut this week, though as yet prices have not been affected. Fresh cod are also reported scarce, resulting in an increased demand for the frozen article. Brook trout season is closed.

Stormy weather still prevails on the coast and the dogfish depredations are even worse than last week.

Haddies, bloaters, and kippers are arriving, but so far in small quantity owing to the stormy weather. Trade in general shows briskness, and the season promises to be a good one.

FRESH

Pike	0 08	Fresh Lab'dor. salmon	0 16
Perch	0 07	Whitefish	0 11
Steak cod	0 05 0 06	Mullets	0 08
B.C. salmon	0 15	Haddock	0 04½ 0 05
Market cod	0 04	Halibut	0 10
Sturgeon	0 13	Bullheads	0 09
Lake trout	0 10	Carp	0 08
Blue fish	0 15 0 18	Dore	0 11
Sea trout	0 13	Mackerel, each	0 25
Sea bass	0 12	Swordfish	0 11

FROZEN

Codfish	0 04 0 04	Pike	0 07
Dore, winter caught, per lb	0 09	Salmon, B.C., red,	0 09
Haddock	0 04	Gaspe salmon, per lb	0 16
Halibut, per lb.	0 09	Smelts, 10 lb. boxes	0 07½
Herring, per 100	1 70	Whitefish, large, lb	0 09
Market cod	0 04	Whitefish, small	0 07
Steak cod	0 05		
Mackerel	0 12½		

SALTED AND PICKLED

Green cod, No. 1, bbl	6 50 7 00	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" ½ bbl	3 00	" " pink, bbl	12 00
Labrador sea trout, bbls	10 00	" Labrador, bbl	17 00
Labrador sea trout, half bbls	5 75	" " ½ bbls	8 50
No. 1 mackerel, pail	2 00	" " trcs., 300 lb	32 00
½ bbls	9 50	Salt eels, per lb	0 07½
No. 1 pollock, 1	4 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, bbl	5 00	Scotch herring	6 50 7 00
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 25
Haddies	0 08
Boneless haddies	0 09
Herring, new smoked, per box	0 15
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 50

SHELL FISH

Shell oysters, bbl	10 00
Lobsters, live, per lb	0 35
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 65 2 00

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per lb	0 15
Skinless cod, 100 lb. case	5 50
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	5 50
Dried haddock, medium, bundle	5 50

NEW BRUNSWICK.

St. John, N.B., Oct 5, 1910. — The scarcity of fish of all kinds continues and the situation is, if possible, worse than at last report. Some cod and haddock came in about the latter part of the week and some fine large mackerel were received, but otherwise the market has been almost bare. Mackerel are quoted at 30 and 35 cents each. In other lines the prices are unchanged. Sardines were schooling in St. Andrew's Bay and along the coast of Charlotte county last week and the fishermen made good hauls. Dogfish have been giving a lot of trouble lately, in some instances fishing had to be abandoned for a time until the pests went away, while some of the fishermen turned to and fished for the dogfish specially and made it a paying proposition by selling the catches to the reduction works. Large shipments of clams have been sent out from Digby recently.

The herring fishing in the bay this year is a total failure, and this means no smoked fish, as even the small herring and scale herring are scarce. The catch of fish for salting has been fair but the demand for export has been so great that the prices locally are higher than usual. The failure of the Labrador and Newfoundland fisheries is said to be responsible for the increased export demand.

Fresh—		**Frozen—**	
Cod, per lb	0 02½	Mackerel, per lb	0 11
Clams, per gal	0 60	Salmon, per lb	0 20
Halibut, per lb	0 10	Shad, each	0 30
Haddock, per lb.	0 03	Swordfish, per lb	0 12
Herring, per doz.	0 20 0 30	**Canned—**	
Oysters, per gal	2 40	Lobsters, 8 doz. ½ lb. tins	17 00 17 50
Pickerel, per lb	0 08	Lobsters, 8 doz. ¼ lb. tins	11 50 12 00
Smelts, per lb	0 08		

ONTARIO.

Toronto, Oct. 6.—There is a firm tone to the local fish market. The fact is that supplies of fresh fish are none too plentiful according to some of the large dealers. Short catches on the eastern coast are felt here and this curtailment of supplies in the face of a good demand gives the market a firmness that will hold unless the situation is relieved to some extent. The demand for oysters has improved and business is noticeably better.

FRESH CAUGHT FISH

Halibut	0 10	Yellow pickerel	0 11
Salmon trout	0 12	Steak cod	0 08
White fish	0 12 0 13	Perch	0 07
Herring	0 06	Haddock	0 07

FROZEN LAKE FISH

Pike	0 07	Pan frozen whitefish	0 10
Whitefish, frozen	0 09	Gold eyes	0 06

OCEAN FISH (FROZEN)

Herring, per 100	2 00

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Cod, Imperial, per lb	0 05
Acadia, 2-lb. boxes, pr. crate	2 40	Fillets, per lb	0 12
oneless Digbys, box	1 00	Haddie, Finnan	0 08
Codfish, Bluenose, "	1 40	Halifax, 1-lb. bxs., pr. crate	3 12
Cod steak, per lb	0 07	Oysters, selects, gal	1 85
		Oysters, standard, gal.	1 60
		Quail on toast, per lb.	0 06

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense

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TORONTO, ONT. GEO. J. CLIFF, MANAGER

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

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W. A. GIBB COMPANY
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Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1856
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Strip Boneless Cod

Special July
Fat Salt Herring

The primest fresh fish only is used, and it is treated in the most sanitary and up-to-date fish-curing plant on the Atlantic Coast.

Ask you wholesale house for these lines or WRITE US DIRECT.

The Halifax Cold Storage Co., Limited

45 William Street *(Selling Branch)* ***MONTREAL***



A Bigger Oyster Trade

is the invariable result of selling "Coast Sealed" Oysters.

That's because "Coast Sealed" Oysters are the cleanest, fattest, best flavored oysters you can get.

All

"Coast Sealed" Oysters

are northern grown on our own grounds, and are all over four years old before being opened.

They are packed as soon as opened, right at the sea-coast where they have been grown, placed in a container, SEALED and shipped to you ABSOLUTELY FRESH.

Their appearance in your Coast-Sealed Display Cabinet is amazingly inviting—they are so CLEAN and FREE from all foreign substances. And the vacuum construction of the "Coast Sealed" Cabinet keeps your stock perfectly fresh until the last pint is sold.

WRITE US FOR PRICE QUOTATIONS

Connecticut Oyster Company

88 COLBORNE STREET
TORONTO

HEAD OFFICE:
MILFORD, CONN

BRITISH COLUMBIA.

Vancouver, October 6.—A big supply of halibut arrived this week. The Manhattan came in with 170,000 pounds, the Kingfisher with 150,000, and on Thursday, the New England brought 120,000. These were all caught in Alaskan waters. Prices remain the same.

Codfish, per lb..	03	Salmon, fresh...	0 8
Halibut, per lb..	0 04	Salmon, cohoes, each	0 31
Herring, pr. lb..	0 03	Smelts, per lb..	0 03

NOVA SCOTIA.

Halifax, N.S., Oct. 6.—There is a marked scarcity of fresh fish on the local market at the present time. Usually at this season of the year the receipts are heavy, but bad weather and the dogfish pest have played havoc with the catch. During the week some mackerel struck in along the coast, and the few fish taken found a ready sale. Fresh mackerel are in heavy demand, both locally and in the U. S. markets. The mackerel sold for twenty cents a piece. The receipts of dry fish from home ports during the past week were quite heavy. They include 15,000 quintals of cod, 1,000 quintals of haddock, and 1,000 quintals of green fish.

Advices from the European markets show that prices rule firm for cod and haddock. A fairly brisk demand for pickled fish and smoked fish is reported from several of the West India Islands.

Few canned lobsters are arriving here from the outports, and the shipments are unusually light. For reliable packs the markets generally favor the shippers this season.

While prices remain steady at the present time, some of the dealers are of the opinion that there will be an advance, as the catch and the conditions of the markets favor it.

MANITOBA.

Winnipeg, Oct. 6—The trade is active in all lines of fish quoted below. Halibut and whitefish are greatly in demand and the present long sustained prices may advance. Jobbers are endeavoring to secure some live lobsters as there is a small demand for them at present.

FRESH

Pike.....	0 09	Whitefish.....	0 03
Salmon, B.C....	0 14	Halibut.....	0 09
Sturgeon	0 12½	Dore.....	0 07
Trout, Lake....	0 11		

FROZEN

Codfish.....	0 07	Smelts, 10-lb bxs.....	0 10
Haddock	0 07	Whitefish	0 09
Halibut.....	0 09		

SMOKED

Bloaters, large, per box 60s...	1 50	Haddies..... .... Gold Eyes.....	0 08 0 45

SHELL FISH

Shell Oysters, bbl.	18 00	Oysters, bulk, inp. gal.....	2 75

A new general store has been opened at Holden, Alta., under the name of the Holden Trading Co.

The Horse Shoe Trading Co., general merchants, Wetaskiwin, Alta., have been succeeded by G. F. Selund.

History of the Frog and its Commercial Value

Frog-Eater was Once Used as Term of Contempt — Evolution From Egg, to Tadpole, to Frog Baffles Scientists — Voracious When Hungry—How it is Captured.

By J. A. Paulhus.

"Frog eaters," with the accent on the "frog" was the epithet used as a term of contempt in speaking of the French people of the old country many years ago. In those days it was considered almost as bad to eat frogs-legs as it would be to eat serpents or toads. Today that same term "frog eaters" could be applied with accuracy to almost every race and particularly to the Canadian and United States peoples.

We are in truth a population of frog eaters. And does any one blame us? I appeal to any epicurean who has tasted the delicate flavor of frogs' legs, well prepared and seasoned by a chef of ability, and I know the verdict will be that no other flesh or fish will tickle the palate quite so much, add a relish to a meal, or create such a craving for more.

Origin of the Delicacy.

Where and when has arisen this love of frogs' legs in Canada is purely a matter for conjecture. However, it seems probable that the following paragraph contains a very probable partial explanation:

When the pioneers of this country settled themselves along the rivers and streams of our fertile lands, it is only too probable that there must have been times when food, and particularly meat, was scarce. At this early period in our country's history, frogs were plentiful. Some one undoubtedly investigated their edible qualities, and the report proved favorable enough to gradually develop the taste.

Whether an acquired taste or otherwise, the edibility of frogs' legs is no longer a question, and its value as a table luxury or delicatessen has already been demonstrated to be equal to, if not beyond that of any other flesh, fish, or even game.

The question here naturally arises, is frog's meat fish or game? No authority has taken it upon himself as yet to make this distinction.

The frog is really a wonderful piece of animal mechanism. From its birth to the end of its life it goes through such a series of metamorphoses, that, besides being interesting to the naturalist, it often baffles his learning to explain some things about it.

Changes of Forms.

From an egg, one of a gelatinous mass floating on the water, and hatched only by the sunlight and movement of the waters, comes the tadpole, as the embryo frog is called during his first period of life. Everyone is familiar with the peculiar form of life known by this name, "all head and tail." During this period the tadpole lives like a fish, always submerged, and feeding on vegetation growing at the bottom of the pools.

Later on, as the reptile grows to adult life, he emerges on the surface of the water and lives an amphibian life, taking plunges only occasionally into his old home, the water, usually as a protection from danger.

It has even been demonstrated that a certain species of frog lives at a considerable distance from the pools and streams he originaly inhabited in the tadpole stage.

In addition to the change from the fish to the amphibious form of life, another startling change has taken place. From an herbivorous diet the frog has now become carnivorous, feeding on insects, worms and small living animals which inhabit the marshy sections of country.

Value of the Bull-Frog.

Of the five or six different species of frog known, the bull-frog, called in French "ouaouarons"—no doubt from the Indian—is the most valuable from an economic standpoint. He is the largest in size and is only found on this continent. He is absolutely unknown in Europe.

At one time some of our small streams were infested with this "gentleman." There is a tradition in Quebec that, on a certain river flowing through the counties of Richelieu and Yamaska they were so abundant when the first settlers took possession that they became a pest. Roaring at night, in numberless chorus, they would disturb the whole population night after night for months.

According to the chronicler of the time it was quite a common thing to see, in the dark, a spectral form armed with a long pole, clad only in his nocturnal garments, beating the waters frantically to silence the unceasing chorus of those monstrous "nightingales."

Chateauguay river was famed at one time for having the largest bull-frogs known. It is related that the inhabitants of that section were known, due to the fact, as "ouaouarons (pronounced waw-waw-rong) de Chateauguay" or "Chateauguay bull-frogs."

Ate Chicks When Hungry.

Not only were they a noisy nuisance but they had even developed depredatory instincts. In time of famine, some of the most voracious would even hop to the nearest barns and devour newly hatched chicks, or swim slowly to the surface of pools in which young ducklings were floating, and pull them under water to satisfy their hunger.

To-day, man is taking his revenge with interest and the frog is rapidly becoming more and more a rarity, and eventually, unless protected by game laws as are deer, fish, etc., they will become like

SHIVERING FISH—

They would be, could they feel—those fish that comprise our stock. For our new cold storage has been completed—and it is a cold storage. It is the largest, most modern fish warehouse in Canada—has no equal.

We spent the money on it so as to give you more prompt and better service than ever before. Give us an opportunity to show you how we can make good.

ALL KINDS OF FISH IN SEASON

Do not neglect your stock of Sealshipt Oysters.

BRANCHES:
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should be laid on the fact that

BRUNSWICK BRAND SEA FOODS

are "quality" goods, and you had better be out of business rather than handle canned goods of doubtful quality !

In "Brunswick" Brand our scientific system of canning preserves the delicious natural flavor of the fish---a great selling point!

See that you have a full range on your shelves !

CONNORS BROS., LIMITED

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt Yarmouth, N. S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

the buffalo, a practically extinct race. Why not adopt the "close season" method of protection? It is the salvation of such members of the animal kingdom as quail, brook trout, whitefish, and a number of others. In some sections it has been tried already, but on account of non-enforcement it has so far proved a comparative failure. With a careful study of the frog, his habits and necessities, and a strict enforcement of a close season, frog "farming" is destined to become a distinct financial asset for this country. A frog farmer will be able to raise and handle his stock much as the modern farmer handles and kills his poultry, and a very lucrative business it is.

Average Price Per Pound.

Last year the Montreal market disposed of over $200,000 worth of frogs' legs. We call meat dear at 20c per pound. Frogs' legs are never sold under 30c, and often 40 to 50 cents is not considered an exorbitant price. Of course, prices have increased, to a large extent, because of the decreasing production.

Our rivers and marshes are becoming rapidly depleted, but even with a good supply, frogs' legs have taken their place as one of the costly edibles of this country, and there is little possibility of overproduction.

Hunting the Frog.

Trapping or frog hunting is an occupation which deserves a description.

When the clouds hang low on the river, and the night is as dark as the wing of a crow, the frogger is delighted. The darker the night, the easier it is to attract and approach the frogs. Usually there are two men in the boat, the one in the bow with a strong light which he plays upon the water. The frog is delighted to follow such a radiant path and it comes from the dark to bask in its brilliancy.

With wide open eyes it floats about the boat, immovable, seemingly mesmerized. Nothing seems to disturb it. The second man in the boat spears it or sometimes even picks it up with his hands, and consigns it to a bag. The bag is the only sure way to keep frogs from escaping.

One might think, on a very dark night, when froggers are out in force, that their lights were a flock of stars which somehow had become misplaced or had come down on a temporary visit to the earth.

With the first peep of dawn the catching is over. The frogs are decapitated, the hides removed, and the hind quarters put up in shipping packages, and carried or sent to the market.

Fresh, attractive, well packed in ice, they find ready buyers, and the proceeds go to swell the pockets of producer and commission man to a considerable extent. It is a moderate estimate to say that the industry is worth $100,000 a season to Quebec province alone.

The Lemon Tree at its Home in Island of Sicily

The most important agricultural product of Sicily is the lemon. It is also grown in Italy in the district of Naples, the chief places being Maiori and Sorrento. There are also some grown in Spain but Messina and Palermo are the centres of lemon shipping. The fruit is grown in country districts but the choicest comes from the mountain slopes, where the atmosphere is most beneficial.

Fine oranges are also obtained from similarly situated groves. The country is rich in scenic beauty, the country side being studded with groves and trees of many different kinds. The juice of a lemon freshly plucked creates an exhilaration that is not found in the same degree from those that reach this country, weeks and maybe months after having been gathered.

APPLE SHIPMENTS TO ENGLAND.

According to the Boston Chamber of Commerce, the total shipments of apples made from Boston, New York, Montreal and Halifax for week ending Sept. 17, to Liverpool, London and Glasgow, were 23,338 barrels. Last year for the corresponding week the amount was 24,863 barrels, showing a decrease of more than 10,000 barrels. Since the season opened, however, this year's shipments lead those of last year by 4,000 barrels but are short 44,000 in 1908.

Sardines That Sell

are those that have a guarantee on each tin!

Concord Norwegian Sardines

are finest small autumn fish only, packed, when freshly caught, in high-grade oil. Each tin is provided with an extra cover for use after it has been once opened. The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree. Order from any wholesale grocer, and don't forget the name CONCORD.

CCC
Norwegian Canned Goods

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R. S. McIndoe, Toronto; A. H. Brittain & Co. Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.

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Your customers want butter that "touches the spot." There is no other brand that will make you so many friends.

Have them try it. We know what will happen from experience. They will want more.

Every can makes a customer.

Smith & Proctor

HALIFAX, N.S.

Big Profits in Handling SEALSHIPT OYSTERS



You Can't Make Less Than 25 %

Write at once for catalogue and full particulars of our proposition instead of waiting until "the season" and then doing the best you can at the last moment. The sooner you get the SEALSHIPT AGENCY and start to *let your customers know you have it,* the bigger and better business you will do *all season.* In fact, your customers will get hungry for oysters as soon as they know SEALSHIPT OYSTERS—advertised in their favorite magazines as the acme of food purity and deliciousness—are on sale at your store.

Perfect Refrigeration

SEALSHIPT OYSTERS are packed at the oyster beds—(solid and dry)—in the airtight Sealshiptors, which are perfectly refrigerated every mile of the journey to your store. That is why SEALSHIPT OYSTERS taste the same in Illinois or California as the day they were dredged from the deep. The oysters are shipped to you in these Sealshiptors and you empty them into your Sealshipticase (the blue and white porcelain display and selling fixture).

Sealshipt Agents Make Money Because We Help Them

We supply you with advertisements for your local papers, an attractive blue and white steel design and muslin signs for your store front and transfer signs to stick on your door, where everyone will see them. We do all this so the Sealshipt Agent will secure all the sales we are stirring up in his territory by our extensive magazine advertising. Don't guess about the SEALSHIPT SYSTEM or what it will do for you, but write us at once for catalogue, terms and particulars.

NOTE:—People who read our advertising will go from the store where no oysters are sold, or the store where ordinary oysters are sold *to the store where* they can get SEALSHIPT OYSTERS and, the Sealshipt Agent will sell them *other things*—may win all their trade.

SEALSHIPT OYSTER SYSTEM
Dept. 18
SOUTH NORWALK, CONNECTICUT

Odds and Ends Gathered from Here and There

Proprietor Should be Familiar With Goods in Stock—Resolutions Adopted by Retailers' Associations—General Movement to Get Rid of Trading Stamps in the U.S.—Bananas Sold by the Pound—Allowing Credits Without Discrimination.

"The whole secret of making success out of a store" says L. J. Callanan, a successful grocer of New York, "is not to cut prices, but for the proprietor to make himself familiar with each article he handled and to see that the clerks did likewise."

Even the druggists of Mount Holly, N.J., closed their stores on the occasion of the first annual picnic of the merchants of that town. Every merchant turned out for the affair, including one merchant who had not closed his store during the last thirty years except in cases of death. He, too, joined the throng of business men who thus took a first step towards establishing friendlier relations.

The art of selling goods consists largely in making the goods look just as good as they are. In fact, past masters of the art of salesmanship have a genius of making goods look just a little better than they really are.

Among the resolutions adopted by the retail grocers of the state of Pennsylvania at their recent annual convention were the following:

"Favoring municipal government by commission, coupled with initiative and referendum and the recall features, and recommending to the legislature the passage of legislation of this character.

"Favoring compulsory arbitration of labor disputes and establishment of a board of arbitration by the legislature at its next session.

"Favoring legislation to fix standards of packages in which groceries and produce may be packed, and requiring that the weight or measure be plainly stamped thereon.

"Opposing the passage of any bill to prohibit the sale of patent medicines and common household remedies by other than registered pharmacists. (Grocers and general merchants claim the right to sell these lines.)

"Favoring a Sunday closing law carrying a fine of at least $25, similar to the Ohio law."

The trading stamp is still in vogue in many parts of the United States but the merchants are rising up against the idea and there is a general movement to get rid of them.

The grocers of Clinton, Iowa, have decided to sell bananas by weight, retailing them at seven to eight cents a pound.

The following quotation is from a paper read by the President of the New York State Wholesale Grocers' Association at the recent convention of the retail grocers of that state. He asked the grocers to cut credits, stating that both the wholesale and retail trade are so anxious to sell goods that they induce or invite customers to buy beyond their ability to pay. "One of the greatest perils creeping over our business and every other line of trade is the indiscriminate manner of allowing credits. But that you, we and all of us not only endanger the success of business, but the welfare of those to whom we loosely extend credit. By such methods we practically invite extravagance or induce persons to whom we give reckless credit to live beyond their incomes. You and the wholesale grocer, the manufacturer or the producer from whom supplies are purchased, must bear the burden. Certain it is, that the profit the distributer gets for his work is no more, rather less, than he has ever received, and in addition to this, it is equally true that his expense in marketing those goods is materially higher."

An injuction has been recently issued against a Rochester grocer by a trading stamp company to restrain him from using the stamps of a second company.

The broom should make a daily visit to every square inch of floor space and the dust cloth should be just as intimate with the show cases, shelves, etc. Cleanliness is one point that cannot be overdone in the grocery store.

More than 1900 homes in Indianapolis have been mortgaged during the past year in order that the owners might buy motor cars, according to a statement in the Indianapolis Independent.

Grocers of Nebraskacy, Neb., have decided to charge customers for cans and containers for coal oil, gasoline, etc., that are lost. When the customer returns the can the money is returned. The grocers have lost many cans by carelessness on the part of customers and this method is, it is hoped, will stop the trouble.

Every man and woman on earth has some good quality, if you'll only take the trouble to look for it.

Most of us count up our virtues with the aid of the multiplication table—and the other fellow's by short division.

It is necessary for the merchant to listen to the hard luck stories of many other people, but it is very foolish for him to tell any of his own.

Tell Your Customers That;

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

A perfect article. Sell it.
Insist upon having McDougall's.

R. McDOUGALL & CO., Ltd., Glasgow, Scot.

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

WHY DO YOU DELAY WRITING US ABOUT THAT 50% PROFIT?

No salesmen will approach you concerning "**WONDER-SHINE**"—the truly wonderful silver cleaner that removes tarnish without rubbing.

We know that progressive grocers who see this ad. will be convinced that a promise of 50% profit is at least worth inquiring about. And that is the profit you make on every sale of

"WONDER-SHINE"

We are spending $10,000 in advertising "**WONDER-SHINE**" to your customers—telling them to ask their grocers for it. You are not going to pass the trade thus created over to your competitors? The one way to get in touch with "**WONDER-SHINE**" profit is to write us about it. Write quickly—because every day's delay means lost profit. WRITE US NOW.

The Household Convenience Co., Ltd.

14 King Street East, Toronto

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE—General grocery and china in best town in Western Ontario. Doing good business. A bargain. Box 366, Ridgetown, Ont. (41p)

FOR SALE—Grocery and provision business in a good town in south-western Ontario. Stock new; good stand; rent very reasonable. Easy terms to good man. Box 636, CANADIAN GROCER, Toronto. (43)

FOR SALE—Grocery, crockery and provision business. Established since 1864. Annual turnover about $30,000. Splendid connection; large farming district. Must be sold at once. Good reasons for selling. Apply JAS. R. LOCKHART, Pembroke, Ont.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

REPRESENTATIVES WANTED.

A well-known old established firm of English Cocoa Manufacturers, whose goods are already on the Canadian market, desire to enter into an arrangement with a first class firm of wholesale grocers in Vancouver with a view to their actively pushing the Cocoa amongst the retail stores in return for the sole right of sale for the Province of British Columbia. Box 39, CANADIAN GROCER, 88 Fleet Street, London, England. (41p)

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

POSITIONS WANTED.

SITUATION as Manager or Sub-Manager wanted by young man, with exceptional English and Continental experience. Reply "Chocolate," c/o T. B. Browne, Ltd., 163 Queen Victoria Street, London, E.C. (40p)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Beaumel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

MISCELLANEOUS.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

EVERY Retail Merchant should write for a copy of our finely illustrated catalogue of rebuilt typewriters. It shows the best typewriter bargains ever offered in Canada. Moreover, it contains facts on retail advertising intensely interesting to retail merchants. It is free. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto, also Montreal, Hamilton, London, Ottawa.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

THE NATIONAL CASH REGISTER CO. guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave, Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diam of			
½-lb. tins, 2 doz. in case			$2 00
¼-lb. tins, 3	"	"	1 25
⅛-lb. tins, 4	"	"	0 75

IMPERIAL BAKING POWDER

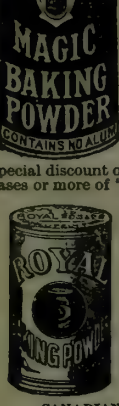
Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per 1 doz.
Royal—Dime	$ 0 95
" ¼ lb.	1 40
" 6 oz.	1 85
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 5 lb.	13 60
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
Gooseberry	1 75	Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

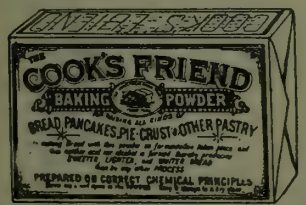
Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations or Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb.	$0 40
Queen's Dessert, 5's, 12-lb. boxes	0 35
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 30
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 24
" ½'s " " "	0 25
" ¼'s " " "	0 26

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 22
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes.	0 28
¼ lb. packages, assorted, in 5 lb. boxes.	0 29
½ lb. packages, assorted, 5, 10, 15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and boxes.	10, 25 and 50 lb. Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 11	0 17
Best Shredded	0 13	....	0 1
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 16
Shredded	0 15
In packages 1-lb., 4 oz., 1-oz., lb.	0 28

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees.

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 33c. lb

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60.

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4.

Presentation, with 3 tumblers, $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins $0 35

"Gilt Edge" in 2 lb. tins

Canadian Souvenir 1 lb. fancy lithographed canistors 0 30

Cheese.—Imperial

Large size jars, doz. 3 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00



Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	1 35
Medium blocks, dozen	1 20



Ground or bean,	W.S.P.	Ret. P.
"	0 32	0 50
"	0 33	0 50
"	0 26	0 40
"	0 30	0 40
"	0 22½	0 30
"	0 23	0 30

Packed in 30s and 50-lb. cases Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	1 35
" " 10c cakes, 36 in box "	2 35
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0 25
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb.	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts.

SHIRRIFF'S

1 oz. (all flavors),	doz.	1 00
2 "	"	1 75
2½ "	"	2 25
4 "	"	3 00
5 "	"	3 75
8 "	"	5 50
16 "	"	10 00
32 "	"	18 00

Discounts on application.

CRESCENT MFG. CO.

	Mapleine	Per doz
2 oz. bottles (retail at 50c.)		4 20
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		14 50

Milk Powder

CANADIAN MILK PRODUCTS, LTD., TORONTO

Trumilk, full cream, per case (4 doz), ½ lb tins	4 80
Milkstock (cooking milk), per case (4 doz) ½ lb tins	4 80

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

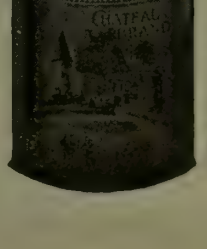
T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $140. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 3 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1, $10; No. 2, $12 dz.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

The world's Best Shoe Polish

2

Preserves the boots and makes them pliable. Is waterproof

2 IN 1

Rapid Seller, leaving a good profit for you

1

Order to-day and don't delay

The F. F. DALLEY Co., Ltd.



Hamilton, CAN., and Buffalo, N.Y.

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON

91 YOUVILLE SQUARE, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

CASH OR PARCEL CARRIERS
SAVE TIME & MONEY

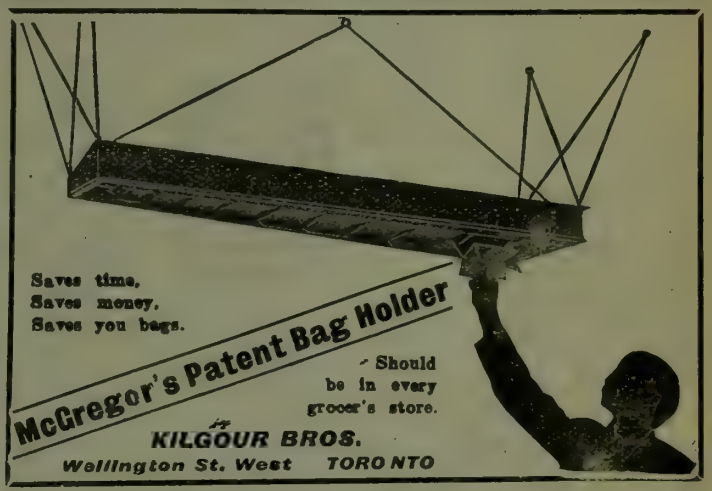


OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE
THE GIPE CARRIER COMPANY
99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE: 111 HOLBORN, LONDON E.C. ENG.





OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 3-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

'Purity" licorice, 10 sticks 1 45
" " 100 sticks 0 73
Dulc, large cent sticks, 100 in box ....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.60
Ditto, hotel	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

D.S.F., ¼-lb. tins	per doz.	$ 1 40
" ½-lb. tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ¼-lb. tins	per doz.	0 85
" ½-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Lard

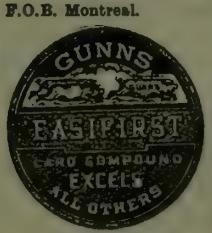
N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 13½
½-bbls.	0 14
Tubs, 50 lbs.	0 14
20-lb. Pails.	2 85
20-lb. tins	2 75
Cases 3-lb.	0 14½
" 5-lb.	0 14½
" 10-lb.	0 14½



F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 13
Tubs	0 13½
20-lb. pails	0 13¾
20-lb. tins	0 13
10-lb. "	0 13¾
5-lb. "	0 14
3-lb. "	0 14
1-lb. cartons	14½

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 5 75
" pts. 24's	6 50
" ½-pts. 24's	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

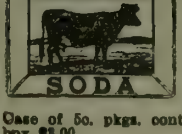
Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.

Soda

COW BRAND



Case of 1-lb. containing 80 packages, per box, $3.00
Case of ½-lb. containing 120 pkgs. per box, $3.00
Case of 1-lb and ½-lb. containing 80 1-lb. and 80 ½-lb. pkgs. per box $3.00
Case of 5c. pkgs. containing 96 pkgs. per box, $3.00

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	1 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 10 5-lb. cans	1 50

MAGIC BRAND

	Per case
No. 1, cases 80 1 lb. packages	$2 60
No. 2, " 120 ½-lb. "	2 60
No. 3, " {80 1-lb. " / {80 ½-lb. "	2 60
No. 3 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 65
5 cases	2 60

TRADE MARK BRAND



REGISTERED

WOOD'S

HOLLANDER COFFEE

Fragrant, Pungent, Delicious! *The Choicest of the Choice.*

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. Montreal

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box $3 60

6 doz. to box $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

	Per lb
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 06½
Barrels, 200 lb	0 06
Kegs, 100 lb	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb	0 07½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs, per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Milk.



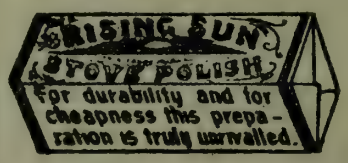
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

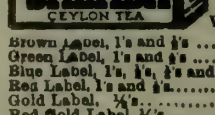
EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup.

Barrels, 700 lbs	0 03½ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼-barrels, 175 lbs	0 03¾ "
Pails 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label—	Per case.
2 lb. tins, 2 doz. in case	2 50
5 " 1 " "	2 75
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles.)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 35	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80
Brown Label, 1's and ½'s	0 28	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60



Blue Label, ½'s	0 25	0 30
Orange Label, 1's and ½'s	0 20	0 25
Blue Label, 1's	0 20	0 25

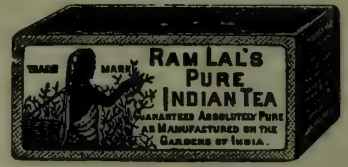
LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19

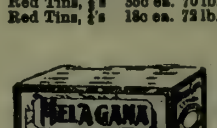


BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, 1's and ½'s	0 55	0 80
Embossed, 1's and ½'s	007	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	35c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ⅛s	0 70	1 00
" " ¼s	0 55	0 80
" " ½s	0 44	0 60
" " 1 lbs. & ½s.	0 40	0 60
" " ½s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages—black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE TRADE.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

BOYD & CO.

(formerly Watson, Boyd & Co.)

Port of Spain,

TRINIDAD, B.W.I.

Are prepared to receive and handle to best advantage all classes of Canadian Produce, including Hay, Oats, Fish, Flour, etc., etc.

Correspondence Invited. **All Codes Used.**

The West Indies

If you have anything to ship to the West Indies we will handle it promptly and get you the top price.

If you are a manufacturer and wish to place your goods on the West Indian markets our travellers will do it for you.

If you want information of any kind about the West Indies do not hesitate to write us for it.

T. Geddes Grant

Port of Spain - Trinidad

The Cook's Favorite!

Keep a liberal supply on your shelves of

Order from your Jobber



"COW BRAND"

BAKING SODA

No other line on the market can approach it in strength, purity and reliability.

"Cow Brand" is a line you can handle and stock without hesitation.

SEE TO YOUR STOCKS

CHURCH and DWIGHT

Manufacturers LIMITED

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

YOU PROBABLY NEED

SALT

A CAR OR TWO THIS FALL!

Why not order now?

WE HAVE BEST ASSORTMENT, BEST BRANDS!

WRITE

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

WETHEY'S Condensed Mince Meat

Wrapped in sanitary packages.

Absolutely dust-proof.

3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

"It seems incredible that manufacturers should ignore the dealer as a valuable selling force, yet many of them do so."

The advertising manager of The Grocer happened into the office of a large firm with a national distribution, just as the manager finished reading our announcement that the Fall Number would be devoted to "The Selling Power of the Dealer." The above was his first remark regarding it.

He went on: "This is something that interests one greatly. There was a time when I held the same views as some other manufacturers do to-day. I believed that the dealer should be considered merely as a distributor and his profit fixed accordingly; that I should rely on the demand I was able to create among consumers.

"Then I began to study the real science of business-building as applied to my particular business. I soon found that I was getting only a fraction of the *possible* demand for my goods, and that what I did get was costing me more than it should. Yet I was doing good business and making money, just the same as others are doing now under similar conditions, who give scant consideration to the dealer and believe that their selling system is the correct one.

"I changed my plans so as to allow the dealer a fair profit, though not an extravagant one, and then earnestly and persistently sought his co-operation.

"I do not exaggerate when I say that for every $100 it has cost me to get the dealer interested I have got back $1,000."

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 140 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, OCTOBER 14, 1910 NO 41.

All the World Loves a Winner

AND

KEEN'S 

OXFORD BLUE

has proved a world winner because of its satisfaction-giving qualities Keen's goes further than any other blue, and is just the line to handle to build up the trade you are after—the steady family trade. See to the stocking of your shelves. For sale by all the Canadian jobbing trade.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

DRIVE THESE TANDEM

BENSON'S "Prepared" Corn STARCH

and

EDWARDSBURG "Silver Gloss" STARCH

They are the leading Laundry and Cooking Starches in Canada, and are noted for their purity and ease in handling. Moreover, they leave a "worth while" profit for the dealer. Order from your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

The Best Proposition!



Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S

Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world—Canadian Fruits—selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the "wise" ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited

Hamilton, Ont.

A Faultless Product

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

Codou's Macaroni

¶ Vermicelli, Spaghetti, Fancy Letters and Figures, as well as Macaroni, are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose. "Codou's"—that is the name to think of when the best is wanted.

Arthur P. Tippet & Co.
Agents
8 Place Royale, Montreal 84 Victoria St., Toronto


Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.


Winnipeg Office

R. B. Colwell
BROKER HALIFAX, N.S.
REPRESENTING LEADING MANUFACTURERS, SUCH AS
E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.
JERUSALEM WAREHOUSE, HALIFAX, N.S.
Manufacturers' Agents and Grocery Brokers
WAREHOUSEMEN
can give close attention to few more first-class agencies. Highest references.

FOR SALE
Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.
Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal
TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.
MONTREAL
General Commission Merchants
Representing Morris Packing Co.
Pork and Lard—Finest Quality

WESTERN DISTRIBUTORS LIMITED
Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.
SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN
Wholesale Commission Merchants and Importers
QUEBEC, P.Q.
Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.
Correspondence Solicited. P.O. Box 29

M. Allan Deans
GROCERY BROKER AND MANUFACTURERS' AGENT
Bank of Hamilton Chambers · 34 Yonge Street
Domestic and Foreign Agencies Solicited.

W. S. CLAWSON & CO.
Manufacturers' Agents and Grocery Brokers.
Warehousemen
ST. JOHN, - - - N.B.
Open for a few more first-class lines.

"Good Luck"
This is the brand of our Valencia Raisins, now in transit. They will turn out true to name.

W. H. Millman & Sons
Wholesale Grocery Brokers
TORONTO

NEWFOUNDLAND
T. A. MACNAB & CO.
ST. JOHN'S, NEWFOUNDLAND
MANUFACTURERS' AGENTS and COMMISSION MERCHANTS
Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.
Codes: A.B.C, 5th edition, and private.

G. C. WARREN
Box 1036, Regina
IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT
Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.
TORONTO
Grocery Brokers and Agents.
Established 1885

Canadian Manufacturers and Exporters
Are you aware of the fact that there are 4½ millions Irishmen prepared to buy Canadian Goods?
Don't you want some of this business?
You can get into touch with 5,000 distributors every week by advertising in THE IRISH GROCER, DRUG, PROVISION and GENERAL TRADES' JOURNAL, the best known general store and grocery paper in Ireland. Write for sample copy and particulars to
10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.
Manufacturers' Agents and Importers
77 York Street, Toronto

MacLaren Imperial Cheese Co.
Limited
AGENCY DEPARTMENT
Agents for Grocers' Specialties and Wholesale Grocery Brokers
TORONTO, Ont. DETROIT, Mich.

ON SPOT
Fresh Cracked Bordeaux Whole, Halves and Broken Shelled Walnuts
Lind Brokerage Company
73 Front St. E., Toronto

NOTICE TO MANUFACTURERS
We WILL SELL your goods to your satisfaction—write us.
The HARRY HORNE CO.
Grocery Brokers, Manufacturers' Agents and Importers
309-311 King St. West, - - - Toronto

WATSON & TRUESDALE
(Successors to Stuart, Watson & Co.)
Wholesale Commission Brokers and Manufacturers' Agents.
WINNIPEG, - MAN.
Domestic and Foreign Agencies Solicited.

—WINNIPEG—
H. G. SPURGEON
Wholesale Broker and Manufacturers' Agent
United Kingdom and Foreign Agencies Solicited.
230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED
P. O. Drawer 99
EDMONTON, ALBERTA
Manufacturers' Agents, Commission Merchants, Warehousemen.
We sell direct from the Manufacturer to the Retail Track connection with all Railroads.

90,000 People
Think of the amount of PORK and LARD there is consumed in this centre. Are *you* represented here, Mr. Packer?
I am open to consider a first class American or Canadian agency.

A. FRANCOIS TURCOTTE
Room 16, Minor Block
QUEBEC
In Quebec City

Ready for Fall Shipping——

J. F. EBY, President
HUGH BLAIN, Vice-President

We now have our first shipments of all lines of fall goods in stock. We can make immediate shipment of

New Currants **New Figs**

New Raisins Table and Valencia New Shelled **Almonds**

Have you seen "Angelus" Marshmallows and our line of Pascall's English Confectionery?

Send us your orders

EBY-BLAIN, LIMITED

Wholesale Grocers, - - - - - TORONTO

Sell Tea That Has Quality

"RAM LAL'S PURE TEA"

It meets the exacting taste of better-class tea-buyers.

Has distinctive character to maintain a permanent high class trade.

It is most carefully selected and blended.

The Ram Lal's Pure Tea Co., Limited

MONTREAL, : : : : : CANADA



THE MOST MODERN AND UP-TO-DATE FRUIT PRESERVING FACTORY IN CANADA

WAGSTAFFE'S

Pure Jams, Jellies, Marmalade, Mince Meat, Fine Old English Plum Puddings and Sealed Fruits, Etc.,

have been awarded the highest Diploma at Ottawa Exhibition and a special Medal at Winnipeg.

Ask your wholesale houses for our list of new Specialties, comprising Preserved Ginger, Green Fig Marmalade, Ginger Marmalade, Fruit in Jelly flavored with wine, Apricot Conserve, Pulled Green Figs, Apricots in heavy syrup in glass. These are splendid lines for up-to-date grocers to handle.

WAGSTAFFE LIMITED

Pure Fruit Preservers **HAMILTON**

You make better profits on the better grade peas



INSTEAD of selling imported French Peas to supply the demand for better grade peas, sell our Extra Fine Sifted (Petits Pois) Sweet Wrinkle Extra Sifted and Early June Sifted.

Not from sentimental or patriotic reasons, but because they will yield you a better profit, give your customers much greater satisfaction and help to increase the demand for the more profitable higher grade peas.

That vivid green color which makes some lines of imported French Peas look so pretty is produced by Sulphate of Copper—a chemical that is not only very injurious to health, but which kills the true flavor of the peas.

We never use sulphate of copper or any other coloring chemicals in our canned peas.

Extra Fine Sifted (Petit Pois), Sweet Wrinkle Extra Sifted and Early June Sifted are thoroughly sterilized, the very pick of the pack, fine, tender, and of exquisite flavor.

You can materially increase your profits and your reputation by pushing these lines. Try it.

Dominion Canners, Limited

Hamilton, - - Canada

'REPEATS'—the order of the day!



No more convincing proof could be produced of the sterling merit of

BRAND'S ESSENCE OF BEEF

than the fact that in a number of instances where this product has been introduced to the Grocers of the Dominion, repeat orders have poured in.



The reason is not far to seek. Brand's Essence of Beef is unlike the meat extracts you are familiar with, and is on a plane by itself as a food for invalids and convalescents.

Every bottle or tin sold RECOMMENDS ITSELF and creates further custom, and the profit for the dealer is an excellent one.

Don't imagine it is out of your line. Although it is sold in immense quantities by druggists, a much larger quantity is handled through grocery stores. We, on our part, are doing all we can to help YOU to dispose of Brand's specialties.

Don't lag behind! Here's a splendid opportunity for further profit making.

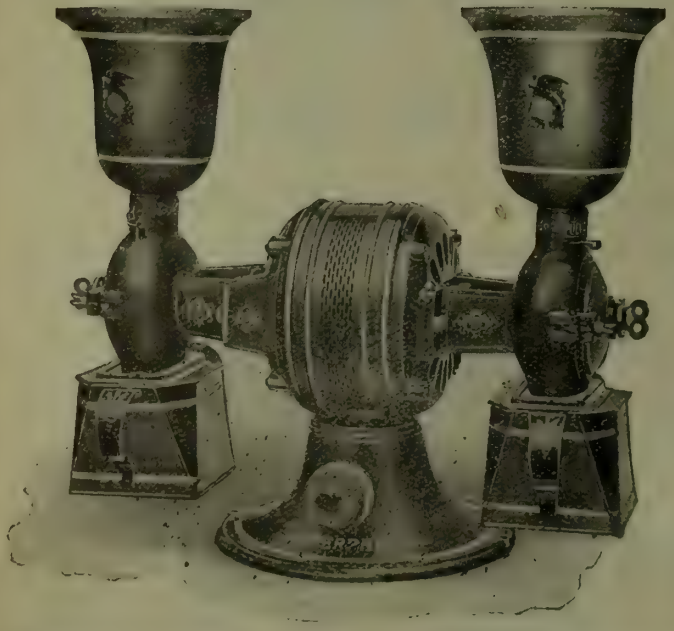
WRITE FOR DETAILS TO-DAY

T. O. BAXTER, 25 Front Street East, TORONTO — **H. HUBBARD, 27 Common Street, MONTREAL**

BRAND & CO., Limited Purveyors to H.M. the King **London, Eng.**

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES
Philadelphia, Pa., U.S.A.
21 Murray Street, New York 544 Van Ness Avenue, San Francisco

IMPORTANT NOTICE

ST. LAWRENCE GRANULATED SUGAR

Is now packed only in machine sewn

SEPARATE BAGS

A fine cotton bag enclosed in an extra heavy jute bag. These can be taken off separately. The machine sewing prevents the bags being tampered with in transit, and is a guarantee that the sugar is delivered as it left the Refinery.

The St. Lawrence Sugar Refining Co'y, Limited

Montreal, Que.

The makers of Oxo are the originators of Concentrated Beef Foods

ESTABLISHED 1865.

FLUID (IN BOTTLES)

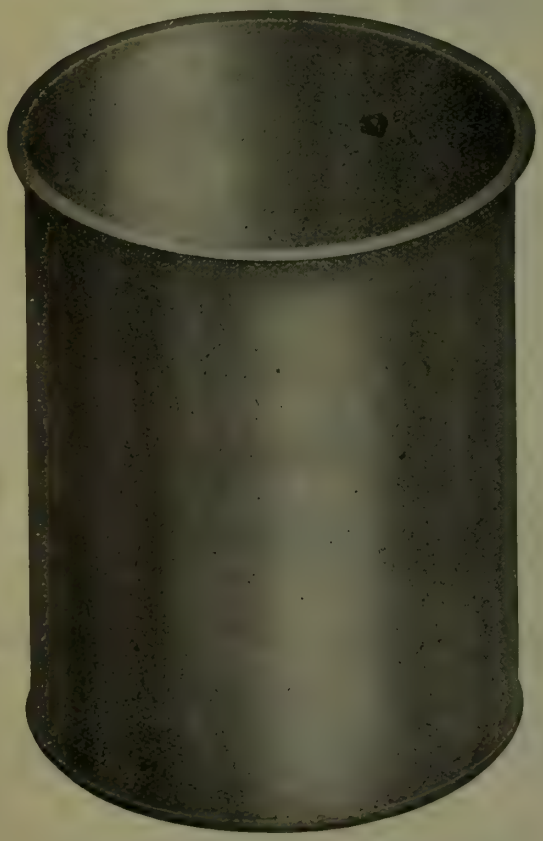
OXO

CUBES (IN TINS)

These articles will be pushed this winter by a strong original advertising campaign. Get your share of the trade. Our organization is at your disposal. Let us hear from you.

CORNEILLE DAVID & CO.

25 Lombard Street, TORONTO — 334 Clarence Street, LONDON, ONT.
52 Nicholas Street, OTTAWA — 41 Common Street, : MONTREAL



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatoes.

Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Ams Patent

THE GREAT BAKERY QUALITY BUILT



From a tiny shop in 1858 to this mammoth plant—the largest biscuit and candy manufactory in Canada, the most modern on this continent—growth due to QUALITY and square-deal methods

JERSEY CREAM SODAS and FANCY SWEET BISCUITS

McCormick's Biscuits are made from Best Blended Flour, First Quality June Creamery Butter, Fresh, Sweet, Whole Milk, Pure Sugar, etc.

Great numbers of discriminating American women-visitors to Canada have pronounced McCormick's Jersey Cream Sodas vastly superior to the American Crackers. They have even insisted on the factory shipping a supply to their grocers, stating that they were willing to pay the duty if, by so doing, they could enjoy such a luxury.

We have appreciated the confidence and assistance of the Grocery Trade in Canada in placing our biscuits before the consumers, and hope still further to merit your approval in our present efforts to assist your sales of our biscuits by advertising them extensively amongst the consumers. We hope you will keep on hand a good supply of these lines.

McCORMICKS OF LONDON

PROMPT DELIVERY FROM OUR WAREHOUSES AT

Montreal Ottawa Kingston
Hamilton Winnipeg Calgary

NATION'S CUSTARD POWDER

Noted for its Flavor and Purity.

Attractively Packed in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND Co TORONTO

Your biggest asset

THE drawing power of a well-lighted store is acknowledged, and by no method can your store be made so attractive as by lighting it with our

GASOLINE LIGHT

It is absolutely safe, better and cheaper than electricity or gas and safer than coal oil and candles.

Special prices direct to merchants.

Get our circular.

MacLaren & Co., Merrickville, Ont.

AGENTS WANTED.



"Kootenay" Brand JAMS and JELLIES in Bottles and Tins

You have our unqualified guarantee of purity and freshness back of every bottle of "KOOTENAY" PRESERVES you sell.

Kootenay Fruits have a deservedly high reputation for quality, and only the very choicest of these fruits and the purest Cane Sugar are employed in the manufacture of "Kootenay" Jams. The whole process is carried on in a special, up-to-date and sanitary plant, which ensures the fruit remaining whole after boiling, and retains to a remarkable degree the natural flavor of the fruit. See to your stocks and feature our 5-lb. tins. There's profit and reputation in handling KOOTENAY BRAND.

Donnelly, Watson & Brown, Limited

AGENTS

CALGARY and VANCOUVER

Poulton & Noel's

Meats in glass are obtainable in great variety and are of particular quality and attractiveness.



A little attention to these goods will prove this.

Rose & Laflamme, Ltd., Montreal and Toronto

Canadian Selling Agents

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



It isn't a question of any kind of Condensed Milk!

It is for you to supply your customers with the ***best*** and ***most perfect.*** To do this it must be

BORDEN'S BRANDS

that you offer. Indisputably the best sellers are

"Eagle Brand" Condensed Milk
and ***"Peerless Brand" Evaporated Cream.***



Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary.

"Ontario" Lantern Footwarmer!

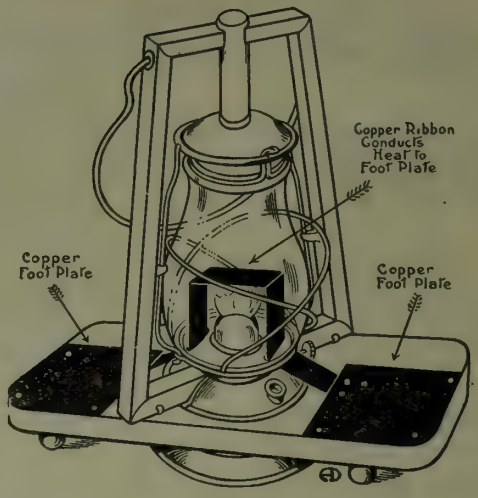
No More Cold Feet

The

Entire Body Kept Warm

Also

A Light Whenever Needed



Indispensable

To

Farmers, Doctors and Travellers

No

Danger to Lap Robes

A Novelty! Useful!! and A Seller!!!

Have YOU seen one? For sale by all Jobbers.

Manufactured by

Ontario Lantern & Lamp Co., Ltd., Hamilton, Ont.



Do you want increased business in Baked Beans?

If so, write us for prices and information regarding

Balaklava Brand Baked Beans

Satisfied customers are our biggest asset.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.



VALENCIA RAISINS

You will find the raisins packed by Mahiques, Domenech & Co., Denia, Spain, to be of a consistently reliable quality. Their well-known brands are:

Beaver Brand—Special Fancy Quality.
W. Abel Brand—Of Standard Quality.

SPECIFY **"BEAVER"** FOR FANCY QUALITY.
"W. ABEL" FOR STANDARD QUALITY.

JOSÉ SEGALERVA
MALAGA, SPAIN

TABLE RAISINS

This packer's name on any style package of Malaga Table Raisins (or Blue Fruit) is a guarantee that the contents are fully equal in every respect to the grade and quality specified on the outside of the box. You cannot go wrong in ordering and featuring Segalerva's Malaga Table Raisins.

PRICES MAY BE OBTAINED FROM YOUR WHOLESALER.

Rose & Laflamme
Limited
Montreal - Toronto

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

MADE IN CANADA

You want a new supply of Stationery for your office?

Well! You want good paper. That's one sure thing!

SUPERFINE LINEN RECORD

is the best for Letter Heads, Blank Books, Loose Leaf Forms, etc.

SAMPLES ON REQUEST.

THE ROLLAND PAPER COMPANY, LIMITED

HIGH-GRADE PAPER MAKERS

GENERAL OFFICES:
53 St. Sulpice Street
MONTREAL, P.Q.

MILLS AT
St. Jerome, P.Q.

Your particular customers

will be delighted with their flavor and freshness.

QUEEN QUALITY PICKLES



They are a line that reach you always in perfect condition, and are made from the finest vegetables and other ingredients only. Put up in 10-oz. and 20-oz. bottles. Send to-day for discounts and prices.

Taylor & Pringle Co., Ltd., Owen Sound, Ont.

O·K

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

1000 GUINEAS

Sells at 15 cents and 25 cents

BE WARY OF IMITATIONS

SAUCE

George Mason & Co., Limited

Sole Manufacturers - - - LONDON, ENG.

Sole Canadian Agents

S. T. NISHIMURA & CO.

MONTREAL

SUB-AGENTS:—
Toronto, Ont.—Geo. Stanway & Co
Hamilton, Ont.—James Somerville
Ottawa, Ont.—H. D. Marshall
London, Ont.—Wm. G. Coles & Co.
Quebec, Que.—A. Francois Turcotte
Kingston, Ont.—James Craig

Perfection Cheese Cutter Made in Canada



Every Slice is a Fresh, Even Cut.
Accurate in Weight. - Pleasing to the Eye.

It pays to buy a Perfection Cutter.
It is built to last; made substantial and strong.
It prevents overcuts, scraps and waste.
It saves its cost in time, labor and money in less than twelve months.

Patented and Manufactured by

The American Computing Co. of Canada
Hamilton, - Ontario
SOLD BY THE WHOLESALE GROCERS.

CREST BRAND OLIVES

When you are handling "Crest" Brand you are selling the real **quality** article, and can be sure that there are no culls or blighted fruit under our label.



Just the line to recommend to your particular customer. Your jobber can supply you; if he can't, write us direct.

Canada Spice and Grocery Co., Ltd.
London, Ont.

"KITCHENER" BRAND
OF
CANNED GOODS

At this time of year this subject should have your consideration.

WE ARE PACKERS of full lines of FRUITS and VEGETABLES, and guarantee the quality of all goods.

Write us before placing your order.

The Oshawa Canning Co., Limited

OSHAWA : : ONTARIO

Say, brother Grocer, are you carrying

SNAP?

THE MAGIC HAND CLEANER

which is without a rival for chasing grease, paint, dirt and tar from soiled hands.

SNAP SELLS AT SIGHT

is antiseptic, beneficial to the skin, and leaves you a good margin of profit.

Order from your jobber.



Snap Co. Limited **Montreal**

In the sections where the choicest Canadian Butter is made, you will go a long way before you find any but

WINDSOR BUTTER SALT

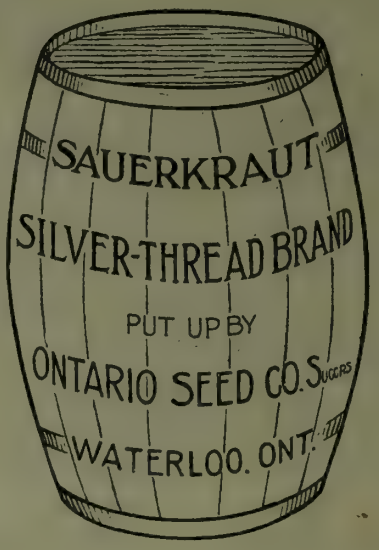
Practically every pound of prize-winning butter at Dairy Exhibitions is made with "Windsor" salt.

No other salt is good enough. No other salt sells.

THE
CANADIAN SALT CO.
LIMITED
Windsor, - - Ont.

The Demand for **SAUERKRAUT** *is daily increasing*

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT
ONTARIO SEED CO., Successors, **WATERLOO, ONT.**

The Only 5 Cent Package of Powdered Ammonia



We are telling your customers, in a vigorous advertising campaign, about the saving they can effect by using Snowflake Ammonia

Are You Selling It?

The people WILL HAVE Snowflake Powdered Ammonia. NONE of the various substitutes for Snowflake are equal to it in cleansing properties—but they ALL COST MORE. Your customers WILL BUY IT where they know they can get it. Protect your trade by ordering Snowflake NOW. The profit is good.

S. F. Lawrason & Co.
London, Ontario.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



Healthful and Delicious

Telfer's Graham Wafers

There's nothing in the biscuit line quite so appetising and seductive in flavor as **Telfer's Graham Wafers.** They are real favorites at 10c. a packet, and are a line every Grocer should handle and recommend. Look after your profit-making by featuring our wafers.

We also make all kinds of high-grade and dainty biscuits.

Toronto Winnipeg Hamilton Fort William

TELFER BROS., Limited, COLLINGWOOD, ONT.

Wake Up!!! and Sell Baird's Sauce



"The Best of All Sauce"

Agents:—Maclure & Langley, Ltd. 12 Front Street East, Toronto—604 Lindsay Building, Montreal; W. L. McKenzie & Co., Winnipeg; R Robertson & Co., Vancouver and Victoria.

ASEPTO SOAP POWDER

"The Enemy of Dirt"

Whether for washing clothes or for house-cleaning, "ASEPTO" will be found the most effective, quickest and most economical soap on the market. Recommend "ASEPTO"—its qualities only want to be known—and you will be astonished how it sells.

Leaves you a good profit. Write us.

Asepto Mfg. Co., St. John, N.B.

Agents—Rose & Laflamme, Ltd., Montreal

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

Tartan BRAND

IN STORE:

New Malaga Raisins, Clusters and Loose Muscatels.
New Shelled Almonds, Valencias and Jordans.
New Table Figs.
New Valencia Raisins.
New California Peaches, Apricots and Nectarines.
New Peels, Drained and Candied.
New Labradors and Holland Herrings.
Codfish, all lines.

Ask for Phone 3595—connects you with all our lines.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

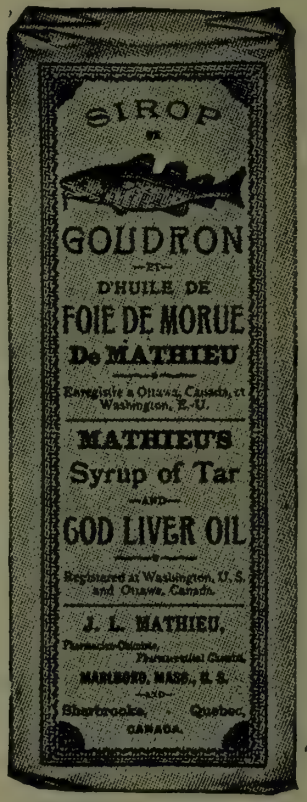
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them:—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:
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L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

"CANADA FIRST"



EVAPORATED CREAM

The most perfect substitute for Fresh Cow's Milk it is possible to obtain. The purity and quality of every can of "Canada First" Milk are absolutely and unreservedly guaranteed. Order from your jobber.

THE AYLMER CONDENSED MILK CO., LTD. AYLMER, ONT. Head Offices, Hamilton, Ont.



I find this a GREAT SELLER

PURITY SALT

It is **pure.** The women say it is the most satisfactory salt they know of

The Western Salt Company, Limited

MOORETOWN, ONTARIO

MASONS WORCESTERSHIRE SAUCE

A line you can handle with profit

Without a doubt the finest relish on the market, for use with fish, flesh or fowl, is

MASONS

WORCESTERSHIRE SAUCE

It retails at 10 cents a bottle, leaving a good margin for the dealer. Prepared from the choicest ingredients only, and bottled in our up-to-date sanitary factory—a model of cleanliness.

Send for samples and prices.

MASONS
LIMITED
25 Melinda Street
TORONTO

On the lookout for the better-class trade?

Then be wise to your own interests and feature

PURNELL'S

Pickles, Sauces and Pure Malt Vinegar





They have proved throughout the Dominion the most ready and profitable sellers of any imported line. Our Watchword is Quality and Right Packing.

Order through your Jobber.

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STOVE POLISH

A good demand now sets in for stove polish; stoves, etc., coming into general use for the fall and winter season.

JAMES DOME BLACK LEAD

is the old reliable polish that can be depended on every time to give entire satisfaction.

Works Well. Sells Well. Pays Well.

W. G. A. LAMBE & CO., Canadian Agents.

THE WORTH OF

WHITE SWAN

PERFUMED **100%** POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS

OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.



You Can Be Freed of Your Bookkeeping Burdens!

You can learn more about your business in five minutes with

The McCaskey Gravity Account Register System

(First and Still the Best)

than you can in a whole day from day books, journals and ledgers. If it saves time, labor and money for the

SIXTY THOUSAND MERCHANTS

who use it, it will do the same for you. Ask any user or write

DOMINION REGISTER CO., LIMITED

Manufacturers of Duplicating and Triplicating Sales Books in all varieties

99-104 Spadina Avenue, Toronto



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN

NATIONAL COFFEE MILL

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability. Prompt shipments our specialty.

Ask any of the following jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
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REGINA, SASK.—Campbell, Wilson & Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).

MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

SMOKED HERRING

IN BOUILLON

For your best-class trade!

There's no more delicious dish and none which you can so readily sell to your particular customer as SMOKED HERRING IN BOUILLON.

It is put up by Chr. Bjelland & Co. of Stavanger, Norway, the packers of the famous "King Oscar" Sardines, in itself a sufficient guarantee of quality. Made of primest small fish and purest spiced bouillon only.

Ask your wholesaler.

John W. Bickle & Greening

(J. A. Henderson)

Canadian Agents, - Hamilton

What's the use of your tongue, Mr. Grocer?

AURORA

yourself, and then to tell your customer how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things, First to try it on

COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON, Branch: Sault Ste. Marie

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "Redpath" Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

"CANADA'S BEST"

LAUNDRY SOAP

So pure and sweet.
Does the work alone.
Does not waste away.
Washes all kinds of things.
Will not injure clothes.
Contains no resin.

It's the Soap For You To Sell

UNITED SOAP CO.

OF CANADA

MONTREAL

JAPAN TEAS

FANNINGS and SIFTINGS

JOBBERS CAN SECURE THE BEST VALUE AT

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN



ROWAT & CO.

GLASGOW, SCOTLAND

offer the dealer two lines than which there are no better in the grocery field to-day.

Rowat's Pickles & Olives

and

Paterson's Worcestershire Sauce

are specialties which will yield fine returns to the grocer who realizes the value he can give to his customers by featuring these goods.



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Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

TEA good enough for Monarchs is none too good for your customers!

Sell

TWINING'S TEA

the most reliable of package teas.

We have Bona Fide Warrants from the Crowned Heads of Europe which only emphasize the fact that for Palace, Mansion, Home, or Cottage, TWINING'S TEA is unsurpassed.

Sold in Packets Only

CANADIAN AGENT

HAROLD RITCHIE

8 Matilda Street, - TORONTO

PANSY DAPHNE PANSY DAPHNE PANSY DAPHNE PANSY DAPHNE PANSY DAPHNE PANSY
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Goodwillie's
PURE FRUITS in GLASS

Your customers will find in these fruits a peculiar delicacy of flavor vainly sought in most other makes.

Consumers may experiment with other brands, but they always return to GOODWILLIE'S, for the simple reason that its quality is unique, inimitable.

It is wise merchandising to feature a product such as this, for in doing so you please, and it is by pleasing them that you retain customers.

YOUR WHOLESALER CAN SUPPLY YOU

Rose & Laflamme, Limited

Sole Agents

MONTREAL and TORONTO

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, Nelson, B. C., and Calgary, Alberta

---

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By

GORMAN ECKERT & CO., Limited

London & Winnipeg

White Dove Cocoanut

No Equal for Quality

W. P. Downey
Montreal





It dries them up **Common Sense**
KILLS { *Roaches and Bed-Bugs* / *Rats and Mice*
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

A. C. LANDRY
STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Beans, Peas and Canned Goods

WINES! WINES! WINES!
Port, Sherry, Malaga, Burgundy, Moselle, Madeira, Native, etc.
DRAUGHT OR CASE GOODS
We are Specialists in Clarets and Sauternes
Write, Wire or Phone.
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM *ESTABLISHED 1871*

Don't worry over "bad debts."

Worry won't avoid the loss. But THERE IS A WAY to eliminate "bad debts" and still accommodate and please your credit customers.

Allison Coupon Books

systematize credit accounts, simplify collections, and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

IF YOU HAVE ANY
LIVE POULTRY
TO OFFER, SHIP OR WRITE TO
P. POULIN & CO.
36-39 Bonsecours Market, Montreal

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

PICKLING SPICES

This is the season during which it is most profitable for you to push Pickling Spices, and we strongly recommend you to feature

Prince of Wales Brand

The brand that always gives your customer, as well as yourself, entire satisfaction.

MINT
THYME
SAVORY
SAGE
MARJORAM

All herbs in ¼ lb. open face cartons.

Send us a trial order.

S. H. EWING & SONS
Montreal and Toronto



CHINESE STARCH
Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock
Get Prices
OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

It grows—and grows—and grows—does the demand for H.P. SAUCE

Be ready to meet it—be progressive—be wide-awake. If you don't supply H.P., *"the other fellow"* will; probably he'll soon be supplying a good many other things, too, for a customer who wants H.P. means to have it, and when she's had H.P. once she's more than ever certain to take care she gets it again.

The moral is very simple—and very sound.

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson, & Brown, Ltd., Calgary, Ala
The Midland Vinegar Co., Birmingham, Eng.
Kirkland & Rose, Vancouver.



H.P. SAUCE

GINGERBREAD
BRAND
MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA

Commercial Account Register

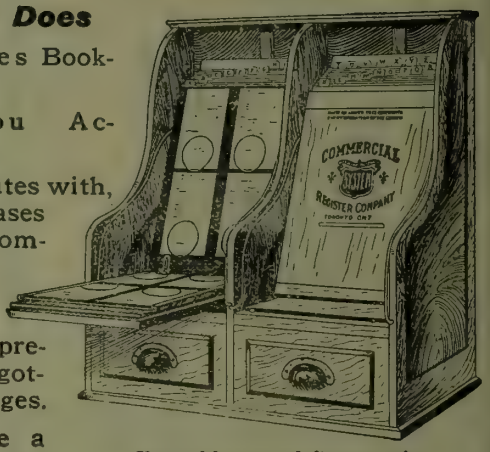
PATENTED AND MADE IN CANADA

What it Does

Eliminates Bookkeeping.

Collects you Accounts.

Saves disputes with, and pleases your customers.



Absolutely prevents forgotten charges.

So simple a child can use it.

Sheets lift out and fit any safe.

Pays for itself in a few months.

COMPACTNESS—Made compact so as to take up little Counter Space.

FIRE PROTECTION—The only system that will fit any safe.

Send postal for Catalogue and full Information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

—BUY—

Star Brand

Cotton Clothes Lines

—AND—

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

McLean's
COCOANUT

Known everywhere and has a reputation for quality. That's why it sells so well.

The Canadian Cocoanut Co.
Sole Makers
MONTREAL



Are YOU after the Peddler?

Not half-heartedly—but really fighting hard to regain the trade you have lost.

Up in Brantford our men find over ONE-THIRD OF THE TRADE CONTROLLED BY PEDDLERS, and the same story is true of forty odd towns throughout Ontario, sampled this year

The peddler is a REAL EVIL—steadily growing.

He must be fought, and here are the weapons.

Get the people to buy a better tea than the peddler sells—a tea the peddler cannot buy—a package tea of the highest quality—"SALADA."

"SALADA" Tea and no other will regain this trade for you.

It has a familiar name—familiar because nineteen years of service, quality and value stand behind every package. A sale of over twenty million packages each year—EACH package giving pleasure and satisfaction—THE ASSURANCE OF REPEATED SALES.

Sales that should be yours—that WILL be yours. Sit down now—drop us a card—tell us the trouble—get our plan for helping you. It wins every time. Write now.

THE SALADA TEA CO., Toronto and Montreal

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One Canner's Reasons for the Present High Prices

This Year's Quotations, he says, Includes Freight Allowance and Wholesalers' Profits—Law of Supply and Demand Another Reason Given—Last Year Pack Was Large and Carry-over From Preceding Year Heavy, he Claims—Comparisons With Past Seven Years and With U. S. Prices—Says That Machinery Promoters are Responsible for Some Canners Losing Money.

By W. R. Drynan.

No doubt there has been quite a deal of discussion over the opening prices of canned fruits and vegetables. Prices appear high contrasted with those of last year, for one reason, especially, that this year's prices include allowance for freight, wholesalers profit, etc., whereas last year's prices were net F.O.B. factories.

Moreover, last year on top of a large carry-over, the pack was probably the largest in the history of the industry. This year when the new pack came on the market there was not a single case of corn, peas, tomatoes or beans in packers' hands, and the pack, notwithstanding a heavier acreage than ever before, is very much lighter than that of last year. Although the total orders of the trade are not heavier than last year, the pack of peas only permitted a delivery of about 65 per cent., tomatoes promise only 60 per cent. and corn between 80 and 90 per cent.

If the pack had been normal, that is to permit of a 100 per cent. delivery, prices would have been correspondingly low, but unfavorable crop conditions are not confined to Canada only as the U.S. packers are only able to make pro rata deliveries in some cases as low as 40 per cent.

Supply and Demand.

No one disputes the fact that prices are governed by the law of supply and demand. If more people want an article than can be supplied, prices are bound to enhance, and it is only a question, therefore, as to who is entitled to the enhanced price; as the manufacturer assumes all the risk of the business, he surely is the one entitled to any advantage of price by reason of a short supply. The canned goods packer's cost is also greatly increased in a season of short pack. He has to invest at the beginning of the season large sums of money in cans, cases, labels, solder, etc., and he must provide for his maximum requirements, based on his contracts with the growers. In the event of a failure, or partial failure of the crops, he has to carry over a portion of these supplies until the following year at considerable expense of interest and depreciation.

His cost is also proportionately higher. His skilled labor must be hired by the year, and as the packing season is confined to a few months, this burden of expense is very heavy. In addition, all other help must be engaged for the season and be numerically large enough to enable him to take care of a maximum pack. Consequently, with half a pack, the labor cost is nearly double. Again, when the season is untoward, and the quality of the raw material inferior on account of weather conditions, the average yield is greatly reduced, owing to waste, etc., which again enhances the cost.

Effect of Climate.

Again, climatic conditions one year may be such that the time and temperature for processing require to be entirely different than for other years, and if this vital factor is overlooked, the packer stands to lose his whole pack, or a large portion of it. Few people stop to realize that the canning industry is a hazardous one, and requires a large amount of technical knowledge.

There is plenty of evidence to prove that last year there was scarcely a canning factory that made money. In fact, those who know, state that very few, if any, factories ever made any money in canned goods, and notwithstanding the apparently profitable prices ruling during the past seven or eight years, a number of factories presumably prosperous, were practically bankrupt.

Blames the Promoters.

Promoters for machinery supply houses are responsible to a large extent for would be canners losing their money in the canned goods industry, as they hold out specious promises of large profits which fail to materialize, the important fact being overlooked that the industry to ensure success requires large experience, technical knowledge and systematic economies at every point.

It is the purpose of this article to show that taking the facts mentioned above into consideration, prices this year cannot be justly considered as unreasonable.

Some Comparisons Made.

It will be shown that prices this year compare favorably with average prices during the past seven or eight years. In fact, in 1903, before there was any consolidation of canners, tomatoes sold at $1.60 per doz. to the wholesale trade, and corn at 85c per doz. or equal to about $1.00 per doz. to the retail trade, including freight, wholesaler's profit, etc. Within the past seven years, tomatoes opened in two years at $1.15 per doz. and in one year at $1.25 per doz., and a close study of prices will invariably show that in years when prices have been low there have been large carry-overs and heavy packs, and when prices have been high, there have been small carry-overs and light packs.

The law of supply and demand governs prices.

Large Packs Appreciated.

It goes without saying, that 99 packers out of 100 would far sooner see a large pack and low prices, than a small pack and high prices.

Average retail prices for years 1903 to 1909, inclusive, as compared with 1910 are:

	7 Years' Average.	1910.
Corn	90	92½
Peas	80	95
Tomatoes	105	112½
Beans	85	90
Raspberries	175	175
Strawberries	175	150
Peaches	190	185
Pears	180	175

These prices, it may be said, include freight, wholesalers' profit, brokers' commissions, cash discount, etc., so that a line listed at $1 means, possibly, not more than about 82 to 83c at the most to the packer.

While no attention is paid to United States' prices, in arriving at prices in Canada, yet inasmuch as the canning business in the United States is in a very bad way owing to excessive competition, it is interesting to compare their prices with those ruling in Canada where competition is not so fierce.

Middle Prices Compared.

Basis prices are taken from the New York Journal of Commerce of Oct. 4, 1910.

That the comparison of prices may be fair, middle prices have been taken, although the taking of the maximum U.S. prices would be justifiable in view of the fact that Canadian goods are equal in quality to the U.S. best. In fact, it would be a very risky thing for anyone to buy U.S. canned goods that were not of established brands on account of inferior quality of so many of their packs.

Also for purposes of comparison, to the United States F.O.B. factory prices have been added the same charges as to the Canadian, viz., freight, wholesalers' profit, brokerage, cash discount, etc.

	U. S. Retail Prs.	Canadian Retail Prs.
Corn	.97½	.92½
Peas	1.12½	.95
Tomatoes	1.05	1.12½

From this it will be seen that there is not much difference between the Canadian and United States retail prices, and this in spite of the competition of the several thousands of United States packers.

Poor Crops in U.S.

The explanation is that the crop conditions in the United States are much the same as in Canada. Peas, in some instances were only a 40 per cent. delivery. According to the American Gro-

cer, Sept. 28th, page 7, the pack of tomatoes in Maryland, Virginia and Delaware, will be 30 to 40 per cent. behind last season.

Again note, that although the canners' retail prices for Standard peas this season are 92½c per dozen, even wholesalers who now want peas are buying them, where procurable, at $1.15 per doz. The reason is plain—the supply does not equal the demand. It may be the same with tomatoes and other lines.

It may also be said that before the largest packers made their prices this season, some other canners were asking as much as 10c per doz. more for their products than the opening prices. One pea factory last year sold its pack of peas at 10c per doz over the opening prices, for the simple reason that they were the only peas obtainable.

Take the prices of other food stuffs, how do prices compare with last year, for instance:

Evaporated apples in 1909 were 7½ and 8c per lb.; this year they are 9½ and 10c.

Prunes, the boarding house staple, in 1909 were 5½ and 6c per lb.; this year they are 7½c.

Canned salmon in 1909 was $1.70; this year is $2, and so on with numerous other lines, such as raisins, currants, Californian fruits, all of which are 20 to 25 per cent. higher in price this year.

It would be hard to prove in the face of these facts, that prices this year are unreasonable. Indeed, the probabilities are that the market will be much stronger as the season advances.

Should Clear Out Stocks.

Under normal conditions, it may be said that the factories at present existing would have produced far more than the country could consume in any one year, and with favorable weather conditions next year, there should be a heavy pack and low prices, so retailers should see to it that they clear out their stocks before new pack next year.

IS BUSINESS GOING BACKWARD?

Another Co-Operative Society Said to be Retrogressing.

Rossland, B.C., October 13.—I. H. Stephens, who has been secretary-manager of the Union Co-Operative Association, Limited, Rossland, since its beginning in May, 1908, has severed his connection with the business and has gone to Kamloops. Up to October, last year, the progress was satisfactory, and in that month the business of Paulson Bros., was bought out. Since then the results are stated to have not been so satisfactory, a small deficit totalling up, and Mr. Stephens has been adversely criticised.

The business of J. A. Howse & Co., grocers. North Bay, Ont., has changed hands, having been taken over by a man named O'Donnell, lately engaged in railway contracting. Mr. Howse will manage the business for a time.

Alberta Merchants Watch Co-operative Movement

Many Petitions to the Premier for the New Legislation—Secretary of Edmonton Retail Merchants' Association Issues Warning to Retailers—Monthly Meetings of This Organization Held at Which Trade Matters are Discussed.

Edmonton, Alta., Oct. 13.—There is now a Retail Merchants' Association operating here. Its aims and objects have been set forth by N. Y. Burnett, the secretary, who gives his reasons why the association should be assisted in its work by all merchants.

He advises particularly about the Co-operative movement which he says is one of the most important points to be watched by every retailer from now on.

He says that the U. F. A. have repeatedly petitioned Sir Wilfrid Laurier about this legislation during his recent western tour.

"It will be remembered by many that such legislation was promoted in the Federal House for two years in succession, and that it did not become law owing to the action taken by the eastern retailers' association. In the next session it is evident that the west, and particularly Alberta, will be quoted by the promoters of the bill as desiring its pasage. This, for every retailer in business to-day is a serious menace, and it behooves all to unite for the purpose of defeating the legislation."

Dangers Not Realized.

"If the members of the U.F.A. and those who have been prominent in their petitions to the Premier only knew the past history of co-operative movements in Canada, if they only realized that this movement was instigated by a group of capitalists and manufacturers for the purpose of establishing a string of stores across the continent with exceptional legislation to back them, and to procure for them customers at a more rapid rate than would otherwise be the case, if they knew the losses which have been suffered by the members of similar associations in Ontario and Quebec, they would petition Sir Wilfrid Laurier to strenuously oppose this legislation instead of seeking to promote it.

"Some may believe that since the life of these organizations rarely exceeds two years, it will not permanently injure the local merchants. But the injury done is much worse than would appear at first, and in this way: it is the easiest thing in the world to set up the cry of robbery and extortion—the public are always ready to listen to a specious organizer who tells them that the local stores are robbing them, and there is already a sufficiency of that kind of literature from the mail order houses.

The Public Mislead.

"The net result of the establishment of the Co-operative Trading Company is that the public are led to believe more than ever that they should buy their goods anywhere rather than from the local store, so that after the co-operative company has perished the mail order house receives a large increase of business from that community.

To Hold Debates.

Meetings take place every month or more often if necessary, and during the winter there will be debates and discussions on live subjects common to all trades. The competition of the mail order houses will be discussed and dealt with, as well as such subjects as advertising, store help, municipal taxation, etc., etc. The annual general meeting will take place in the Edmonton Bonspeil week.

The officers are: president: T. S. Thompson; vice-president, M. W. Webb; treasurer, H. W. B. Douglass; secretary, H. Y. Burnett.

The address of the secretary is 1 McDougall Court, Edmonton Alta.

OPEN TO ALL RETAILERS.

B.C. R. G. A. Changes It's Name to B.C. Retail Merchants' Association.

Victoria, B.C., Oct. 13—A meeting of some import to the retailers of British Columbia was held here recently when the executive of the British Columbia Retail Grocers' Association passed a resolution to change the name of the association to the Retail Merchants' Association of British Columbia, making membership open to all classes of retailers in the province.

This has been done with the idea of making it possible to organize a branch of the association in every town large or small. Letters have been received by the association asking that branches be established at Cranbrook and other points in the fruit district, and the executive has decided to take steps to form branches at Kamloops, Revelstoke, Nelson, Rossland, Cranbrook and Fernie during the latter part of November. A delegation consisting of the president, secretary and one other director will visit these towns for that purpose.

It has been decided that the associations of Victoria and Vancouver will continue their separate existence, but both will affiliate with the association of British Columbia.

The objects of the association are to secure better relations among retailers, wholesalers and manufacturers.

John Rich, general merchant, Gimli, Man., has assigned to the Winnipeg Jobbers' Credit Clearing House, Ltd.

One advantage claimed in selling fruit and vegetables by weight is that the purchaser cannot have any complaint of receiving short measure and likewise the grocer is not robbing himself by giving more than he should through an over generous impulse.

Salesmanship Includes Educating the Customers

Buying Must Take Second Place to Selling, Says Merchant of Long Experience—Claims That the Dealer's Power to Suggest and to Talk Intelligently About His Goods Adds Greatly to His Business—Stocking "Table Luxuries" and Selling Them at a Good Profit.

By Henry Johnson, Jr.

The adage, "Well bought is half sold," has wrought an amount of harm impossible to calculate, and it should promptly be relegated to the scrap heap. For our business is primarily selling to which buying is a secondary incident—important, truly; but still secondary.

I can go into this another time in more extended detail, if desirable; but meantime let us adopt the saying of the successful Hebrew merchant: Any fool can buy goods, but it takes a merchant to SELL them." And while I am talking of this merchant, I'll tell you one thing he did. He was offered a line of shirt waists at 98 cents, or $1.06, or some such figure, and, while thinking over the proposition, he took one of the waists over to the sales counter and asked: "Girls, can you get $4.95 for these?" The girls examined the goods and came back with the unanimous verdict: "Of course, we can!" The waists were bought, advertised as a "great special," and sold—at $4.95 each. You can judge for yourselves whether this was a game of buying or of selling. I leave it to you.

Take Time to Educate.

The difference between the two stores in your town, with which you are familiar, lies in this faculty of SELLING as opposed to buying. You know they have about equal natural and locational advantages, but one makes money and grows, while the other about plays even and stands still. One is run on the selling idea, the other on the buying maxim. The aim of the one merchant is to get rid of his goods faster than they come in; the other is always looking for "bargains." One studies to tell what he has, attractively, in every way possible, while the other thinks that prices will talk alone — and so he does no particular talking himself. The one gives his customers so much to think about; keeps them so interested in what he is doing, that they have no time to listen for faint echoes of the doings of the other. The other "buys" at "right prices," and mostly keeps his stuff because he "is so busy buying that he has no time to advertise" and "cannot take time to educate the public."

This matter of "educating the public" is something to which caustic reference is frequently made by the idle-minded, shallow-brained dealer. He does not think deeply enough to realize the great truth that we learn by teaching and that only through telling things to others do we learn them ourselves.

Was Against Suggestion.

The elder Johnson was a good merchant for his day; would be a good merchant were he alive to-day; but he had some fixed ideas and principles of his own. One idea was that we should advertise, telling people by the printed word what we had and the price thereof. Many things he could tell remarkably well and, with articles which he wanted to tell about, his descriptions were full, snappy, pithy, complete. Thus he was great on the tea, coffee, flour and kerosene which constituted the bulk of his business.

But another of his ideas was that when the customer came into the store we should be promptly courteous and attentive to that customer's wants, but should refrain from making suggestions; holding that it was not our business to "increase the customer's list of wants." He held that many worthy people would come for things they needed, and their needs might be modest—also their resources—so that it would needlessly embarass them, and maybe drive them away, to talk up articles which they might feel they could not afford. All of which may to-day be translated into the statement that any salesman, wholesale or retail, in any line of business, must be tactful; which means he must say and do the right thing at the right time and under the right circumstances.

A visit to a Big Store.

When it came my turn to handle the Johnson business something had quickened in me a desire to make the business a better business, an up-to-date business; and, as nearly as I can recollect it, the first inspiration came thru a visit to the once famous store of Chas. S. Slack, in Chicago. I remember well how staggering to my senses was the gorgeous display of groceries I saw there. I had no previous idea that there were so many things in the grocery line. Sardines at 60 cents, 75 cents, 90 cents, for a single box; goose liver sausage in short single casings packed in tin at $1.25 a tin; it was past belief. When I got back to our store a few days afterward I found a great change. It had been a "big store," but was now shrunk to very small proportions; and was as bare as it was small. Obviously, I had a long way to travel to reach a knowledge of the difference between what is called "long berry Mocha" and the true article from Aden or Mokha; and other things too numerous to mention."

Later on I began to reach out for some better trade. A sign which I had seen in a Chicago window read: "Table Luxuries" and it looked like a pretty sign to me. I gathered together the few items in our stock which might pass as the beginning of a fancy grocery stock and put them into a window. It was an old fashioned window, glazed with many small panes, but it was the background of the beginning. I remember that we had a few cans of hotel mushrooms, called for by those whom I looked upon as the high-livers; a modest stock of bottled mustard; a few bottles of "olive oil"; a little meat sauce, and a few other things. Surely a small line of "table luxuries," but the exhibit took the place of an untidy shelf of ——— soap which had spread its fly-specked length across that window—so was a step in advance. Best of all, however, this was the beginning of an effort to develop selling power; and in a few years that effort completely changed the character of that business.

Must Have the Goods to Sell.

A Chicago jobber whom I once consulted about putting in a small lot of candied cherries, Jordan almonds and angelica, told me: "You cannot sell fancy groceries unless you have them to sell," and therein ennunciated a great truth. The beginner must go slowly—especially on angelica—but he must have the courage to put in a few things such as are likely to appeal to the more fastidious and well-to-do trade; and, if he has that courage, he will likely have the further necessary initiative to SELL those things. And that is the way it works.

We learn by teaching. When a customer asks you what angelica is and you have to brush up your own knowledge so as to tell her you are "educating the public," to be sure; but note how your efforts educate yourself. And it is so throughout your entire business.

Good Profit on New Lines.

One great trouble with us is, has been, and I fear bids fair to be for some time to come, our fear to ask sufficient compensation for our efforts and enterprise. Whenever we got a new item into the old store the first question we asked ourselves was: "For how little can we afford to sell this?", which is a dangerous question. The proper plan is to add as wide a margin as the traffic will bear until the item is tested out. If it sells readily and becomes a staple, it is true that it can be handled for less: but even so, the price should not be reduced until there is plain evidence that you are asking too much, and that evidence you can recognize without special help. Also, conditions which may render it imperative on the part of your neighbor, whose trade is more of the staple, workingmen's or farmers' character, to reduce his price may not affect you at all; and my strong advice is that you be sure you have to cut the price before you do it.

The Canadian Grocer

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DECLINE IN SYRUP AND STARCH.

Corn syrup and starch declined during the week, the changes being issued by manufacturers on Tuesday.

The decline on syrup is about 25 cents per case and ¼ of a cent per lb. bulk. On starches it is from ¼ to ½ cent.

The cause is attributed to a plentiful supply of corn in the United States from which these products are manufactured.

ANOTHER DROP IN SUGAR.

Following the slump in sugar last week another decline is recorded amounting to 10 cents. This was given out by the refiners on Tuesday.

The claim is that the raw market is decidedly weak and the break in prices was a natural sequence. It was pointed out in last week's issue that even at the reduced quotations published then the situation was weak. This view of the question has been fully borne out.

During the corresponding week last year the price of standard granulated on a Montreal basis was $4.70. Now it is $4.85.

AFTER THE BAD EGG.

The opponents of the bad egg in Canada are hot on its trail. Wholesale men have presented a petition to the Minister of Agriculture requesting that a law be passed and enforced making it an offence to sell rotten eggs.

It is about time something were done. A few months ago The Grocer published an article pointing out that all sorts and conditions of eggs were coming on the large wholesale markets. There were rotten eggs, boiled eggs, half hatched and hatched, china nest-eggs, etc.

This had a direct tendency to advance prices, for when the wholesale men had thoroughly candled their receipts, they had either to destroy or sell at a low price the bad and deteriorated eggs. For the good variety they raised the prices to retailers in order to get a profit and hence eggs to the consumer were high.

If this new legislation comes into effect it will tend to remove the difficulties at the source of supply. It will mean that farmers will take greater care in gathering and marketing their eggs and that shippers to the large centres will be more particular in accepting them and forwarding on to the commission men.

Anything that will raise the quality of a food-stuff to the consumers is to be commended, and it is the hope of all handlers of eggs that something advantageous to both wholesale and retail dealer will be effected.

EDUCATIVE COMPETITIONS.

"Name and place in order, and state market value of samples of dried fruits; samples provided."

The above is a sample question from the list that will be placed before grocers and their assistants at the 18th annual London Grocery and Allied Trades International Exhibition. In connection with the exhibition there is a big competition in all the various work connected with the grocery trade for which valuable prizes are given. Grocers from all parts of the United Kingdom gather at London, Eng., where the Exhibition is held and with every year greater interest is manifested in the competitions.

A few more of the subjects under which competitions are held may be mentioned to give an idea of the comprehensiveness of the questions.

The three best executed advertisements, written with chalks on ordinary sugar paper, any color, royal hand, advertising butter, eggs and bacon.

Salesmanship—Competitors will be required to show their methods in serving a customer, introducing to him new goods, etc.

There are questions for master grocers only, for managers of shops and for assistants only, all the questions bearing upon the ordinary problems that are presented to grocers in the pursuance of their general duties.

At the exhibition hundreds of manufacturers have displays and this union of the different interests in the trade results, it is said, in good effects for all.

This illustrates the value which retailers in the Old Country place upon the Science of Retailing. If all the merchants in this country studied such questions as are presented to those on the other side of the Atlantic, the retail trade would be placed upon a much better basis. We would hear of less price-cutting and less failures.

PREPARE FOR THANKSGIVING.

It is not too early to begin planning for Thanksgiving. There is every prospect of a good demand for poultry, grapes, cranberries, oranges and bananas. These are not the only lines for dried fruits will no doubt prove an important item.

The occasion will of itself bring an increased business but it is a sign of real ability when the grocer plans for something extra, trade that will be the result of his special endeavors.

MAKING AN AUTUMN WINDOW.

An autumn or harvest window can be easily arranged now and with only a little care it can be made quite attractive. Different ideas will be suggested to different grocers. Only the fruits and vegetables of the season need be used.

One plan might be followed in this way: Secure four or five fairly thick bundles of corn stocks and a sheaf or two of wheat and arrange these as a back ground. On the floor of the window spread maple leaves, preferring, if possible, to get those that are beginning to show the golden colors of autumn. Arrange them evenly over the floor. Place a little pyramid of honey in jars on one side at the rear and another of the same size on the opposite side near the rear of the window. Make a small pyramid of apples and put it well up to the front; one of peaches and another of pears might be placed not far from the honey at the back.

In each of the rear corners a pumpkin would be appropriate. A small bunch of beets or carrots might be placed here and there, and also a few bunches of grapes.

The artist who arranges it should be careful not to get too much in the window as it will then have the appearance of being overcrowded and the effect will be lost.

The pyramids should not be large and should be arranged as regularly as possible. The clerk who begins this window will find that he has many methods of completing it and there is really nothing about it that presents a difficulty. A neatly written card bearing words something like this: "The Season's Harvest," "Harvest of 1910," "Nature's Generosity," etc., as well as a few price tags might well be added.

May Soon be an Offence to Offer for Sale Bad Eggs

Petition Goes to Minister of Agriculture, as Intimated in Previous Issues of The Grocer—Wholesale Dealers Behind the Proposition—They Suffer Too Many Hardships, They Claim, With Present Conditions.

Toronto October 13th.—The produce section of the Toronto Board of Trade have forwarded a petition to the Minister of Agriculture at Ottawa, Hon. Sydney Fisher, asking their assistance in procuring the necessary legislation to have the sale of rotten or decayed eggs prohibited.

The petition concludes "We would be pleased to have an opportunity to meet you in conjunction with the members of the Montreal Board of Trade and explain our views on this question. The condition of the eggs that have been received this summer may be considered as "the last straw."

The amount of waste often reached a high percentage until the patience of the wholesale men had about reached its limitation.

During some periods of the past season the shrinkage was altogether too heavy, they say, and as all the goods received from the country were "candled" the wholesalers knew to a fraction the exact state of affairs. "Receipts of questionable and bad eggs is an old evil but it remained for the season just closed to witness the trouble in its worst form" said one.

Throughout the country the reports were identical, proving that the trade as a whole, had to endure the same conditions.

Bad Eggs Raise Prices.

"The farmer or shipper from the country received his price and from the quality of a large portion of the eggs it could be assumed that nothing else concerned him. Having paid for both good and bad, the jobber could not be expected to bear the loss and he had to make good the deficit by raising the price to the retailer and finally to the consumer. In many of the States of the union in the south it is made a criminal offence to circulate on the market such impure food products as rotten eggs."

The produce jobbers are seeking a law that will make it an offence to sell impure eggs. By this it is thought the farmer will be more careful in his examination of the eggs before shipping them.

In the presentation of their case the Toronto wholesale men will be supported by the Montreal Board of Trade and by Professor Elford, of Macdonald College, Quebec, and by Professor Graham, of Guelph, both of whom have been active in promoting the cause of purer food production on Canadian farms.

BUILT CATHEDRAL OUT OF SOAP.

North Bay, Ont., Oct. 13.—The windows of R. Rankin, grocer, and mayor of North Bay, last week presented a novel appearance.

His son Willie, a lad of only fourteen years of age, built from blocks of soap, a Cathedral which in itself was certainly unique.

It was enclosed within an imitation stone fence and with wing, belfry and spire was a fine piece of architecture.

He obtained the idea while visiting the Exhibition in Toronto. This is only one of the many little things that have the tendency towards the making of successful business men in the future.

A CLERK'S INTEREST IN DISPLAYS

Toronto, Oct. 13.—A feature in window dressing is the special work that may be seen on Friday evenings in the windows of R. Higgins & Son, Yonge St. While goods are always displayed there in an attractive manner a special endeavor is made to give distinction to the Friday evening windows and of late they have been decidedly meritorious.

A fruit window recently displayed was exceptionally good and gave evidence of the artistic and appropriate ideas of R. H. Patchett who dressed it. Particular effect was given the window when seen by night as the lights greatly enhanced the ensemble effect, and attracted practically every passer-by. It is encouraging to find that among the clerks of today there are those who are preparing themselves for the best the trade demands of them.

A window of poultry and meats was also well designed and carried out. It was the work of C. Currier, the manager of the meat and poultry department.

PEGS AS REMINDERS.

Chatham, Ont., October 13.—"Just stick in a peg" is the way the H. Malcolmson grocery store helps the customer to remember her wants when the order taker calls.

The store supplies the customer with a list of two score or more household articles which the grocery handles, ranging all the way from matches to sugar. Instead, however, of printing this list on cardboard, it is printed upon a bit of smooth wood, half an inch or less in thickness and about eight inches long by five across. There is a hole at the top of the board, for hanging in a convenient place on the kitchen wall. Opposite the name of each article is a small hole, and the customer is supplied with pegs which fit these holes.

The lady of the house, when she finds her supply of sugar running low, just slips a peg tightly into the hole opposite the word sugar, and so on down the line. When the store's representative calls for her order, or when she is ready to telephone, instead of having to rack her memory to find out what she needs or search her entire larder to see which tins are empty, the housewife takes down her "card" from the wall, and from the pegged items compiles her list.

This saves the housewife's time and temper, leads to the inclusion in the order of items which would often be forgotten, and leaves the salesman free, if he wishes, to devote his time and attention to pushing "specials" not included in the regular list of goods.

In addition the card is, of course, a practically permanent advertisement of the store, hanging in the kitchen day in and day out. Besides the list it contains the firm name, telephone number, and other advertising matter.

The device is comparatively inexpensive since, after the first expense, it does not have to be renewed; the only requisite being to keep the housewife well supplied with pegs.

RETAILERS BLAME CANNERS.

For Prices of Canned Corn and Tomatoes—Talk of Holding District Convention.

Hamilton, Ont., Oct. 13.—At their last meeting the Retail Grocers' Association passed a resolution of protest against the action of the canners in increasing the price of canned goods. The grocers claim that the crops of tomatoes and corn have been good. The canners were also blamed for unnecessarily closing down some canneries.

On the other hand the canners maintain that their action in closing down canneries was inevitable on account of the short crops.

The association also talked over the holding of a two-day district convention next year at the time of the grocers' picnic, and a committee was appointed to look into this and see if it is feasible.

As a mark of the association's appreciation of the work accomplished by J. M. Semmens, the chairman of the picnic committee, he was presented with a handsome morris chair.

NOW A GUILD MEMBER.

Picton Wholesaler is Notified That His Application Has Been Accepted.

Picton, Ont., Oct. 13.—Fred. Newman, wholesale grocer, has been officially notified that he has been accepted as a member of the Wholesale Grocer's Guild. He received notice that his application had been favorably considered and that with the forwarding of cheque covering admission he would receive his certificate. The cheque has been sent.

A TIME EXTENSION.

Manufacturers of condensed milk, etc. have been given an extension of time of three months from Oct. 1, in which to utilize their evaporated cream labels. The Department of Inland Revenue, Ottawa, have granted this.

J. L. Clark, of the Eastern Canning Co., Port Canada, N. B., is in Toronto. He expects to spend the next two months there on business.

The Markets—Decline in Corn Syrup and Starch

Refined Sugars Take Another Drop of Ten Cents and They Have Not Yet Reached the Bottom—Canned Goods are Strong—Demand is Good but Supplies Are Scarce—The Situation in Tomatoes—Prices of Dried Fruits are Quoted for New Stocks this Week—Nuts are Firm and Higher Prices are Likely in Some Lines.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

Sugar—Declined 10c.
Malaga table raisins—15c. higher.
Beans—Declined 15c.
Salmon—10c. higher and scarce.

Montreal, Oct. 13th.—The feature of the week is the continued downward trend of the sugar market. After the decline of last week it was thought perhaps there would be a momentary respite, but a second decline this week, combined with the continued declines in the raw market, shows that the end is not yet in sight. How far matters will go before any improvement takes place, it is hard to say, but certainly there is no danger of any advance for some time to come.

The arrival of the first Mediterranean fruit boat is awaited with eagerness, as already Malaga raisins have gone up, due to the first arrivals here.

Canned salmon is at a premium. Some lines are almost impossible to obtain, and the prices of others have gone up. Buyers are eagerly snapping up the few lots offered, and all future quotations have been withdrawn.

Sugar.—Sugar has again declined 10c. Even at this figure the market is so weak (raw) that it seems almost a certainty that the bottom may be lower still. As one dealer puts it, "we are apt to have United States sugar coming in, unless ample provision is made to meet their price on this side of the line." Almost every day sees a still further weakening of the raw market, and refined prices cannot keep to their present level in the face of this, unless something unforeseen turns up.

Jobbers say that their sales are becoming light, buyers evidently holding off. The combination looks very bad indeed for prices.

Granulated, bags	4 85
" 20-lb. bags	4 95
" Imperial	4 71
" Beaver	4 70
Paris lump, boxes, 100 lbs	5 65
" " 50 lbs	5 75
" " 25 lbs	5 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 55
" 100 lb. boxes	5 65
" 50 lb. "	5 75
" 25 lb. "	5 95
" 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 30
" 50-lb. boxes	5 50
" 25-lb. boxes	5 70
Powdered, bbls	5 10
" 50-lb. boxes	5 30
Phoenix	5 30
Bright coffee	4 80
No. 3 yellow	4 70
No. 2 "	4 60
No. 1 " bags	4 45

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses—Of late the increase in the demand for syrups has been so marked as to call considerable attention to it. It is largely due to large country buying, and seems to have seriously affected the molasses trade, as dealers report that there is little sale for any but the fancy grade in this commodity.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03½
" ½-bbls		0 03¾
" ¼-bbls		0 03¾
" 38½-lb. pails		1 80
" 25-lb. pails		1 30
Cases, 2-lb. tins, 2 doz. per case		2 50
" 5-lb. " 1 doz. "		2 85
" 10-lb. " ½ doz. "		2 75
" 20-lb. " ¼ doz. "		2 70

Tea—There is a noteworthy improvement in China gunpowders this week. Japans continue to sell steadily, and at the same quotations as formerly. Ceylons might be showing better than they are, but still a fair amount of trade is passing. The market as a whole has become somewhat more settled down.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—The coffee situation presents little change from its former firm and high condition.

Mocha	0 18½	0 25	Santos	0 16	0 19
Rio, No. 7	0 12	0 15	Maracaibo	0 16	0 19

Spices—Again are the spice men reporting a busy week. This has become so much a habit of theirs through the summer that it is the exception rather than the rule when they report a falling off. Pickling spices are responsible in a large degree for the present state of things. Among other lines gingers and peppers show firmness, though no changes in prices have taken place.

	Per lb.			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits—The new malaga table raisins are on the market, and are quoted at a 15c. advance. So far they are the only line to appear here, but others are expected this week and the early part of next, when figures on them will be forthcoming. The cause of the advance is scarcity. It is stated that some inferior figs are being packed this year, and it behooves dealers to be very careful in buying. Dates are scarce, though no change has so far been made in quotations.

Currants, fine filiatras, per lb., not cleaned		0 06½
" " " cleaned		0 07½
" Patras, per lb	0 08	0 08½
" Vostizzas, per lb	0 09	0 09½
Dates		0 05½
Prunes—		
40-50		0 08
50-60		0 08
60-70		0 07
70-80		0 06½
80-90		0 06
90-100		0 05½
Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins		0 90
" fancy seeded, 1-lb. pkgs		0 09
" loose muscatels, 3-crown, per lb	0 07½	0 08
" " 4-crown, per lb	0 08½	0 09
" sultana, per lb	0 07½	0 10
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb		0 06
" select, per lb		0 07
" 4-crown layers, per lb		0 07

Nuts—The nut market continues on a firm basis, though no changes in prices have taken place. Should present conditions not change, nuts will be high all winter, as there is a scarcity in practically all the standard lines. In the primary market walnuts are reported as being somewhat higher, and with no large quantities in sight. Almonds are in a similar state.

In shell—		
Brazils	0 13½	0 14½
Filberts, Sicily, per lb	0 11	0 13
" Barcelona, per lb		0 10½
Tarragona Almonds, per lb	0 15	0 16
Walnuts, Grenobles, per lb	0 13	0 14½
" Marbots, per lb	0 15	0 16
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 33	0 35
" 2-crown " "		0 31
" (in bags), standards, per lb	0 27	0 28
Cashews	0 16	0 17
Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb		0 65
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	32

Evaporated Apples—It is thought that the new winter pack, when it arrives, will be held at higher prices than last year. In fact, this seems to be almost a certainty. The apple crop is short, and yet of such good quality, that there will not be many of the evaporating grades. tA present the market is very stagnant.

Evaporated apples, prime	0 08

Beans and Peas—Beans are down 15c. This is due to a rather unexpected slump in demand, together with several large holdings having been placed on the market. It is thought that the lowest level to be reached for some time has now been arrived at.

Ontario prime pea beans, bushel	2 10
Peas, boiling, bag	2 50

Rice and Tapioca—For the next two weeks there will be a scarcity of tapioca. Then it is expected that cargoes already on the water will arrive and relieve the situation. Meanwhile prices are holding firmly, and buyers are waiting developments.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 05½ 0 06

CANNED GOODS

MONTREAL.—The canned salmon market forms the feature in the above market this week. There is an utter lack of supplies in Cohoes and Humpbacks, and prices in these lines would be soaring if there were any to sell. In Sockeyes and Red Springs prices are up. Even at the increased figure there is sufficient demand to hold the market firm, and another advance would not be at all unlooked for.

Fruits and vegetables are in good demand even at the recent advance. Prices in all lines are firm.

Some lines of meats are hard to get, notably tongue, veal, and chicken. Prices are fairly firm.

Peas, standard, dozen	$1 10
Peas, early June, dozen	1 25
Peas, sweet wrinkled, dozen	1 25
Peas, extra sifted, dozen	1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	0 97½
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 25
Strawberries, dozen	1 77½
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard, dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 02½ 2 65
½-lb flats per dozen	1 30
1-lb flats, per dozen	2 20 2 22½
Other salmon—	
Humpbacks, dozen	1 00
Cohoes, dozen	1 40 1 50
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobste Futures—	
½-lb. flats, dozen $2.40; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $4.50.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	10 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—From what can be learned among local jobbers there is considerable interest in the tomato market. The reported shortage in this year's crop together with the heavy demand have left some of the jobbers helpless. They are willing to turn in any direction if canned tomatoes will only beckon to them from that direction. It is learned that they are permitted to buy wherever they can get the supplies and they are even trying to buy from one another. In these latter cases only high prices have been mentioned and those that have any surplus stock are not particular about disposing of them now as they feel that higher prices are bound to prevail. One instance of a car load sold at a higher price than retailers have to pay is known and there is another in which the holder asked $1.25 just 12½ cents more than the present price to the retailer. The holder in the latter instance declared that he was willing to mark time rather than part with them at a lower figure.

Jobbers who are carefully following the canned goods market declare that low prices are in all probability a thing of the past. The west has grown to such an extent that the canners have not fully realized the increase in demand or if they have they were unprepared to supply it. This year's crop, of course, was a disappointment in many cases, but even with a full crop there is little question that it would soon have been wiped out. New markets are opening up in foreign countries and it is generally admitted that there is a great future for canned goods.

Salmon is decidedly firm and the whole market should be watched closely by the trade.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" " (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 95	0 95½
" " Midgets, 2's	1 25	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's.	0 90	0 92½
" Refugee Midgets 2's	1 25	1 27½
" " " 3's	1 35	1 37½
Beets, sliced, blood red 2's	0 95	0 97½
" whole, blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, Rosebud, 2's	....	1 25
" " " 3's	....	1 50
Cabbage, 3's	0 95	0 97½
Carrots, 2's	0 95	0 97½
corn, 2's	0 92½	0 95
" fancy, 2's	1 02½	1 05
" on cob gal	4 75	4 77½
Peas, Standard size 4, 2's	0 95	0 97½
" Early June, size 3, 2's	1 10	1 12½
" Sweet Wrinkle, size 2, 2's	1 15	1 17½
" Extra fine sifted, size 1, 2's.	1 72½	1 75
Pumpkin, 3's	0 95	0 97½
" gal	3 00	3 02½
Spinach, table, 2's	1 25	1 27½
" " 3's	1 75	1 77½
" " gal	5 00	5 02½
Tomatoes, 2's	1 02½	1 05
" 3's	1 12½	1 15
" gals	3 40	3 42½
Turnips, 3's	1 10	1 13½

ONTARIO MARKETS

POINTERS—

Sugar—Another drop of 10 cents.
Syrups—Corn Syrup down 25 cents.
Starch—Decline of ¼ to ½c. a lb.
Canned Goods—Decidedly firm.

Toronto Oct. 13.—Lower prices in sugar, corn syrup and starch offer some consolation for the otherwise decidedly strong markets now prevailing. On Tuesday of this week sugar slumped another ten cents a total of twenty cents in a little more than a week. This action was anticipated on account of the weak situation in raw sugars. It may be said that even this latter slump has not improved the market to any great extent and another drop will not surprise the trade.

A decline of 25 cents a case in corn syrups was made public on Wednesday of this week simultaneously with a drop of ¼ to ½ a cent per lb. in laundry and corn starch. An immense yield of corn in the United States has weakened the corn market and affected the price of Canadian corn products.

Other markets are firm and are likely to advance. There is just a shade easier feeling in Valencia raisins and while some wholesalers take it as an indication of a general movement the majority look upon it as a temporary reaction following the high prices of last week when in the primary market raisins went to 33 and 34 shillings. Currants are quiet. California fruit is firm. A recent report from the coast states that the new fruit has been cleaned up closer than ever before and dried fruits of practically all kinds possess strength. In the Greek markets there is a disposition to shade price a little.

The "Bellona" of the Thompson line is expected to arrive in Montreal on Saturday direct from the Mediterranean, and as it will have a large shipment of dried fruits the situation here will be relieved to a certain extent. It is expected that she is carrying currants, raisins, olives, olive oil, wines, figs, dates and other articles of food.

Sugar—It has been expected for some time that refined sugars were about to seek a lower price level. The weakness of the raw sugar market was an indication of what was coming and a week ago a drop of ten cents was announced and again this week a similar decline was announced. The market shows some improvement under these conditions but the condition is not much changed from a week ago and another decline would not be very surprising.

Paris lumps, in 100-lb. boxes	5 85
" in 50-lb. "	5 95
" in 25-lb. "	6 15
Red Seal	6 90
St. Lawrence "Crystal Diamonds," bags.	5 55
" " " ½ barrels	5 75
" " " 100 lb. boxes	5 85
" " " 50 lb. boxes	5 95
" " " 25 lb. boxes	6 15
" " " cases, 20-5 boxes	7 40
" " Dominos, cases, 20-5 boxes	7 40
Redpath extra granulated, barrels	5 00
Redpath extra granulated bags	4 95
Imperial granulated	4 75
St. Lawrence granulated, bags	4 95
Beaver granulated, bags only	4 80
Acadia granulated (bags and barrels)	4 90
Wallaceburg	4 85
St. Lawrence golden, bags	4 75
Bright coffee	4 90
No. 3 yellow	4 80
No. 2 "	4 70
No. 1 "	4 55

Syrup and Molasses—There is a steady trade in syrups just now with molasses also moving fairly well. Corn syrups are down this week as a result of the heavy yield of corn in the United States this year.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 25	Gallons, 6 to case	4 80
5 lb. tins, 1 doz. in case	2 60	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 50	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 45	Pints, 24 "	3 00
Barrels, per lb.	0 03½	Molasses—	
Half barrels, lb.	0 03½	New Orleans, medium	0 26 0
Quarter " "	0 03½	New Orleans, bbls	0 24 0 2
Pails 38½ lbs. ea.	1 70	Barbadoes, extra fancy	0 45
" 25 " "	1 20	Porto Rico	0 45 0 62
		Muscovado	0 30

Dried Fruits—Old stocks have been cleaned out to such an extent that they are practically all done and quotations are now offered on new stocks almost to the exclusion of the old. In the past in regard to dried fruit quotations with but one or two exceptions prices were quoted for old stocks because of the fact that the general feeling was unsettled. This was to be expected with the new crops coming to meet the old. Some jobbers were still depending upon their old stocks having had a better supply

than others hence old prices were quoted. Conditions are becoming more certain. new goods are now ready for delivery and new prices are quoted in many cases. The dried fruit market is undoubtedly holding its own. Currants are rather quiet and raisins are a little easier but it is agreed that there is as yet no weakness and many hold that weak conditions need not be expected.

	Per lb.
Prunes—	
30 to 40, in 25-lb. boxes	0 11½ 0 12½
40 to 50 " "	0 10½ 0 11½
50 to 60 " "	0 09½ 0 11
60 to 70 " "	0 08½ 0 10½
70 to 80 " "	0 08 0 10
80 to 90 " "	0 07 0 08½
90 to 100 " "	0 06 0 07½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard	0 15 0 16
Choice, 25 lb boxes	0 16 0 17
Fancy. " "	0 19 0 20
Candied and Drained Peels—	
Lemon 0 09 0 11 Citron	0 14 0 17
Orange 0 11½ 0 12½	
Figs—	
Elemes, per lb	0 08 0 10
Tapnets, "	0 04 0 04½
Bar figs	0 04 0 04½
Dried peaches	0 09½ 0 10
Dried apples	0 10 0 10
Currants—	
Fine Filiatras 0 07½ 0 08 Vostizzas	0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 09½ 0 10
" fancy	0 10 0 11
" extra fancy	0 12 0 15
Valencias selected	0 08½ 0 09
Seeded, 1 lb packets, fancy	0 09½ 0 10
" 16 oz. packets, choice	0 09 0 09½
" 12 oz " "	0 07½ 0 08
Seeded 2 oz. packets fancy	0 08 0 08½
Dates—	
Hallowees 0 05 0 05½ Fards choicest	0 10
Sairs 0 08 Natural, from 4½ up.	

Coffee—Owing to reports of reduced crops in the primary market there is a general tone of firmness to the coffee market. The volume of trade just now is heavy.

Rio, roasted	0 14	0 16	Mocha, roasted 0 25 0 28
Santos, roasted	0 16	0 18	Java, roasted 0 27 0 33
Maricaibo, "	0 14	0 20	Rio green 0 11 0 12
Bogotas	0 18	0 25	

Spices.—There is a steady trade in spices. Prices are unchanged but firm.

Peppers, black	0 15	0 18	Cream of tartar 0 25 0 28
" white	0 22	0 25	Allspice 0 14 0 16
" whole, black		0 16	" whole 0 14 0 16
Peppers, whole, white		0 23	Mace, ground 0 75 0 80
Ginger	0 20	0 25	Mixed pickling spices, whole 0 15 0 16
Cinnamon	0 21	0 23	Cassia, whole 0 20 0 25
Nutmeg	0 20	0 30	Celery seed 0 24
Cloves, whole	0 22	0 35	Turmeric 0 20
			Curry powder 0 30
			Mustard seed 0 15 0 18

Nuts.—Nuts are among the articles that are pulling up the slope. Light crops in the majority of the varieties have affected the price of those in which the yields have been about the average with the result that the whole market is decidedly firm.

Almonds, Formigetta	0 14
" Tarragona	0 14½ 0 16
" shelled	0 32 0 35
Walnuts, Grenoble	0 14½ 0 15½
" Bordeaux	0 11
" Marbots	0 12 0 13
" shelled	0 35 0 38
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 13 0 14
Peanuts, roasted	0 08 0 12½

Rice and Tapioca.—There is a good demand for rice and the same may be said of tapioca. Both markets are rather firm and steady.

	Per lb.
Rice, stand. B	0 03 0 03½
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	3 90
Rangoon	0 03 0 03½
Patna	0 05½ 0 06½
Japan	0 04½ 0 05
Java	0 06 0 07
Carolina	0 10 0 11
Sago	0 05½ 0 06
Seed tapioca	0 06
Tapioca, medium pearl	0 06 0 06½

Evaporated apples—The situation in regard to evaporated apples has not cleared up much. Prices are high and the prospects of lower prices are few and not worth holding.

Evaporated apples	0 09 0 10

Beans.—New beans are about in sight and are expected on the market soon.

Prime beans, per bushel	2 10
Hand-picked beans, per bushel	2 25

MANITOBA MARKETS

POINTERS—

California Raisins—Advanced.

Peel—New stock.

Sugar—Weak and lower.

Shelled Walnuts—Advanced.

Coffee—Very firm.

Winnipeg, Oct. 13, 1910.—In spite of the advancing prices in nearly all staple goods, merchants are buying freely and an active trade continues. Wholsalers are disappointed in the weak condition of syrup and are anxious to increase their output. With the exception of this commodity, and a temporary weakness in sugar, all other lines are strong and advancing. Travelers in every corner of the West report conditions everywhere favorable. There seems to be no dearth in the money market, and merchants are curtailing credit in a way that was never known before. Wholesalers are also making satisfactory collections and as far as western trade is concerned, everything is going smoothly.

Sugar.—Following the market conditions of Montreal and New York, sugar declined here 10 cents last week and another 10 cents this week.

Montreal and B.C. granulated, in bbls	5 45
" " in sacks	5 40
" yellow, in bbls	5 05
" " in sacks	5 00
Icing sugar, in bbls	6 05
" " in boxes	6 95
" " in small quantities	6 25
Powdered sugar, in bbls	5 85
" " in boxes	6 05
" " in small quantities	6 20
Lump, hard, in bbls	6 35
" " in ½-bbls	6 45
" " in 100-lb. cases	6 35

Foreign Dried Fruits.—Valencia raisins advanced 5s. per 100 lbs. this week and the market is held strong. New stuff here is $2.50 per box, and a lower price is not anticipated. California raisins are up 1-4 cent. Although all these lines are held firm it is expected that lower prices will be quoted soon. The prune market is bare. and the future is not known, as it will be some time before lower prices can be quoted.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " " cleaned, per lb	0 13
California raisins, choice seeded in ½-lb. packages per package	0 07½
" " fancy seeded, in ½-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 06
" 4 " " "	0 06½

Prunes—

25 lb. box, 90-100, lb	0 07½	Prunes, 50-60 "	0 09½
" 80-90 "	0 08	Prunes, 40-50, lb	0 10½
" 70-80 "	0 08½	Silver prunes, ac.	
" 60-70 "	0 09½	to quality	0 11 0 14

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 07½
" wet, cleaned, per lb	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 08½

Pears, per lb	0 13½
Peaches, standard, per lb	0 09
Peaches, choice	0 10
Apricots, standard, per lb	0 15½
Apricots, choice per lb	0 16
Plums, pitted, lb	0 12
Nectarines, lb	0 12
Dates, per lb., Hallows, bulk	0 05½
Dates, packages 30 in case	0 06½
Peel, lb., lemon	0 16
" " orange	0 17½
" " citron	0 13½

Syrup.—Syrup continues weak and $2.13 price continues for the 2 lb. tins. There is not the quantity moving that there should be and possibly orders will come thick and fast very soon, as merchants' stocks are not heavy.

Syrups—	
24 2-lb. tins, per case	2 13
12 5-lb. tins, per case	2 58
6 10-lb. tins, per case	2 41
3 20-lb. tins, per case	2 47
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—Walnuts have been advanced two cents and the trade will be supplied from now on at strong prices. Almonds are firm too. The quality of all nuts is excellent, but the quantity to come into Canada is not large.

Shelled Walnuts, in boxes, per lb	0 35 0 36
" small lots, per lb	0 38
" Almonds, in boxes, per lb	0 35
" small lots, per lb	0 36
Peanuts, Virginia, per lb	0 11 0 13
Filberts, per lb	0 12½

Tapioca and Sago.—Nothing lower is possible on these markets. Stocks are limited and prospects are that higher prices will be paid in future years for these commodities.

Pearl tapioca, per lb	0 06 0 06½
Sago, per lb	0 04½ 0 05

Beans.—New stuff has not come in but will arrive shortly. The Canadian export is heavy and a bare western market must be expected before the year is out.

3-lb. picker, per bushel	2 25
Hand picked, per bushel	2 35

Evaporated Apples.—New stuff is hard to get, although the western demand is good. It is believed that there will be a break in the price this month and supplies will come easier and at lower prices.

25-lb. box, per lb	0 10
50-lb box, per lb	0 09½

Coffee.—Green Rios is very scarce and the price to-day is 13½ cents per pound; 15 cents is expected to rule the market on coffee here in a few days.

ALBERTA MARKETS.

Calgary, Alta., Oct. 13.—Alberta is unfortunate in its location when the importing of apples is considered. The province is too far away from Ontario to enable dealers to pay freight from that eastern province, and then, too, the Ontario dealers pack No. 1 and No. 2 grades together, local dealers claim, and there is such a difference between the two that it does not pay to bring them out here for sale. The majority of the local importers get their apples from Washington state and the duty is forty cents a barrel, with heavy freight rates added. Thus about seventy-five cents is added to the price of each box (apples are imported from that state in boxes, altogether) and the consumer is charged this.

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Manufacturers, Manufacturers' Agents, Brokers, Etc.

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The
Condensed Ads.
on page 60
will interest you

75,000 Gallon Pickles in Brine

This is at least one of the largest stocks held in Canada.

Kegs—1, 5 and 10 Gallon.
Bottles—Malt lever tops, and 40 oz. square.

Write for prices before placing orders elsewhere.

Thos. McCready & Son, Ltd., St. John, N.B.

Bonded Vinegar, Pickle and Spice Manufacturers.

RED ROSE TEA

"is good tea"

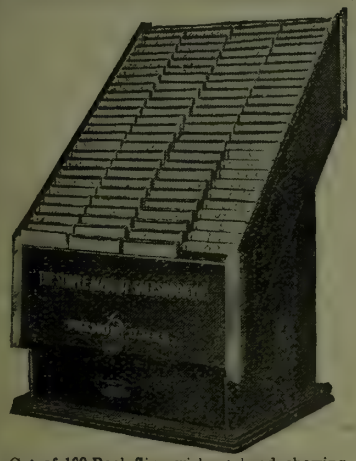
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For 19 years Red Rose Tea has been the standard of tea quality in the Maritime provinces. Most merchants in the retail grocery trade in Ontario remember when Red Rose first came into this market 10 years ago. It did not take long to convince the trade that Red Rose Tea "is good tea," and since then its progress has been by leaps and bounds. It is to-day the recognized standard of tea quality in Ontario. It gives your customers better satisfaction, better value for their money than any other tea. That is why it pays you to push Red Rose Tea, to display it in your store and in your window and to recommend it personally to your best trade.

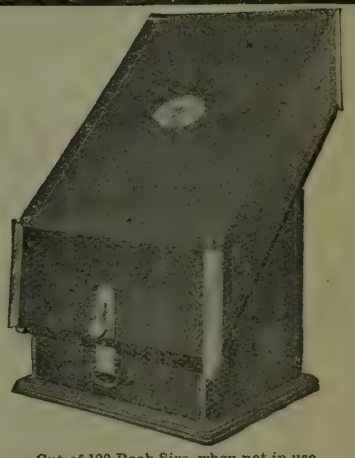
T. H. Estabrooks

TORONTO WINNIPEG ST. JOHN



Cut of 100 Book Size, without hood, showing alphabetical arrangement of books.

The Trial Tells the Tale



Cut of 100 Book Size, when not in use, showing hood locked to cabinet.

Supposing we were to say that there are 75,000 Keith Systems in use that probably would not be misstating the facts, but that would not convince you that you should have one.

Supposing we were to say the Keith System has been upon the market for the past 15 years, twice as long as any drop-leaf loose-slip system, and that it has been improved from time to time so as to meet every requirement of the retail merchant, we would be telling the truth, but that wouldn't be giving you any of the advantages of the system.

HERE ARE THE THINGS YOU WANT TO KNOW:

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3. Can more than one clerk work over the register at the same time? Yes, any number, without the least confusion.
4. Will it place a check on forgotten charges? Yes, the best in the world.

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THE SIMPLE ACCOUNT SALESBOOK COMPANY

Sole Manufacturers
also Manufacturers of Counter Pads for Store Use

1926 Depot Street FREMONT, OHIO
and HARTFORD, CONN.

ALBERTA MARKETS.

Apples, per box	1 60	2 00	
Apricots, dried	0 11	0 13	
Butter, local, creamery choice, lb.		0 28	
Butter, eastern, dairy in tubs		0 25	
Butter, eastern, dairy choice	0 8	0 29½	
Beans per lb	0 03½	0 04½	
Bacon		0 22	
" breakfast		0 24	
" long clear		0 17	
Cantaloupes, crate		4 25	
Currants		0 06½	
Cornmeal, 100 lbs		2 60	
Cod, per lb		0 07½	
Cheese, Ont.	0 14½	0 16½	
" Manitoba		0 14½	
" Alberta, lrg	0 13½	0 16	
" twins		0 15½	
Canned Goods—			
Peas, Early June		1 25	
Apricots, Cal., case		6 00	
Apples, cases, 6 one gallon		2 00	
Dried Fruits—			
Evap. apples, lb		0 10½	
Apricots, lb		0 17½	
Peaches, lb		0 09½	
Dates, bulk, lb		0 07½	
Figs, natural, choice per 28-lb. mat		1 85	
Evaporated Apples		0 11	
Eggs, local, doz		0 40	
Eggs, eastern		0 30	
Flour, standard, per bbl		6 90	
Ham, cooked		0 30	
Ham, sugar cur'd	0 21	0 22	
Haddies, per lb		0 12½	
Halibut, per lb		0 09	
Kippers, per box		2 25	
Lard, pure		0 18	
" compound		0 14½	
Lemons, Cal., box		9 00	
Oranges, Val., box		5 25	
Oranges, Cal.	4 50	5 75	
Onions, American, lb		0 03	
" Spanish, crate		1 50	
Potatoes—			
Alberta, per cwt		1 30	
B.C., new, cwt		1 65	
Prunes	0 07	0 10	
Raisins—			
Valencia, lb	0 03	0 03	
California		0 09	
Rice, per ton	68 00	76 00	
Rolled oats, 80's, sack		2 50	
Salmon, Fraser River per case		8 50	
Sugar, std. gran		6 04	
" imported		6 00	
Tapioca, per lb		0 06½	
Trout, per lb		0 06	

NEW BRUNSWICK MARKETS.

St. John, N.B., Oct. 13, 1910.—The jobbers were not surprised last week when refined sugar declined ten cents per hundred pounds. They had been expecting it and also the decline of 10 cents on Tuesday, making 20 cents in two weeks.

In the provision line pork is high. Potatoes are also higher than at this time last year, selling at $1.25 to $1.50 per barrel. One shipment has gone forward to the Cuban market, which was such a factor in last year's business, and another steamer is expected to sail next week. Eggs are quoted from 26 to 30 cents a dozen. Poultry is high and butter is slightly cheaper. Canned vegetables are higher this year than last.

W. J. Wilson, of S. H. Ewing & Sons, Montreal, was in Quebec City this week.

The Canada Sugar Refining Co., Montreal, Ltd., are making rather extensive additions and changes in their plant.

G. S. Buchanan, of Buchanan & O'Hern, who was in Montreal recently, has returned to Quebec.

J. B. Harker, Belleville, Ont., who by the way, is one of The Canadian Grocer's oldest subscribers, was in Toronto during the week on a business trip.

M. J. Hurley, grocer, Wallaceburg, Ont., who has been ill in the London hospital is recovering and it is likely will be back to business soon.

H. D. McCarty & Son, grocers, etc., Ingersoll, Ont., carried on a forced-out sale last week. They have had to make room for railway construction. They advertised the sale of $6,000 stock to be all sold at reduced prices in one day.

Grocers

of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our Customers are doing so;

Why not you?

The Young Company

LIMITED

North Bay and Sudbury

Quick Selling Seasonable

POP CORN SPECIALTIES

Crispetts (entirely new).

3 in. Pop Corn Balls, 144 in case.

5c. Pop Corn Bricks, 3 doz. in box.

1c. Pop Corn Bricks, 100 in box.

Sugared Corn, 40 qts. to the bu.

Hully Gee, 144 boxes to the case.

Kandy Kid, 144 boxes to the case.

E. R. Fuller & Co.

Successors to C. Fuller & Bro.

WINDSOR, - ONT.

CEYLINDO TEA

SATISFIES the most exacting tastes because IT IS THE "BEST TEA" AT POPULAR PRICES.

This choice whole leaf Indo-Ceylon Tea, free from dust, is specially blended and packed in our Bonded Warehouses, London, England, and is second to none.

Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.

We want permanent and future business, and if you try this Tea, you and your customers will be satisfied, as they will tell you THERE IS NO BETTER.

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By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.

Price $3.50, Postpaid.

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Are You Looking for Western Trade?

New Towns are springing up every day in the GOLDEN WEST, and both Merchants and the youth of the nation are finding many trade opportunities! What about you, Mr. Manufacturer? Are you grasping this opportune time, right now, to secure a new and ready market for your goods?

We are on the spot to tell you what the needs, prospects, opportunities and demand for any line of goods are in the West, and we will also handle your goods for you on a reasonable commission basis.

We have large track warehouses at the chief distributing centres, and can offer you every shipping and storage facility.

Get in touch with us to-day. We are after more business.

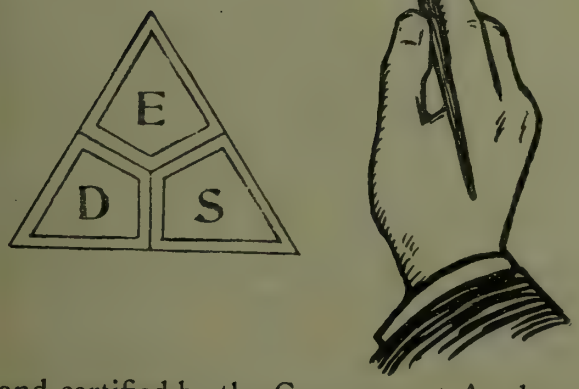
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Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY SASKATOON EDMONTON FORT WILLIAM

Storage for all classes of merchandise. Cars distributed at Calgary, Winnipeg, Regina, Edmonton, Fort William

Of Vital Importance!



May we have a word with you about the Jams you sell? It is a subject literally of vital importance to every one of your customers, who will surely clamor for

"E.D.S." BRAND Jams, Jellies and Catsup

once they have tried them.

The secret lies in the absolute purity of "E.D.S." Goods—not just a little purer than some other brands, but 100% pure, and certified by the Government Analyst to be so. Write to the Department of Inland Revenue for Bulletin 194, containing full evidence on this point. See to your stocks! You'll find "E.D.S." Brand will pull and retain the best-class trade.



Made by E. D SMITH at his own fruit farms WINONA, ONT.

AGENTS—N. A. HILL, 25 Front St. E., Toronto; W. H. DUNN, Montreal; MASON & HICKEY, Winnipeg; R. B. COLWELL, Halifax, N.S.; J. GIBBS, Hamilton.

The Season Suggests

GUNNS

TASTY, APPETIZING

Pork Sausage

Place a standing order with us for regular weekly shipment.

MADE UNDER GOVERNMENT INSPECTION

GUNNS LIMITED PORK AND BEEF PACKERS TORONTO

Fresh Pork Sausage

The Season for this line comes in with the 1st of October. Your customers will appreciate them if you have them on your counters and we shall be glad to have your orders for daily or weekly shipments.

F.W. Fearman Co.

LIMITED

Hamilton

THE MILK

Everywhere acknowledged to be

Richest and Best



Reindeer Condensed Milk

The dealer wins customers by selling reliable goods that give satisfaction

The Truro Condensed Milk Co., Limited, Truro, N.S.

We want your regular shipments of

POULTRY

BUTTER EGGS

AND ALL FARM PRODUCE

We have a large trade to take care of and must have the goods. We are in a position to give your shipments prompt attention and realize full market value. If not already shipping to us start at once, it will pay you.

WILLIAM RYAN, LIMITED

Packing Houses
FERGUS

70 Front St. East
TORONTO

New Laid Eggs are Scarce and Prices are High

Dealers Have Had to Depend on Storage Supplies for the Bulk of the Demand—Retail Grocers in Some Places are Paying 35 Cents a Dozen for New Laids—The Butter Situation—Make is Still Good and Supplies Should be Liberal for Some Time Yet—Poultry Has Been in Heavy Demand—Easier Tone to Provision Market.

The past week has practically marked the appearance of storage eggs on the market, and as the result of the scarcity of new laids, and also of the demand for them, their price has gone asoaring. From 32 to 35 cents is the general price, with the latter ruling in Montreal. That means that consumers will have a tidy sum to pay for fresh eggs, even before the winter sets in, and during the coming season the price is likely to reach a high figure. There seems to have been a marked increase in the demand for eggs, judging by the business of the past spring and summer.

The weather up to the present could scarcely be improved, from a butter standpoint. The flow of milk has been steady and heavy, thanks to the splendid condition of the pastures. The result has been that butter is still heavily produced, and from the present, at any rate, there is no strong indication of upward prices. Of course, butter is likely to be advanced, but bullish tendency is not as great as might be expected. The market in the States is overstocked with a medium and undergrade creamery, and not being in a healthy condition is liable to break at any time. Should this take place, the Canadian factories that are now shipping cream will immediately turn to butter, and the market here would be overloaded.

The make of cheese has continued heavy right up to the last, although operations for 1910 are not yet concluded. Shipments of cheese have been large.

There has been a dullness in the provision market this week. Prices have been declining slightly, and among the list was compound lard. Supplies of hogs have been better, but the demand for the finished product varied in different places.

Poultry has been coming in freely, and especially during the past week has the demand been extremely heavy, owing to the demand from Jews, who have been celebrating their New Year's festival.

MONTREAL.

Provisions—Outside of a few minor changes in bacons and hams, all reductions, the feature of the provision market is a decline of ½ cent in all compound lards. Slack demand is the reason given. However, the generally lower tone of the provision market may have considerable to do with it. Trade has been picking up in most lines, and a brisk business is prophesied for this week.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15¾
" " " 3 " "	0 15¾
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 14½
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13½
" 5 " " " "	0 13¾
" 3 " " " "	0 13¾
Pails, wood, 20 lbs. net, per lb	0 13¾
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 13½
Tierces, 375 lbs., per lb	0 13½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 14½
Long clear bacon, heavy, lb	0 14
Long clear bacon, light, lb	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16
Large sizes, 18 to 25 lbs., per lb	0 17½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 18½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 18½
" " " small, 9 to 12 lbs., per lb	0 19½
Breakfast bacon, English, boneless, per lb	0 18½
Windsor bacon, skinned, backs, per lb	0 17½
Spiced roll bacon, boneless, short, per lb	0 17
Hogs, live, per cwt	9 25
" dressed, per cwt	12 50 13 00

Butter—In spite of the bear stories in circulation, the butter situation is as strong as formerly. There has, it is true, been a slight decline in the country, but this is only temporary, owing to a large make recently. Large shipments are going to the west almost daily, and the price obtained is a good one. Also the demand from that quarter is growing. Receipts for the week are 10,253 packages, as against 7,623 same week last year. For the season they are 360,593 packages, as against 319,735 same season last year.

New milk creamery	0 25 0 25½
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 22 0 23

Eggs—Sales recently have been heavier than the corresponding time last year. Eggs seem to be growing in popularity. It is to be hoped the quality of the arrivals will be bettered by the steps egg dealers are taking locally. Stocks are only reasonable here, and the situation looks strong. Receipts for the week are light, being only 2,396 cases, as against 2,564 same week last year. For the season they are 169,005 cases, as against 173,750 same season last year.

New laids	0 35
Selects	0 28
No. 1	0 24

Cheese—Cheese prices are somewhat weaker in the country this week, but not sufficient to affect local conditions to the retailer.

Shipments during the past week are large, over 100,000 boxes. The figures are also to hand regarding the stocks in England at the present time. They amount to 363,000 boxes, the largest figure on Oct. 1st for the past ten years. It is feared this may have some weakening effect on prices. Receipts for the week are 67,142 boxes, as against 61,368 same week last year. For the season they are 1,635,868 boxes, as against 1,633,309 same season last year.

Quebec, large	0 12 0 12½
Western, large	0 12 0 12½
" twins	0 12 0 12½
" small, 20 lbs	0 12 0 12½
Old cheese, large	0 15

Honey—Honey matters are quiet just now, though there is considerable offering in the country. This is particularly true of buckwheat. Prices continue fairly steady, with little likelihood of any immediate change.

White clover comb honey	0 15
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

Poultry—Until after the Jewish holidays there will undoubtedly be a brisk trade in all lines of poultry, but after that dealers look for a weaker and more quiet market. Arrivals are coming in freely, particularly fowl. Prices are somewhat easier in the country, but are as yet unchanged locally.

Chickens	0 16 0 17	Ducks	0 18 0 19
Fowl	0 14 0 15	Turkeys	0 20

TORONTO.

Provisions.—A temporary shortage in the supplies of light and medium hams this week have sent the prices for these articles up a little. Supplies of hogs have been coming in a little more freely and as a result there has been a drop in the price at country and local points. Lard is stationary in price this week but there is a good demand for it. This market has been pretty steady during the past week.

Long clear bacon, per lb	0 15
Smoked breakfast bacon, per lb	0 20
Pickled shoulder	0 11½
Roll bacon, per lb	0 15
Light hams, per lb	0 19½
Medium hams, per lb	0 19½
Large hams, per lb	0 18½
Cooked hams	0 28
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 21
" pea meal	0 20½ 0 22
Heavy mess pork, per bbl	26 00 27 50
Short cut, per bbl	30 00 31 00
Lard, tierces, per lb	0 15
" tubs "	0 15½ 0 15½
" pails "	0 15½ 0 16
" compounds, per lb	0 13 0 13½
Live hogs, at country points	8 40 8 50
Live hogs, local	8 75 9 00
Dressed hogs	12 25

Butter.—The closing of the cheese factories, according to one jobber, is not likely to have much influence on the butter market. The people have developed a preference for creamery butter and even if it may cost a few cents more than dairy they are willing to purchase it. The dairy may even be of good quality but the consumer seems to know that creamery is uniform in its flavor and they are unwilling to take a chance on the dairy make. Therefore, while the closing of the factories may have the effect of making the prices of dairy a little easier the general market is not likely to be affected to any appreciable extent.

	Per lb.
Fresh creamery prints	0 26 0 27
Creamery solids	0 25 0 25½
Farmers' separator butter	0 24 0 25
Dairy prints, choice	0 22 0 23
No. 1 tubs or boxes	0 20 0 21
No. 2 tubs or boxes	0 19 0 20

Eggs.—New laid eggs are decidedly scarce and for that reason they are quoted at from 30 to 31 cents a dozen. All

the houses have begun to draw upon their storage supplies which are said to be in good condition. There are those who want new laid eggs if it is all possible to get them, but henceforth they will have to pay a pretty stiff price for them as the scarcer they become the higher goes the price. It may be expected that new laids will advance steadily from time to time.

New laid eggs	0 30	0 31
Selects storage	0 26	0 28
Fresh eggs, doz., storage	0 23	0 25
Second grade, doz., storage	0 19	0 21
Chips, doz	0 18	0 19

Cheese.—The cheese market is steady with practically no change locally. There is a good demand but there are no features to the market. Prices at present are rather firm.

New cheese—			New twins	0 12½	0 12¾
Large	0 12	0 12¼	Stiltons		0 14
Old cheese	0 14	0 15			

Poultry.—There has been an exceedingly heavy demand for poultry during the past week. In the Jewish colony the previous week demanded a certain amount of fasting and uding from the number of hens and ducks that disappeared during the past six or seven days the period of feasting was celebrated within the very letter of the law. All the poultry houses received heavy supplies every day but they quickly disappeared. Receipts of poultry are coming in freely but prices are holding their own.

Spring chickens, live	0 11
Hens, per lb. live	0 09
Turkeys, per lb., large, dressed	0 16 0 18
Spring duck, lb., live	0 10

Honey.—There is a fairly good demand for honey indicating a normal trade. The honey season is here to stay now and dealers are beginning to take advantage of that fact.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb.	0 07½

TRADE CHANGES.

Business Notes From One End of the Dominion to the Other.

Ontario—L. P. N. Brotherton has opened a grocery business at Savanne, Ont.

G. D. Gault, grocer, Ottawa, Ont., has retired.

David Rush, grocer, Wingham, Ont., deceased.

J. Skelton grocer, Toronto. Ont., has sold to W. L. Brown.

C. E. Phillips, grocer, Toronto, Ont., has sold to J. L. McKee.

Cath. Tierney, grocer, Toronto, Ont., is succeeded by E. Dean.

Mary E. Deacon, grocer, London, Ont., advertises business for sale.

T. P. Gilespie, grocer, Ottawa, Ont., is succeeded by And. Cochrane.

R. J. Johnston, general merchant, Gormley, Ont., is selling to C. H. Keys.

Quebec—Demand of assignment has been made on J. A. Sicotte, general merchant, Boucherville, Que.

Sylivo Turcotte, grocer, Quebec, Que., has assigned.

T. H. Charest, grocer, Mount Carmel, Que., has assigned.

J. H. Adams, grocer, Matapedia, Que., offers to compromise.

J. A. Bastein, grocer, Montreal, has filed contestation of demand for consignment.

The assets of J. A. Lapoint & Co., general merchants, Yamachiche, Que., are to be sold.

Morin & Goupille, general merchants, St. Helen de Chester, Que., have registered.

Maritime Provinces—E. A. Sloat, grocer, Perth, N. B., assigned.

Western Canada—George Bradley & Son, general merchants, Bowsman River, Man., have dissolved; the business to be continued by Bradley & Green.

W. W. McRae has opened a grocery at Moose Jaw, Sask.

A. Doran, grocer, Vancouver, B. C., sold to J. Edwards.

H. B. Scott & Co. have opened a general store at Alsask, Sask.

W. J. White, general store, Eyebrow, Sask., sold to A. W. Nairn.

H. Curran, general merchant Grand Forks, B. C., sold to J. MacDougall.

Harper & Weir have opened a general store at Killam, Alta.

Grant & Schneider, grocers, Chase, B. C., have dissolved.

Bruning & Co. have opened a general store at St. George, Sask.

John Gunn, grocer, Victoria, B. C., has sold to Sam Brooks.

David Findlay, grocer Vancouver, B. C., has sold to W. S. McKnzie.

Stewart & Co., grocers, Nelson, B. C., have dissolved C. D. Clark retiring.

J. W. Robson, grocer, New Westminster B. C., has sold to C. B. Deans.

Kelly, Hobbs & Co. are conducting a general store at Goodwater, Sask.

Steffes and Hittinger, general merchants, Morinville, Alta., have sold to E. H. Ward.

The Paterson Mercantile Co., grocers, Victoria, B. C., are incorporating successors to Thos. Redding.





Royal Yeast Cakes.



Most Perfect Made.

Sold and Used Everywhere.

With Royal Yeast on your shelves you have in stock the Standard Yeast of Canada. **You** know it and **your customers** know it, two good reasons why you should not experiment with unknown and unsaleable brands.

Order from your wholesale grocer.

A Pure Dry Hop Yeast.

E.W.GILLETT COMPANY LIMITED
WINNIPEG. TORONTO, ONT. MONTREAL.

ESTABLISHED 1852.

Highest Honors at all Expositions.

FOR THE CHILLY DAYS

Some of your customers no doubt have been led to think that Shredded Wheat is a "Summer food." Of course it is a Summer food—but it is just as wholesome, nourishing and strengthening in Winter—or in any other season.

Here's a hot dish full of warmth and strength, for a chilly day: Heat the Biscuit in the oven to restore crispness; pour hot milk over it, adding a little cream and a dash of salt. It is better for children or grown-ups than mushy porridges.

Shredded Wheat

is equally delicious in Fall and Winter with sliced bananas, stewed prunes, peaches or other fruits. Take a little time and tell your customers about it. It will please them and add to your profits.

"A FAIR DEAL FOR THE FAIR DEALER"

No Coaxing Required

It is easy to sell

Clark's Pork and Beans

and the other CLARK'S MEATS which are so well and favorably known. From coast to coast the already enormous demand is still increasing. Are you getting your share of this trade?

Your Jobber will supply you

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

CANADA: No better Country



MOTT'S No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver — Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

BISCUITS

from the Old Country

Some of the most popular Biscuits in Britain are made by

McVITIE & PRICE

Biscuit Manufacturers

EDINBURGH and LONDON

The thousands of new-comers to Canada will welcome the sight of their old favorite varieties in your shop.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:

RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

"Advance In Coffee

Alarms both Importer and Retailer—Demand Exceeds Supply—Prices Higher"—*Interstate Grocer.*

The above news item is interesting.
Do you realize, Mr Grocer, that your profits on

POSTUM

are equal, if not more, than on coffee?

And some Grocers feel better when they drink POSTUM.

"There's a Reason"

Attractive, easy-to-put-in Postum Window Displays help sales! Sent free by prepaid express upon request. Write for it!

POSTUM CEREAL CO., Ltd., Battle Creek, Mich.

Wheat Exports Still Remain Insignificant

Price is Too Low to Attract Canadian Farmers who are Holding Firmly to Their Stocks—Grain is Accumulating in the Western Elevators—Claim Canadian Wheat Superior to Russian and Other Grades—Ontario Wheat Prices Have Sagged, Resulting in Increased Deliveries—Heavy Demand for Rolled Oats and Mills are Busy.

There has been no appreciable change in the flour market during the past week. Prices remain as they were and the extent of business transacted is satisfactory. It has been asserted by some that flour is not likely to take another drop for a time for the reason that even now it is lower than the figures warranted by the ruling quotations for wheat. Millers state that at present they have no intention of changing the prices and there is no particular reason to believe otherwise.

According to one miller, keen competition was responsible to a certain extent for the recent declines and he claims that at the existing prices they are not getting enough to cover milling expenses and allow a half decent profit. Therefore in the event of a decline in the price of wheat there is not the same possibility of a lower price in flour, as the latter market is now ahead of what it should be. That is one opinion but it is by no means unanimous, and while it may be stated that there are no prominent signs of a movement in any direction one cannot depend on the wheat market, as it seems to prefer to make its changes unannounced. Ontario wheat is approaching the 80 cent mark and strange as it may seem the deliveries are more numerous than when the quotations were between 90 cents and one dollar. The conclusion is therefore that the farmer's waiting game is not always the best. When wheat is hovering around 90 cents the farmer sees visions of the dollar, but when it drops to 80 he fears a further decline to 75 cents and sells at the lower price, when but a short time previous he could have got from 90 to 95. This case has just been exemplified in Ontario, for winter wheat seems to have a tendency to sag to 80 cents and it is not far away from that mark now. But the farmer is no different from stock brokers and all other classes of men who when they get a good thing generally imagine that it is going to be better.

The demand for flour just now is brisk and bakers are giving it close attention. Canadian export trade has not yet reached an appreciable figure and the enquiries are for the most part not important. Russia and the Danubian districts continue to sell at lower figures than Canada, with the result that the British and foreign wheat markets are far from alluring to the Canadian grain grower, and consequently few consignments are leaving this country. So soon as reasonable prices are established again, the export trade of the Dominion will get into its stride.

At present it is a waiting game played by the grain growers for more tempting offers than those now prevailing. It is claimed that the majority of the grain grown in the European fields does not measure up to that now awaiting delivery in our upper lake storehouses. Some take the opposite view to the effect that our prices have to be reduced and there the matter stands with grain accumulating every day in the granaries throughout the west.

There is not much new in regard to rolled oats. Mills are working night and day with a heavy demand now felt. Oats have been a heavy crop. Market is normal.

MONTREAL.

Flour.—Export demand has been on the increase if anything, lately, and millers report good shipments during the past few days at firm prices. The firm state of the market has been helped greatly as well by the increase in local demand. Spot stocks are large at present, showing increases both over last week and over last year. It is thought that these will be materially reduced in the near future by several large shipments for export.

Winter wheat patents, bbl	5 45
Straight rollers, bb	5 25
Extra, bbl	5 25
Manitoba spring wheat patents, bbl	5 80
" strong bakers, bbl	5 30

Rolled Oats.—Since the recent decline in bolted cornmeal there has been no further change in this market. Prices are firmer than last week, however, and there seems to be little immediate prospect of any weakening.

There has been a fair demand for export with some local trade. The figures are somewhat less than last year's nevertheless.

Fine oatmeal, bags	2 45
Standard oatmeal, bags	2 45
Granulated " "	2 45
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 20
" barrels	4 65

TORONTO.

Flour.—Local mills are busy with flour in good demand. Deliveries are coming in freely and the market has a satisfactory tone. Prices are steady and millers assert that they do not anticipate any changes in the immediate future.

Manitoba Wheat.		
1st Patent, in car lots		5 70
2nd Patent, in car lots		5 20
Strong bakers, in car lots		5 00
Feed flour, in car lots	3 10	3 30
Winter Wheat.		
Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 20

Rolled Oats.—A good demand for rolled oats is giving the millers plenty of work. Just now it seems to be a steady trade with the demand increasing every day. Prices remain unchanged from a week ago.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Rolled wheat, small lots, 100 lb. brls	2 85
" " 25 brls. to car lots	2 75
Standard and granulated oatmeal, 98 lb. sacks	2 47



There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day.

The
MOONEY BISCUIT & CANDY CO., LTD.
Stratford and Winnipeg



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St E., Toronto



Grocers
Confectioners
and
Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

Delicious Y&S Licorice Pepsin Gum

Soft Mints, 5c. boxes | M.&R. Wafers 5c. bags
Acme Pellets, 5-lb, tins | Lozenges, etc.

Write for price lists and illustrated catalogue

Send To-day

AGENTS
ONTARIO, R. S. McIndoe, 54 Wellington St-E., Toronto
PROVINCE OF QUEBEC and MARITIME PROVINCES, W- H Dunn, 394 St. Paul St., MONTREAL
MANITOBA and SASKATCHEWAN, O. F. Lightcap' 214 Princess St., Winnipeg
BRITISH COLUMBIA, Shallcross, Macaulay & Co.,Vancouver
PROVINCE OF ALBERTA, Tees & Persse Calgary and Edmonton

By Royal  Letters Patent

NELSON'S
POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.



Tell this to the WOMEN

By using Minute Tapioca a first-class, delicious dessert can be produced in fifteen minutes.

Minute Tapioca does not require soaking—ready for instant use right from the package. One package of

MINUTE TAPIOCA

makes six full quarts of a pudding that is unusually delicious in taste and appetizing in appearance. MINUTE TAPIOCA is absolutely pure and is put up in the largest and most sanitary tapioca factory in the world.

Ask your jobber for MINUTE TAPIOCA

Minute Tapioca Co., Orange, Mass.

MAKING MORE MONEY!

THE GROCER who is handling a full line of

"White Lily" Brand Biscuits



is on the road to greater profit in his business.

HAVELOCK LUNCH BISCUITS have proved a popular favorite to retail at 15c a pound. They are made of the purest ingredients only, and are mixed and baked in a modern, sanitary factory.

'Sogginess' is unknown with 'WHITE LILY' BRAND BISCUITS. They reach you in as crisp and fresh condition as they leave our ovens.

We also recommend WHITE LILY Cream Sodas — Marshmallow Jam Jams and People's Fancy Mixed.

Write for prices

J. A. Marven, Limited
MONCTON, N.B.

And this, Brother Grocer, is the only way to make money in selling flour—

THERE are just *two* ways of making money in retailing, viz.:

Small profits on big sales,
Big profits on small sales.

In selling Specialties, you seek the *Immediate* Profit, since your sales are inevitably *limited.*

In selling Staples, you must above all else consider the TURNOVER —the small profit oft repeated, *compounded,* so to speak.

Now, flour is the *king of staples,* consumed by every Canadian in a thousand forms of bread and pastry.

Your expansion of flour sales is limited only by *one* consideration:

Population, *actual* population and *potential* population.

Unfortunately, Brother Grocer, the profit on any *one* bag of flour is uncomfortably small.

It doesn't pay to sell *one* bag of flour—you must keep on selling until you have sold very many.

You must, while securing To-day's profit, not overlook To-morrow's good-will; a brand which gives one without the other is worthless, more than worthless, since it weakens your asset of public confidence.

Every customer dissatisfied is an irreparable loss, a vital stab in your pocketbook, more or less disastrous according to the number of customers you *think* you can lose without yelling for help.

Be it noted, however, that a disappointed client usually influences in favor of your competitor another *prospective* customer who *might* have been yours had you not lost his trade by antagonizing his friend.

So, you see, your competitor gets *two* new customers, and *your* turnover is reduced not only in *actual* trade, but *possible* trade.

Yet, Brother Grocer, all your flour profits must come from a Big Turnover.

If *you* can see it this way—and we defy any open-minded dealer to see it otherwise—you will without delay begin selling FIVE ROSES.

FIVE ROSES binds your present custom to you with the *unbreakable* ribs of Uniform Satisfaction.

FIVE ROSES influences towards you all the friends of pleased patrons.

FIVE ROSES helps a lot to get and *hold* the other fellow's discontented.

FIVE ROSES positively will increase *your* turnover, this we guarantee.

Since there is *no* other way to make money in flour sales, Brother Grocer—

Sell FIVE ROSES *now.*

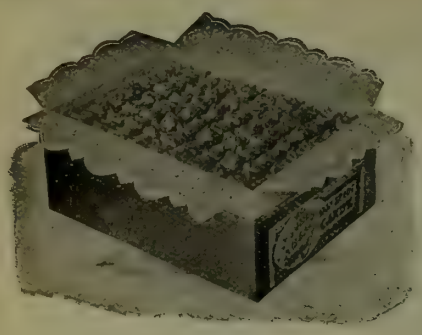
LAKE OF THE WOODS MILLING COMPANY, LIMITED

MONTREAL

LAKE OF THE WOODS MILLING COMPANY KEEWATIN TRADE MARK REGISTERED

FIVE ROSES FLOUR

Yours for a Bigger Turnover.



Mr. Merchant

You should embrace this opportunity.

Just stop and think.

If anyone has something that he says will help you to boost your sales, or beat a competitor, or make more customers, if he offers you something to make you better off than you are now, the shrewd business man's plan is to find out about it.

We offer you Chocolate **"Bordo,"** the Chocolate with the flavor that is different to all others. **Mr. Dealer,** you simply cannot afford to sit tight and try to sell your customers the ordinary kind of Chocolate when we offer you the greatest Chocolate ever produced---**bar none.**

Find out about it---you cannot afford to overlook this. **"Bordo"** wasn't born twins, nor has it any near relatives. Naturally imitators are always sounding the old familiar **"Just as good,"** others, **"Just the same,"** but **"Bordo"** success has never been equalled.

Whether you are a Confectioner, General Merchant, Grocer or Druggist, it will pay you to know what we can offer you. **Find out.**

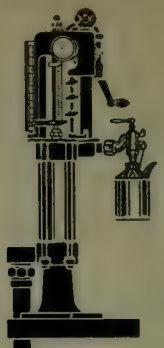
Don't wait, you'll forget it.

Request samples and particulars at once.

The Montreal Biscuit Co.

MONTREAL

"We Originate — Not Imitate."



A BOWSER

SELF-MEASURING OIL TANK

looks after the profit-end of your kerosene and gasolene business. You realize that it is on the last few gallons of the barrel that your profits come in. Do you know that these few gallons are often lost through leakage, open faucets, etc., and especially through evaporation when the oil is sold from the original barrel? Bowser tanks enable you to check every pint of oil sold against every pint bought—gives you all the profit there is in the oil.

With a "Bowser," all you have to do is to hang the can on the nozzle and turn the crank to get accurate gallons, quarts or pints of oil. No measures, no funnels, no smell. Clean hands, clean goods, clean floors. Quick-acting, space-saving and fire-proof. Send for description of our variety of outfits to suit all requirements. Just ask for Booklet No. 5.

S. F. BOWSER & CO., Limited
66-68 Fraser Ave. : : TORONTO

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal
Nova Scotia: E. E. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

KEEP POSTED ON SUGAR

Having been identified with Sugar for the past thirty years, and being in constant touch with all sections of this country and foreign markets, we are in the best possible position to keep you posted by mail and wire of any actual or contemplated changes and general gossip of the markets. Some of the largest concerns are subscribers, and we should like to place our proposition before you. For further information write

SMITH & SCHIPPER, Co. 138 Front Street, NEW YORK

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

MAPLE SYRUP!

Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

CHRISTIE

A plain business talk to our partners, the Grocers of Canada, about stable profits

Have you ever figured out the source of *the only profit worth while* in the grocery business? Take your pencil and do it right now.

Transient business does *not* amount to much.

Your few score or few hundred dependable customers—*mainly your particular buyers*—make up your *paying* trade.

They are *precisely* the customers who make your good will a *valuable asset.*

These customers *insist* on the best groceries—inferior goods will not satisfy them.

If they want biscuits they *demand*

CHRISTIE BISCUITS

because it's a matter of common knowledge that Christie Biscuits are *"The Purest of all Pure Foods."*

Now, isn't it as plain as day that the manufacturer of high-grade groceries is your best friend? His reputation works for you day after day—keeps on working for you even on Sundays and holidays.

HIGH STANDARD GOODS ARE THE ONLY SOURCE OF STABLE PROFITS IN THE GROCERY BUSINESS.

The superiority of Christie Biscuits *is* conceded—has never been seriously questioned.

You know that, your customers know it—more of them will know it. Whether your best customer wants soda biscuits, sweet or fancy biscuits, she invariably asks for *Christie's.*

The name is a guarantee of biscuit purity and perfection. And the fact remains that

"Christie Biscuits sell more than Biscuits."

CHRISTIE, BROWN & CO., LIMITED

BISCUITS

APPLES

If you want a car of Winter Apples for storing drop us a line for quotations.

Grape Fruit and Oranges

The Grape Fruit is very fine this year.

Canadian Grapes

arriving in large quantities. Late

Peaches and Pears

Cranberries, Sweet Potatoes.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Extra Fancy

TRACUZZI, Packer

St. Nicholas and Home Guard Puck

J. J. McCABE, Toronto
AGENT

Extra Choice

New Florida Fruit Now Ready for the Market

Grapefruit Quoted at a High Figure and New Crop Oranges to be Received Shortly—Smaller Fruits are Becoming Scarcer, With Plums all but Done, and the Bulk of Peaches are Gone—Cranberries are Easier and Prospects Point to a Good Demand—Sweet Potatoes are Moving Steadily and Market as a Whole is Rather Satisfactory.

One of the features of the fruit market this week is the arrival of new Florida oranges and grapefruit, both of which will be coming freely in a short time. Oranges have only been sent along practically as samples, but they are ready for shipping and the market will soon feel their presence. Grapefruit from Florida have already arrived and are being sold on some of the markets.

The smaller fruits are passing. Plums are nearly all done and what few are left are bringing a high price. Pears are becoming scarcer and the peach market has seen better days. Grapes are receiving freely and are moving out at a fair price. It is expected that they will be fairly plentiful for Thanksgiving week. In fact the supply of fruit for that occasion should be sufficient.

Cranberries are a little easier and the whole market possesses a steady tone. Apples are a sort of a puzzle. Prices are already at a pretty high figure and it is expected that they will go much higher when conditions become settled and the dealers find out where they are at.

MONTREAL.

Green Fruits.—As yet the apple situation is too unsettled to arrive at any very definite conclusions as to the final price level. Apparently, from what sales have taken place so far, the market will likely be higher for winter grades than last year. Already as high as $5.25 per bbl. has been paid first hand for Spies, and Greenings are on a $4.50 basis.

Wild grapes are on the market in fair quantity, and are selling from 3 to 5c per lb. Preserving tomatoes are going very well at 50c a basket. Generally speaking the market is fairly active, and has been so for the past week. Cranberries are coming in freely and the price has sagged to $7. Pineapples are also easier.

Apples, bbl.	4 00	6 00	Lemons	4 25	5 00
Bananas crated, bunch	2 00	2 25	Oranges— California, late		
Cranberries, bbl.	7 50	8 00	Valencias	4 00	5 00
Cocoanuts, bags.		4 25	Pineapples—		
Grapes, Delaware crates	2 00	2 25	Floridas, case		5 00
Wild grapes, lb.	0 03	0 05	Plums, crate	2 00	2 25
Limes, per box		1 25	Plums, Quebec	0 45	0 50
Cali. Malagas		2 00	Peaches	0 75	1 00
			Pears, bbl.	7 00	10 00

Vegetables.—The vegetable market has been rather quiet during the past week. Still there have been one or two lines to hold their fair share of attention. Sweet potatoes are selling briskly and are hefd at firm prices.

Beans are also in good demand at former quotations. Reports seem to indicate that there will be none too many for this season's consumption. Arrivals from the country are numerous. All lines seem to have their fair share.

Beans, green, basket	0 75	1 00	Onions— Spanish, cases		2 50
Beans, wax	0 40	0 50	Potatoes, bag	0 50	0 90
Beets, bag	0 75	0 90	Sweet potatoes, basket		1 50
Carrots, bag	0 75	0 90	" " bbl.		4 00
Cabbage, new, dz	0 40	0 50	Parsley, doze	0 15	0 20
Celery, doz.	0 75	0 90	Parsnips, new, bag	0 75	0 90
Cauliflowers, Montreal	1 00	1 50	Radishes, dozen bunches	0 20	0 30
Corn, doz.	0 08	0 15	Rhubarb, doz	0 25	0 30
Cucumbers, bkt.		0 50	Spinach, bbl		3 50
Garlic, 2 bunches		0 25	Tomatoes, box	1 00	1 50
Green Peppers, basket		0 75	Preserving tomatoes, bkt.		0 50
Leeks, doz		1 50	Turnips, new, bag	0 75	0 90
Lettuce— Montreal, doz.	0 40	0 60			
Boston	1 00	1 25			

TORONTO.

Green Fruits.—The local fruit market's days as far as the present year is concerned are numbered. The season is fast drawing to a close and it will not be long now until the different companies are back to their winter quarters. The small fruits are still offered, that is what is left of them, but the heavy business is over. Crawford and Elberta peaches are practically done, although peaches seem to be of good quality. Pears are still going out and are bringing a good price. There has been a good supply of grapes and prices have been reasonable. The growers have been told that they have marketed their grapes too soon, and should have waited until the bulk of the peach crop had been sold before delivering grapes to a large extent. Apples are scarce, dear and in good demand. Everywhere high prices are already prevailing.

On Monday of this week a car of Spitzenbergs and other varieties was received from California by one of the local houses. They were packed in boxes and were particularly good eating apples. Before the day was over the entire car load had been disposed of. They brought from $2 to $2.50 a box.

Cranberries are a little cheaper this week and are not only selling in barrels, but also in boxes, the figure in the latter case being $3. Malaga grapes are arriving now and also Tokays. Plums have practically bade a last farewell for the season, and as the smaller fruits become scarcer, more attention is paid oranges and the rest of the old guard. A sample box of Florida oranges, the first of the new crop, arrived in the city this week for one of the fruit brokers. While the outer skin was green as the fruit was ripe inside. this being a peculiarity of this orange.

It will not be long now until the fruit is received here in regular shipments. Florida grapefruit are being sold on the market this week and are fine looking stock. There is a good demand for them. The lemon market is firm with not much change since last week. Cantaloupes are still offered and there is a slight demand for them.

Apples, bbl	3 00	4 00
Apples, Canadian, basket	0 30	0 45
Apples, St. Lawrence, basket	0 50	0 65
Bananas	1 50	2 00
Cantaloupes, Canadian—		
Crate		0 50
Basket		0 40
Rocky Ford, basket		0 40
Cocoanuts, sack	4 00	4 50
Cranberries, bbl		8 00
Cranberries, case		3 00
Grapes, case		2 25
" Canadian, basket	0 17½	0 25
Malaga, bbl	6 00	8 00
Grape Fruit—		
California		3 00
Florida, per case		6 00
Egg Plant, 11qt. basket		25
Lemons—		
Verdelli		5 00
Limes, box		1 25
Oranges—		
Valencia	4 50	5 00
Peaches—		
Yellow, bkts	0 60	0 75
Yellow Lens cover	0 75	1 15
Pears, Canadian basket	0 30	0 75
Pears, Bartletts basket	0 50	1 00
Pineapples, case		4 00
Plums, bask	0 75	0 90
Quince, basket	0 50	0 75

Vegetables.—A steady trade in vegetables is passing. Tomatoes are still coming in rather freely, but the price has become much firmer. In some parts of the country potatoes are spoken of as a poor crop, but nothing serious has yet been announced in this regard. Onions are becoming more and more important and now occupy an important place on the market. There is steady demand for the smaller vegetables.

Canadian beet, bag		0 75
Beans, wax, per 11-qt. basket	0 15	0 25
Cabbage, case—		
Canadian	0 50	1 50
Carrots, Canadian, bag		0 60
Cauliflower, dz		0 75
Celery, dozen		0 40
Cucumbers, bas	0 20	0 25
Egg plant, 11-qt. basket		0 25
Gherkins	1 00	1 25
Lettuce, Canadian, head	0 25	0 30
Onions—		
Spanish, large	2 25	2 65
Spanish, ½-cases		1 50
Ontario		1 00
Domestic		0 40
Potatoes, Ontario, new, bag	0 75	0 80
Sweet, bbl		3 50
Parsley, per doz bunches	0 25	0 30
Radishes, doz		0 25
Red pepper		0 10
Green peppers, 11-qt. basket		0 35
Tomatoes, Can., basket 11 qt	0 30	0 40
New turnips, per 11-qt. basket		0 5

Peaches go to Great Britain in Good Condition

An important feature of the Niagara peach season this year has been the successful shipping of peaches to England. Great care was taken in their packing. They were put in shallow boxes and packed in wood wool, made from the ashen willow. The fruit and cars were precooled before loading. Altogether the quantity of peaches shipped was considerable, but the success of the efforts indicate the possibilities of this English trade.

It is reported that a number of Hamilton men are to form a company with a capital of $100,000 to handle peaches, grapes and apples for export. Arrangements are being made with a large concern in England to handle this fruit on a special commission. Only the choicest fruits are selected and shipped. Should this come to pass the tendency will be to higher prices.

FISH FOR FALL TRADE

Haddies, Bloaters, Kippers, Ciscoes, Fresh Halibut, Trout

Labrador Herrings, Bbls. and ½ Bbls. Trout, in ½ Bbls., and a full line of package Codfish. Our stock is all fresh and new, none old or carried over. Prices at bed rock. Order your wants from us.

WHITE & CO., Limited
TORONTO

MAIL ORDERS SOLICITED.

FRESH ARRIVALS

THIS WEEK

Fancy Cape Cod Cranberries
in barrels.

Fancy Sweet Potatoes
in barrels.

ARAM HAMPERZUM
Celebrated Camel Brand Fancy Layer Figs.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

"Monogram"
Brand
DATES
Fards

About 12 lb. boxes—9 per case.

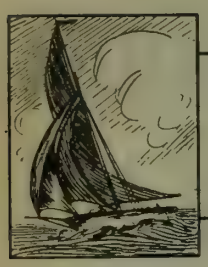
WM. HILLS, Jr.
IMPORTER, - - NEW YORK

¶ Dates are the product of the Palm Tree which grows to a height of from 60 to 80 feet and are a fruit-food, pleasant and healthy, The fruit forms a staple article of food in its native country and is growing in favor here. It is as varied in color, size and quality as are our apples, and responds as quickly to care and cultivation. Our Brands are selected with care from the best gardens. Ask for them and see that your wholesale does not want to substitute others Your customers will come back for our packs.

"Camel"
Brand
DATES
Persian

Cartons—30 per case.
Neatly and attractively packed.

W. B. STRINGER
SALES AGENT, - - TORONTO



Fish - Oysters



Continued Scarcity in Many Varieties of Fish

Conditions on Eastern Coast Have Not Permitted Fishing to Any Extent—Haddock and Halibut are Scarce and Should Situation be Long Drawn Out Higher Prices May be Looked for—Some Fairly Good Hauls of Mackerel Received This Week —Interior Markets Feel the Effects of Short Supplies—Oyster Season Improving.

Equinoctial gales and dog fish are again the causes of great scarcity in all lines of ground fish. Haddock and halibut are hard to obtain in any quantity. On the other hand, lake fish are coming in freely.

Reports of frozen Pacific coast fish are that the crop will be a little better than last year, and that the prices will probably be slightly easier, principally, however, for large contracts. This is important, in view of the eagerness of European buyers to place orders for frozen salmon now, and this new factor will be a decided aid in maintaining the present market level.

Cod fishing has improved in some localities, and the market is a little relieved of the recent anxiety. Moreover, news comes that Newfoundland intends to ship a couple of cargoes, which will be sufficient to fill all the requirements of this market.

Pickled salmon and lake trout are reported scarce.

QUEBEC.

Montreal, Oct. 13.—Local dealers say that the present market shows the most decided scarcity of ground fish (fresh) of all kinds, that has been the case since the present bad run has been in progress. The causes are the same as previously stated in these columns—dogfish ravages and heavy storms on the coast.

Haddock show particular scarcity, with halibut a close second. All fresh sea fish are firm, most of them being higher. With the fairly brisk demand evinced it looks as if higher prices would be the order of the day in the near future.

FRESH

Pike	0 08	Fresh Lab'dor. salmon	0 16
Perch	0 07	Whitefish	0 11
Steak cod	0 05 0 06	Mullets	0 08
B.C. salmon	0 13	Haddock	0 06
Market cod	0 05	Halibut	0 10
Sturgeon	0 13	Bullheads	0 09
Lake trout	0 10	Carp	0 08
Blue fish	0 15 0 18	Dore	0 11
Sea trout	0 13	Mackerel, lb.	0 12½
Sea bass	0 15	Swordfish	0 11

FROZEN

Codfish	0 04½	Pike	0 07
Dore, winter caught, per lb	0 09	Salmon, B.C., red,	0 09
Haddock	0 04½	Gaspe salmon, per lb	0 16
Halibut, per lb.	0 09	Smelts, 10 lb. boxes	0 07½
Herring, per 100	1 70	Whitefish, large, lb	0 09
Market cod	0 04	Whitefish, small	0 07
Steak cod	0 05		
Mackerel	0 12½		

SALTED AND PICKLED

Green cod, No. 1, bbl.	7 00 7 50	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" " ½ bbl	3 00	" " pink, bbl	12 00
Labrador sea trout, bbls	10 00	" Labrador, bbl	16 50
Labrador sea trout, half bbls	5 75	" " ½ bbls	8 50
No. 1 mackerel, pail	2 00	" " trcs., 300 lb.	22 00
½ bbls	9 50	Salt eels, per lb.	0 6½
No. 1 pollock, 1	5 00	Salt sardines, 20 lb. pls	
Scotia herrings, bbl	5 00	Scotch herring	6 50
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 20
Haddies	0 08
Boneless haddies	0 09
Herring, new smoked, per box	0 15
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 50

SHELL FISH

Shell oysters, bbl., choice	12 00
Shell Oysters	9 00
Lobsters, live, per lb	0 30
ters, choice, bulk, Imp. gal	1 40
Selects, Imp. gal	1 65 2 00
bulk, selects	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per lb	0 15
Skinless cod, 100 lb. case	5 50
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium bundles	5 50
Dried haddock, medium, bundle	5 50

NEW BRUNSWICK.

St. John, Oct. 13.—The past week brought no relief in the situation as regards the scarcity of fresh fish. The past three weeks have been particularly hard on fish dealers here, as the fishermen from whom they have been receiving their supply have forsaken the usual lines and have been giving nearly all their attention to gathering in sardines, which have been abundant. This has been more profitable for the fishermen, but it has kept the local market bare. Dogfish continue to make great inroads on the store of cod and haddock, and the fishermen are much alarmed at the trouble they are causing.

A new turn was given to the strike inaugurated by the sardine fishermen last week, when the fishermen from down the bay agreed to sell their catches to the canneries for $6 per hogshead. In view of this the local men have also decided to sell at the same price, so that the canneries have scored a victory.

BRITISH COLUMBIA.

Vancouver, October 13.—One boat came in with 170,000 pounds of halibut at the beginning of the week, and it will be some time before the next cargo arrives. The fishing companies report that it is harder to get halibut, and that this condition is noticeable more all the time. Prices have not changed yet, though they will doubtless go up shortly. With halibut scarcer in winter, the query has been made if halibut go into deeper water at this season of the year, or change their habitation. Certainly they are not so plentiful. It may be, however, that the fish are being thinned out. This feature is the more probable for time was when halibut was caught in the gulf of Georgia, and that only since Vancouver became a city.

Fish shippers here are interested in the report from South Africa that there is a market open there for fresh frozen fish. While there is fish here for export, the absence of any cold storage boats operating between this coast and that part of the world prevents the dealer here taking advantage of the condition that is reported to exist there.

ONTARIO.

Toronto, October 13.—An annoying feature in regard to the fish market is the continued scarcity of supplies in most lines. Both lake and ocean storms have affected the fishing activities and stocks are limited. There is a good demand just now with improved business in cod, haddock, fillets and haddie. Oysters are not as plentiful as they might be and the price of standards has taken a little soar.

FRESH CAUGHT FISH

Halibut	0 09 0 10	Herring	0 06
Salmon trout	0 12	Yellow pickerel	0 11
White fish	0 12 0 13	Steak cod	0 08
White fish, pan frozen	0 10	Perch	0 07
		Haddock	0 07

FROZEN LAKE FISH

Pike	0 07	Gold eyes	0 06

OCEAN FISH (FROZEN)

Herring, per 100 ..... 2 00

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Herring (Labs.) half-barrels	3 25
Acadia, 2-lb. boxes, pr. crate	2 40	Haddie, Finnan	0 08
Boneless Digbys, box	1 00	Halifax, 1-lb. bxs., pr. crate	3 12
Codfish, Bluenose, "	1 40	Oysters, extra selects, gal	2 25
Cod steak, per lb	0 07	Oysters, selects, gal	1 85
Cod, Imperial, per lb	0 05	Oysters, standard, gal	1 65
Fillets, per lb	0 12	Quail on toast, per lb	0 06

NOVA SCOTIA.

Halifax, N.S., October 13.—Mackerel struck in along the western coast of Nova Scotia this week and some good hauls were made. The appearance of these fish on the coast at the present time caused activity in fishing circles, as there is now a scarcity.

There was keen demand among the buyers for the fish, and the fishermen practically got there own prices.

Mackerel are very scarce on the Boston market, and over two hundred barrels were iced and shipped fresh. Only small quantities of the fish came on the local market. Those that did were retailed at 25 cents each.

The receipts of the other fresh fish were limited during the past week. Bait is scarce and the weather has been un-

OCEAN BRAND FISH

We Handle Only the BEST

Kipper Bloaters Finnan Haddies

Our line of Large, Fat, July Salt Herring are put up in the most careful and sanitary way we have been able to devise. We are using a Specially Made Iron-hoop Barrel, guaranteed not to leak.

Ask your wholesale house for these lines or WRITE US DIRECT.

The Halifax Cold Storage Co., Limited

45 William Street ***(Selling Branch)*** ***MONTREAL***

You can do this—try it!

TOWARDS closing time on Thursday evening, October 6, one of Belleville's most prominent grocers received a shipment of Coast Sealed Oysters. While his clerk was transferring the oysters from the refrigerated container to the Coast Sealed Display Cabinet he commenced to make the telephone wires hum telling his best customers about those newly-arrived, delicious Coast-Sealed Oysters.

He was a little late getting home that night; but before going he had the satisfaction of knowing that nearly half his oyster stock was already sold.

That's the way to move oysters—don't wait for people to come in—hustle some and you will get them coming.

And Remember This—The sustained good quality of Coast-Sealed Oysters will increase the oyster business of any merchant who handles them. They are sealed at the coast, shipped in properly refrigerated carriers, and reach you just as fresh and delicious as when they were first drawn from the ocean bed.

Write us for particulars as to our proposition—it will pay you.

CONNECTICUT OYSTER COMPANY,

88 Colborne Street, Toronto, Ont. **Head Office, Milford, Conn.**

favorable for off-shore fishing. It is probable that the revolution in Portugal will, for a time, disturb the foreign fish market. At present there are two Halifax schooners at Oporto discharging cargoes. The prices of all dry and pickled fish are firm. The current price for Labrador codfish at Newfoundland this week was $3.50 per quintal. Some of the buyers, however, paid as high as $3.70 per quintal for the best made fish. This is the highest price paid this season for Labrador fish.

On the local market prices remain firm and unchanged. Some herring are striking in at coast points, and the idications are that there will be a fairly good run.

Have Fish Department Separated from Grocery

System R. Barron, Ltd., Toronto, Have in Use—Make Special Feature of Cleanliness—Interior of Sales-Room in White—Customers' Demands Anticipated and There is no Over-Stocking.

Toronto, Oct. 13—The grocer contemplating a fish department for his store can draw a certain hope for success from the fact that so many fellow grocers have made a success of this part of their business. The fact is that the grocer possesses certain advantages over others who handle fish because his store is the headquarters for so many household goods for which the women of the district must visit and visit it frequently.

Therefore, to begin with he has a following of customers who are often in his store and everything else being satisfactory he should be able to build up his fish department.

Have a Separate Department.

A number of grocers who have been successful with this feature of their bussiness have rooms entirely separate from the rest of their grocery stores. The principal reason for this is they claim if in proximity to many articles of food the fish will transmit a flavor that is not relished by consumers. Moreover, they say that the fish department can be made more attractive by devoting a special room to it as the fish can be displayed to better advantage. From every standpoint they say it is the proper plan.

This policy is well illustrated in the grocery store of R. Barron, Ltd., Yonge Street. Their fish business has grown to a large extent and the neatness and cleanliness of the department and of the method of handling fish, etc., is in itself a striking appeal to the customer who always approves of the utmost care in the handling of food stuffs.

A White Interior.

The sales room is entirely of white, the walls being of white tile, the window flooring of white marble and the whole presents the appearance of wholesomeness and unscrupulousness in the attention it receives. Along the walls are glass cases in which poultry is displayed and in the centre of the room is a marble-top table on which fish of practically all seasonable varieties are shown.

Whitefish, salmon trout, haddock, halibut, cod, haddie fillets and others are there. Only a few fresh fish were displayed while the rest were kept on ice in large boxes or tanks especially made for this purpose.

In the case of fresh fish the aim should be to know the demand that will be made on the department in order that the fish will be disposed of practically as soon as it is received. By selling it when it is fresh and before it has been long on ice, customers will develop a faith in the department which is one of the essentials to building up a fish trade. In summer extra precautions are necessary to safeguard the quality of the fish and it might be remarked that the white effect secured in Barron's department together with the tile and marble suggest a coolness which helps.

Anticipate The Demand.

By knowing the extent of the demand of fresh fish there is no holding over of stocks that are liable to deteriorate in warm weather if held too long. A hand to mouth business is preferable during that time.

Barron's fish department has grown to such an extent that they handle not only the ordinary fish that is asked for but practically all the delicacies in this line that are demanded by people who can well afford them. While the amount of fish they handle reaches a big figure still their summer trade in fresh fish is based on the same lines as those mentioned. They are enabled to keep in close touch with the demand upon the department, and this enables them to keep their stock fresh.

THE MACHINE SEWN BAG.

Machine sewn bags are coming into such universal use for all articles sold in large quantities, such as flour, salt, sugar, rice, etc., that the trade should by this time appreciate and impress upon their customers the advantages of these packages. They make a neat package, are economical for the manufacturers, thereby tending to reduce the cost of the article to the consumer, and as they are in almost every instance put up by large and responsible firms, full weight is guaranteed and the contents cannot be tampered with or exchanged for goods of an inferior and cheaper grade, because if a bag is opened after leaving the factory, it can be detected at once. The consumer, by following out the very simple instructions, can open the bag in an instant, as it simply requires the cutting of the chain at the side of the bag and pulling out the single thread. Should the wrong end be cut, it is only a moment's work to cut the other end and pull out the thread. If the end of the thread after being cut, comes out on the side of the double thead, it is only necessary to pull it through the bag with the point of the knife, when it will come out instantly. Once the simple knack of opening the bag is acquired, a machine sewn bag can be opened in a fraction of the time required to open a hand sewn bag, and the machine sewn bag will be found to be in a much better condtition and more salable than the handsewn bag.

TRADE NOTES.

Reamsbottom & Edwards, of Giroux Lake, Ont., near Cobalt, are opening a branch at Kelso, Mileage 222, where they will conduct a general store.

Jas. Forsythe, general merchant, Cochrane, Ont., who was burned out in the recent fire in that town, expects to occupy his new premises this week. The store is built about four doors north of his old stand, he having disposed of his former property to Chamandy Bros. for $1,200.

Hugh B. Hales has purchased the grocery business on St. Clair St., Chatham, Ont., formerly owned by H. Chiffin, who has gone into farming.

Thos. J. Primeau, formerly of J. W. Primeau, Chatham, Ont., has built a store on Taylor Ave., where he has opened out a stock of groceries.

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Fish and Oysters

Haddies
Kippers
Bloaters

FRESH FISH

It pays you best to deal with the largest Fish and Oyster Warehouse in Canada because you always have a larger choice of stock and you receive the benefit of our many years' experience in buying and handling Fish and Oysters.

The completion of our new cold storage warehouse places us in a better position than ever to look after your interests.

Use our 5 Long Distance Telephones or write for Price List.

Boneless
Prepared
Dried
FISH

Bulk and Shell
OYSTERS
Malpeques
"Sealshipt"

P. O. Box 639
Leonard Bros.
20-26 Youville Square : Montreal
Also St. John, Grand River, Gaspe.







THE MOST POWERFUL LEVER

to move the whole family trade round your way is the

BRUNSWICK BRAND SEA FOODS

For fourteen years this brand has held the premier position for quality, and you had better be out of business than handle other than **Quality Goods.**

CONNORS BROS., Limited, Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Levitt, Yarmouth, N. S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Hubbard, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

The Catalogue Sharks Known to Davison Grocers

Lansing, Mich., Oct. 6.—The Michigan Retail Grocers and Merchants' Association is contemplating a credit rating system for all the grocers in the state, which will probably be completed at the present session. In discussing the matter State Secretary J. C. Percival foreshadowed the liklihood of some such step. He added, with reference to present conditions :

"Each city has its own system of credit rating. Some of the 60 members of our association have none at all, and others have a very good one. Lansing, for example, has a system, but it is unlike all the rest. The little town of Davison, near Flint, has about the best system of any place that I have yet heard from. They keep in close touch with the catalogue 'sharks' over that way, and if you see a man's name on their list with the letter 'C' after it and ask what that means they will tell you that the man cannot get any credit in town for the reason that he is a 'catalogue shark,' and sends all his ready cash away to some outside concern, and then, when he is broke, will go to the local retailer and ask for credit."

J. Redmond, Chatham, Ont., has purchased the grocery business lately owned by J. W. Wilson on Grand Ave. near the works of the Chatham Wagon Co.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The handlers of "Codou" macaroni will learn with pleasure that the addition to the factories of the manufacturers has been completed, and they will now be able to ship all that is required promptly. This firm has earned a splendid reputation for the quality of their goods, and their business has grown by leaps and bounds. They claim that it pays, however, to make first class goods much better than to make low grades. The outlook on macaroni products is for distinctly higher prices, owing to the great shortage of wheat suitable for the purpose.

The St. Croix Soap Manufacturing Co., St. Stephen, N. B., recently received a photograph from the northern wilds of Ontario, of a log cabin. This in itself is nothing out of the ordinary, but on the front gable end of the cabin is to be seen a large Surprise Soap poster. This cabin is situated at a trading post 200 miles north of the C. P. R. track in New Ontario, on Heathcote Lake near the transcontinental line. It may or may not be that their advertising man displayed poor judgment in trying to interest the wild animals of the north in soap. No doubt, hereafter they should be clean, even if they are not heavy users of this article. At any rate, it all goes to show what modern manufacturers are doing to extend the sales of their products.

E. R. Fuller & Co., pop-corn specialists, Windsor, Ont., wish to advise the trade that they will not be able to fill orders for holiday lines mentioned in their advertisement unless booked prior to, or between, Nov. 1 and Nov. 15. Jobbers should, therefore, anticipate their wants at once.

TRADE NOTES.

The McEown block, Saskatoon, Sask., in which is located Cave Bros., grocers, has recently been undergoing improvements. When completed Cave Bros. will have additional floor space, and will instal a meat market.

A retail grocer of Bracebridge, Ont., writes that the potato is likely to prove troublesome this year on account of rot. He advises dealers to be careful in stocking their winter's supply .

The B. Rothschild's Stores Co., Cochrane, Ont., are rising from the ashes of the recent fire and when completed, the store will be one of the handsomest and best equipped in New Ontario. They have already erected, in the rear, a large warehouse which is being utilized as a post office in the meantime.

Even if the statement that is now going the rounds, to the effect that only one oyster egg out of 50,000,000 survives to maturity be true, still the oyster has managed to come regularly to market.

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor, and because there is an absolute guarantee of purity of contents given with each tin.

Each tin is provided with a spare lid for use after the tin has been opened.

"CONCORD" SARDINES will more than please your better class customers, and will prove a remunerative line to handle.

CCC
Norwegian Canned Goods

LIST OF AGENTS:
R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.

Free Trade—Free Fish

It is coming—We are prepared already to face the situation—Our stock is now most complete and well assorted.

OYSTERS, either in Bulk or Shell, SMOKED FISH, NIOBE BRAND HADDIES, BLOATERS, Domestic and Imported SCOTCH KIPPERS, PICKLED FISH, SALMON, TROUT, HERRINGS, MACKEREL, CANNED FISH, LOBSTERS, SARDINES, ANCHOVIES and all kinds of Fresh or Dried Fish.

D. HATTON COMPANY,
MONTREAL



Reach Out For The Sealshipt Oyster System



because it guarantees you a bigger oyster business at bigger profits than you ever had, made certain by our wonderful selling helps and price-protecting arrangements.

The primary idea of the Sealshipt System is to deliver oysters to the consumer with all their natural freshness and sea flavor. But we have done more than that. We have increased the dealer's profits and fixed a minimum margin under which no *SEALSHIPT AGENT* can cut, and thereby changed the oyster business from a *money-loser* to a *money-maker* for the grocer—a *big* money-maker.

YOU MUST MAKE 25% PROFIT HANDLING SEALSHIPT OYSTERS

Now is the time to arrange for a SEALSHIPT AGENCY. 10,000 grocers have found it means more business at better profits. The newspapers have the public interested on the subject of food purity. *SEALSHIPT OYSTERS* have been highly endorsed by all Pure Food authorities. Add to this the effect of our extensive magazine advertising, which has never hesitated to tell the public, *your customers*, the truth about oysters, as well as the absolute purity, freshness and full flavor of *SEALSHIPT OYSTERS*. Our advertising also urges people to go to the Sealshipt Agent for their oysters.

WE'LL HELP DRAW CUSTOMERS INTO YOUR STORE FOR SEALSHIPT OYSTERS

Perhaps the greatest aid to the success of the *SEALSHIPT SYSTEM* is the local advertising help we give you. We'll supply you with advertisements to use in your local papers, a blue and white steel sign and muslin signs for your store front, transparent signs for your door or windows, and arrange with you for the instalation of a clean, white and blue transparent *Sealshipticase* for the storing and display of *SEALSHIPT OYSTERS*—a fixture that's a feature of all our advertising, and brings *SEALSHIPT OYSTERS* to the minds of all who see it. Remember — "WE HELP YOU SELL SEALSHIPT OYSTERS."

Write us NOW for catalogue and full details of *SEALSHIPT OYSTERS*.



Island of Trinidad the Land of the Humming Bird

Some Facts and Peculiarities About One of Canada's Sister Countries—What it Produces and Its Possibilities—Lake of Pitch, One of the Wonders of the Island—Comparison Between Canadian and U.S. Imports—Suggestions for Promoting Trade Relations.

By David Williams.

The island of Trinidad, the Pearl of the Antilles, as it is fondly called by its people, is one of the most interesting of the West Indies. The approach to the harbor is excedingly beautiful. As the steamer glides through either of the entrances great towering rocks loom up on each side presenting a grand and beautiful appearance. Along the sloping shore on either hand in little nooks and valleys are seen cocoa and cocoanut plantations, some of them creping up the sides of the mountains almost to their summits.

The Island, like most of the West Indies, has no docks, and vessels of large size have to anchor from a mile to two miles from the shore. Here a swarm of boatmen surround the steamer keeping at a respectful distance as they are not allowed to approach the side until summoned by an officer at the gangway. These ferrymen of dusky hue and strong lungs vie with each other in hailing each passenger that makes his appearance on the deck, calling out the number of their boat and soliciting their patronage to convey them ashore at two shillings—or as much more as they can get per head.

After the passenger, or group of passengers, have selected a boatman, he is allowed to come alongside the vessel. The travelers climb down a rickety stairway to the boat and are rowed ashore. Here another throng of negroes surround the unfortunate traveler wanting to convey him to his hotel or wherever he may be going.

Land of The Humming Birds.

Port of Spain, the chief city of the island, is a flourishing place containing about 60,000 people. It is quite a modern city being well laid out and liberally supplied with beautiful parks and some wide streets and avenues. It has many of the modern conveniences of civilization being lighted by electricity and has a fine electric street car system. It has also an excellent water-works system, the water being supplied from springs in the mountains behind the city. The island is situated in the southern part of the Caribbean sea on the east coast of Venezuela. It was discovered by Columbus on the 31st of July, 1498, when, like the greater part of South America, it became a Spanish possession until 1797 when it was ceded to Britain. Its former name was Jere, the land of the humming birds.

The island is about 55 miles long by 40 miles in width and has an area of 1,750 square miles. It is the largest but one of the West India islands. The population is about 280,000 of whom one-third are imported from the East Indies to work chiefly upon the sugar estates. Of the balance the large proportion are black or creole. The great bulk of the business of the island, however, is in the hands of the whites.

Trinidad's Chief Products.

The principal products are cocoa, sugar, cocoanuts and rum. The former is grown extensively all over the island both on large and small estates. In Port of Spain great storehouses are to be seen filled with bags of cocoa ready for shipment to Europe and America.

Sugar is also extensively manufactured and exported largely to Canada, while rum, a by-product of sugar, is quite an important item in the output of some of the sugar mills. Large quantities of cocoanuts are grown and exported. Cocoanut oil is also manufactured, there being a number of mills producing it. It finds a market chiefly among the islands.

The production of crude petroleum is a promising industry at the present time, a number of wells having been sunk showing excellent prospects while more are being drilled of which the promoters are sanguine of success. One English company has erected a tank with a capacity of two million gallons and some well-known Canadian capitalists are interested in the ventures. It is the hope of the promoters that this will at no distant date be one of the chief supply stations of the British navy for fuel oil.

One of Nature's Wonders.

Any description of Trinidad would be incomplete without some reference to its great pitch lake, one of the wonders of nature. It is a large lake miles in extent containing only pitch of good quality. An apparently inexhaustible supply lies quite close to the sea from where its product can be shipped to all parts of the world.

Considerable attention is being directed to the question of closer trade with Canada and the opinion is freely expressed among merchants that much more might be done on those lines than is at present. Almost every merchant and exporter spoken to were in favor of closer trade relations. The only question was as to the best means of promoting them. The granting of a preference to Canadian goods is viewed by many as a dangerous experiment and does not meet with much favor, not on account of any hostility to Canada but

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
The best in the world are made by
McDOUGALLS
Insist upon this make
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO. ILL., U.S.A.

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade



from the fear of retaliation on the part of the United States. It is however, claimed by some Trinidad merchants that if the United States follows their usual policy they will discriminate against them in any case just as soon as they feel assured they can do without their trade and find their requirements in their own country or in dependencies.

Visits From Canadian Houses.

In the opinion of Trinidad merchants much might be done to increase mutual trade between the island and Canada even under existing conditions. Some of the suggestions made are worthy of close consideration of Canadians. One thing suggested was more regular and systematic visits on the part of travelers representing Canadian houses.

It is said that most of the commercial men coming to the island are neither regular or systematic. It is often someone who is trying to combine pleasure with business and is frequently little acquainted with the lines he is endeavoring to introduce and does not properly understand how to present his house's claims to the parties to whom he is trying to sell goods. Being irregular in their visits, they are not able to make a proper study of local conditions and the requirements of the trade.

Shipped Butter In Wrong Way.

One result of this is that many of the details which may seem small but in reality go a long way in turning the balance are neglected or not understood. For instance, one merchant stated that not long ago some Canadian exporters tried to introduce their butter in the Island but with poor success owing to the fact that they persisted in shipping it in the same manner as they would to Europe or other northern countries. After conforming, however, to proper methods and putting the butter up in quite small and perfectly air tight tubs with sealed tops, their trade increased to large dimensions.

Another instance shown was that of the shipment of biscuits. Three boxes of biscuits were selected from prominent Canadian firms and from a U. S. shipper. In the two from the Canadian houses at least one-third of the biscuits were badly broken while in the American packages there was scarcely one to be found broken or damaged. These three manufacturers made biscuits of good quality, there being little difference in them, but it can readily be understood that any merchant would prefer the box with the unbroken biscuits. The whole trouble was in the method of packing and shipping. Much improvement might also be made along the line of prompt shipment and the keeping of stocks at convenient points so that orders could be immediately filled on receipt.

Subjoined is a list of the respective importations to the island from Canada, and the United States, taken from the official figures. But they are not entirely reliable owing to the fact that a considerable quantity of Canadian goods are imported through the United States and classified as exports of that country. The figures given are customs values in English pounds.

	From Canada.	From U. S.
Carriages and Motors	£ 232	£ 1,437
Leather, Boots & Shoes.	186	21,797
Soap	2,638	3,051
Cordage and Twine	1,373	2,667
Meats of all kinds	889	79,587
Meal	50	5,985
Butter	630	3,485
Cheese	110	5,861
Flour	9,159	213,423
Peas	5,922	4,586
Oil Meal	None	13,958
Potatoes	7,152	432
Lumber	6,724	32,425
Machinery	14	13,625

Although as said above those figures are not absolutely reliable so far as actual shipments are concerned, yet they are near enough to give a fair idea of what might be done in the way of stimulating Canadian trade and the carrying of goods under improved conditions.

It may be said further that Trinidad has by no means reached the limit of its productiveness. There are great areas of country that are still uncleared and uncultivated. Upon much of this land there is some of the finest timber to be found anywhere awaiting exploitation and manufacture. In fact the island affords many opportunities for the profitable and safe investment of capital in developing its latent wealth.

Are You Keeping Your Tobacco Stock Up-to-Date ?

IF NOT, WHY NOT?

"Tucketts Special"

the new 10c. plug is the latest

Order from Your Wholesaler

Manufactured from **Imported Leaf Exclusively**

The Geo. E. Tuckett & Son Co., Limited

HAMILTON, CANADA.

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Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE—General grocery and china in best town in Western Ontario. Doing good business. A bargain. Box 366, Ridgetown, Ont. (41p)

FOR SALE Grocery and provision business in a good town in south-western Ontario. Stock new; good stand; rent very reasonable. Easy terms to good man. Box 636, CANADIAN GROCER, Toronto. (43)

FOR SALE—Grocery, crockery and provision business. Established since 1864. Annual turnover about $30,000. Splendid connection; large farming district. Must be sold at once. Good reasons for selling. Apply JAS. R. LOCKHART, Pembroke, Ont.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

FOR SALE—Splendid grocery business, well located, Bloor West. Fixtures at a price, and stock at invoice price. Apply 668 Bloor W., Toronto. (42)

REPRESENTATIVES WANTED.

A well-known old established firm of English Cocoa Manufacturers, whose goods are already on the Canadian market, desire to enter into an arrangement with a first class firm of wholesale grocers in Vancouver with a view to their actively pushing the Cocoa amongst the retail stores in return for the sole right of sale for the Province of British Columbia. Box 39, CANADIAN GROCER, 88 Fleet Street, London, England. (41p)

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ANY man who has ever lost money in the mails has had occasion to learn by painful experience that the only proper way to remit money is by Dominion Express Money Orders and Foreign Drafts. If lost or delayed in the mails, a prompt refund is arranged or new Order issued without further charge.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Beaumel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

MISCELLANEOUS.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

EVERY Retail Merchant should write for a copy of our finely illustrated catalogue of rebuilt typewriters. It shows the best typewriter bargains ever offered in Canada. Moreover, it contains facts on retail advertising intensely interesting to retail merchants. It is free. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto, also Montreal, Hamilton, London, Ottawa.

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

MISCELLANEOUS.

SAVE 50% OF THE COST OF HANDLING merchandise by installing a Beath System of Overhead Carriers. Saves valuable floor space because the trackage is on the ceiling. Systems for all kinds of businesses, large or small. Write us for illustrated catalog. W. D. Beath & Son, 193 Terauley Street, Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WANTED—A splendid opportunity for dealers to handle the best combination Duplicating, Addressing and Office Printing Machine on the market. Exclusive territory. Send name and address, giving occupation and references, to the Canadian Writerpress Company, Limited, 33 John St., Hamilton, Ont. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

YOU DON'T BUY a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge St., Toronto.

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 338 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
3-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Hoya—Dunn's ...	$ 0 95
" ½ lb	1 40
" 5 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb	4 90
" 3 lb.	13 60
" 5 lb	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

	Per doz		Per doz
Aylmer Jams		Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
		Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

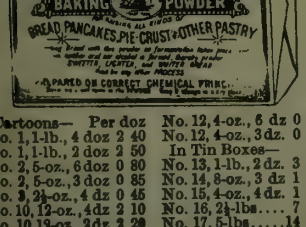
Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 3 doz. in case, per case $3.90.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00



Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations or Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate	
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" 6's " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
	Per lb.
Confections—	
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½-lb., ¼ and 1-lb. tins, 14-lb. boxes, per lb. 0 35

Smaller quantities 0 37

JOHN P. MOTT & Co.'s.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz 0 90



Mott's breakfast cocoa, 10c. size	90 per dr.
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, ⅛ 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes	0 28
½ lb. packages, assorted, in 5 lb. boxes	0 29
¼ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0

White Moss in 5 and 10 lb. square tins. 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 18
Shredded	0 18
In packages, 1-oz., ½-oz., ¼-oz., lb	0 32

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees.

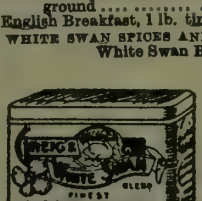
Roasted whole or ground. Packed in amp-proof bags and tins.			
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" "		ground	0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ¼ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 26c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 35
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz. $ 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00



Imperial holder—

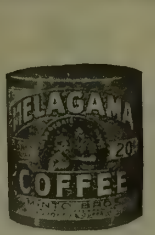
Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 96
Large blocks, dozen	2 35
Medium blocks, dozen	1 40



	W.S.P.	Ret. P.
Ground or bean, 1s	0 32	0 50
" ½s	0 33	0 50
" 1s	0 29	0 40
" ½s	0 30	0 40
" 1s	0 23	0 30
" ½s	0 23	0 30

Packed in 30s and 50-lb. case
Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	1 35
" " 10c cakes, 36 in box "	2 55
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0 25
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils, Montreal

$2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors),	doz.	1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discounts on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07

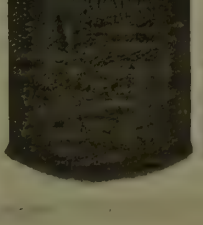
Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $1.40. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 00 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (In glass Brand), No. 1, $10; No. 2, $13 do

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

---

2 IN 1
Shoe Polish

The Polish OF Preference

It pays to handle a quick-selling line like "2 in 1" Shoe Polish—a line that's always in demand and that always gives satisfaction.

"2 in 1" is positively waterproof, preserves and softens the leather, does not clog or stain the clothes, and is free from acid or turpentine.

Get a generous supply and display it well.



The F. F. DALLEY CO.
LIMITED
Hamilton, Can., and Buffalo, N.Y.

BRANDS
"BANNER" & "PRINCESS"
CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream
(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE, ONT.

TEA LEAD
Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London.
A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE,
LONDON, E., ENG.

Canadian Agents
ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

BLACK JACK

QUICK, CLEAN HANDY

TRY IT



SOLD BY ALL JOBBERS

¾-lb. tins 3 doz. in case.

THREE REASONS
Why you should stock

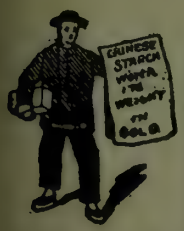
Royal Polishes

They are made in Canada.
They are cheaper than the imported.
They afford a larger margin of profit.

Ask your Jobber or Write Us.

Royal Polishes Company
MONTREAL





OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 13¾
½-bbls.	0 14
Tubs, 60 lbs.	0 14
20-lb. Pails.	2 85
20-lb. tins	2 75
Cases 3-lb.	0 14¾
" 5-lb.	0 14¾
" 10-lb.	0 14¾



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 13
Tubs	0 13¼
20-lb. pails	0 13¼
20-lb. tins	0 13
10-lb. "	0 13¼
5-lb. "	0 14
3-lb. "	0 14
1-lb. cartons	14½

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 10 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—

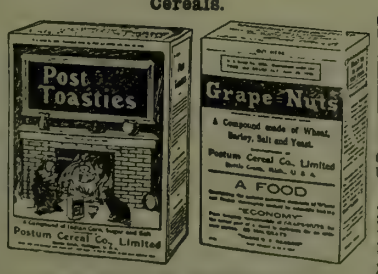
1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Cereals.



Grape Nuts—No. 23, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3 50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

D.S.F. ½-lb. tins	per doz.	$ 1 40
" ¼-lb tins	"	2 50
" 1-lb. tins	"	5 00
Durham 4-lb. jar	per jar	0 75
" 1-lb. jar	"	0 25
F.D. ½-lb. tins	per doz.	0 85
" ¼-lb. tins	"	1 45

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45	dozen
Medium, cases 2 dozen	0 90	"
Large, cases 1 dozen	1 35	"

Olive Oil

LAPORTE, MARTIN & CIE., LTD.

Minerva Brand—	
Minerva, qts. 12's	$ 5 75
" pts. 24's	6 50
" ½-pts. 24's	4 25

Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box, $3 00
Case of ½-lb. containing 120 pkgs. per box, $3.00
Case of 1-lb and ½-lb. containing 30 1-lb. and 60 ½-lb. pkgs, per box $3.00
Case of 5c. pkgs. containing 95 pkgs. per box, $3.00

MAGIC BRAND

			Per case
No. 1, cases 60	1 lb.	packages	$2 60
No. 2, "	120 ½ lb.	"	2 60
No. 3, "	90 1-lb. / 60 ½ lb.	"	2 60
No 6 Magic soda—cases 100—10-oz. pkgs.			
1 case			2 65
5 cases			2 57

TRADE MARK BRAND



REGISTERED

WOOD'S

HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. Montreal

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box $3 60

6 doz. to box .. $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05½
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edward's silver gloss, 1-lb. pkg.	0 07½
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07½
No. 1 white, bbls. and kegs	0 06
Canada white gloss, 1-lb. pkgs.	0 06
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07½
Canada Pure Corn	0 05½
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10
Edwardsburg No. 1 white or blue	0

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 06½
Barrels, 200 lb	0 06
Kegs, 100 lb	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Milk.



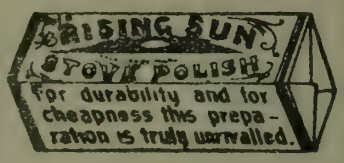
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

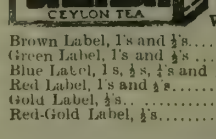
"Crown" Brand Perfection Syrup

Barrels, 700 lbs	0 03¾ per lb.
Half-barrels, 350 lbs	0 03¾ "
¼-barrels, 175 lbs	0 03¾ "
Pails, 25 lbs	1 30 each
" 38½ lbs	1 80 "

Plain tins, with label	Per case
2 lb tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

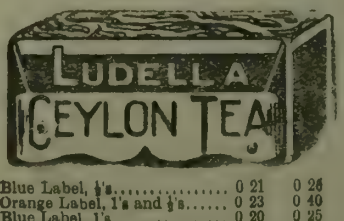
(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 75
Embossed, ½'s and ¼'s	0 97	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	36c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ⅛s	0 ,0	1 00
" " ¼s	0 55	0 80
" " ½s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ½s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 35c	$0 26
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents per doz.
Pure Gold Salad Dressing Powder }
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$ 1 80
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

The North Queensland Meat Export Co., Ltd.

WORKS, DOLBUN TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

The washday wonder worker

For economy in use and effective cleansing properties no soap is so good as

Wonderful Soap

and in addition to its sterling qualities, it is very attractively packed and made up, and commands a rapid and profitable sale.

Write for details of our dealer-helper selling plan

THE GUELPH SOAP CO.

GUELPH - ONTARIO

Toronto Agents—MacGreegor Specialty Co.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the PUREST, contains LEAST MOISTURE and

therefore GOES FURTHEST of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

SURE!

to be right

SALT

Order from

Verret, Stewart & Co.
Limited
Montreal

MR. GROCER,

Are you stocking the mince meat that can be sold ALL SUMMER as well as ALL WINTER?

ASK YOUR JOBBER FOR

WETHEY'S Condensed Mince Meat

Wrapped in sanitary packages.
Absolutely dust-proof.
3 dozen to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

"We have been advertising in The Canadian Grocer for a number of years, but never realized the good work you are doing—

—until last fall, when the writer took a business trip through the Northwest and British Columbia."

The above paragraph is taken from a letter written by the manager of a well-known Hamilton firm. Formerly he was inclined to judge all advertising according to the *direct* returns it produced. Now he realizes that such returns are merely incidental to the real value of most advertising. In further reference to his western trip he says:

"Your paper seemed to be well thought of by the retail grocers, and many of them, especially in Vancouver and Victoria, took the trouble to mention that they had seen our goods advertised in The Grocer.

"This was appreciated by us, as it is rather difficult to know just what class of advertising is giving us results. However, we are now satisfied that your paper is an excellent medium for any manufacturer to use who wants to talk business to the wholesale or retail grocer of Canada."

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, OCTOBER 21, 1910 NO 42.



AT HOME AND ABROAD

KEEN'S OXFORD BLUE

Enjoys the reputation at home and abroad of being the most perfect and satisfactory Blue made. Knowing this, Mr Grocer, it's money to you to make it your leading laundry blue.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

Canada's Leading Starches

Edwardsburg

"Silver Gloss" Starch

(for laundry purposes has no equal.)

Benson's "Prepared" Corn

Most perfect for cooking, puddings, desserts, etc.

These brands are found in every up-to-date grocery store. They make satisfied trade.

Demand them of your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

A GREAT BRITISH INDUSTRY

In the extreme northeast of Scotland a great business is conducted, about which the general public or the trade have very little real knowledge.

The herring fishing industry employs thousands of men and women and hundreds of thousands of pounds capital, and it has the distinction of being entirely British throughout!

Messrs. Maconochie were pioneers in this herring trade a generation ago, and all through the years between they have maintained their place as the premier house engaged in it.

Their splendid factory is situated at exactly the right spot on the coast where the finest herrings are caught and landed, and so marvellous are the arrangements that herrings which are swimming in the sea in the early morning are safely sealed in the Maconochie tins early in the afternoon.



Cleaning and Splitting Herrings at Maconochie's, Fraserburgh

Such perfection of management and celerity of handling is the result of a whole long life's experience, and the constant employment of all the most modern improvements that science discovers.

Under such circumstances the Maconochie herrings retain all the inimitable freshness of the flavor of the salt sea breezes, and they enable people who live in towns to enjoy fish under the same conditions as the fishermen themselves, who have them straight from the net to the table.

Maconochie Bros., Limited

139 Gold Medals and Highest Awards

PURVEYORS TO

HIS MAJESTY THE KING

Maconochie's Fresh Herrings and Herrings in Tomato are a very attractive proposition from the retailer's point of view.

There are no articles in grocery stocks which show better results than these herrings, and they provide an excellent and most economical meal, as sustaining as delicious; and again, it is well to bear in mind that the herring holds pride of place amongst all food products, for, in the opinion of the highest medical and scientific authorities, "there is more nutriment in a pound of herring than in a like weight of sole or turbot, and, value for value, it is very much better than the best beef or mutton."



300 tons of Herrings are handled in a day at Maconochie's

Messrs. Maconochie

Manufacturers of

Preserved Fish,

Pickles, Sauces, Jams,

Potted Meats, Peels.

All particulars, prices, etc., are gladly supplied upon application to Maconochie Bros., Ltd.; Head Office, Millwall, London, E., or

CANADIAN AGENTS:

MacLaren Imperial Cheese Co., Ltd., Toronto, Ont.

"Seventy years on the market"



COX'S GELATINE

The Gelatine for the British Empire
Manufactured under the British Flag

COX'S takes less time to prepare than any other Gelatine.

COX'S is of undoubted purity.

COX'S is a certain seller.

COX'S is unique, inimitable, because Messrs. J. & G. Cox control every process in its manufacture, in their splendidly equipped laboratory.

For sale by best dealers everywhere

J. & G. COX, Limited

GORGIE MILLS

EDINBURGH, SCOTLAND



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Representing Morris Packing Co.

Pork and Lard—Finest Quality

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers · 34 Yonge Street

Domestic and Foreign Agencies Solicited.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Headquarters

New White Beans Arriving.

Get our quotations.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

We have on hand 3,000 cases Gallon Apples, quality No. 1, which we are offering, subject to not being sold.

Prices on application.

Lind Brokerage Company

73 Front St. E., Toronto

NOTICE TO MANUFACTURERS

We WILL SELL your goods to your satisfaction—write us.

The HARRY HORNE CO.

Grocery Brokers, Manufacturers' Agents and Importers

309-311 King St. West. - - - Toronto

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

United Kingdom and Foreign Agencies Solicited.

230 Chambers of Commerce P.O Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to heRetai Track connection with all Railroads.

90,000 People

Think of the amount of PORK and LARD there is consumed in this centre. Are *you* represented here, Mr. Packer?
I am open to consider a first class American or Canadian agency.

A. FRANCOIS TURCOTTE

Room 16, Morin Block

QUEBEC, CANADA

In Quebec City

FINEST QUALITY

ANCHOR
TRADE MARK
BRAND
REGISTERED

J. F. EBY, President
HUGH BLAIN, Vice-President

JELLY POWDER

The kind that sells---
that's the kind that will interest you.
They are put up in attractive cartons.
They make a delicious jelly of just the right consistency.
They are so true to name that each flavor is a revelation to the user.
They are absolutely pure---of the highest quality.

Send a Card for Our Special Selling Scheme

FREE SAMPLES FOR THE ASKING.

EBY-BLAIN, LIMITED

Packers of Pure Food Products - - TORONTO

It's Pure Tea

We Cannot Tell You Here

Full Weight Packets.

all the reasons why you should stock and push the sale of

"Blue Ribbon Tea"

Delicious Flavour and Fragrance

but, you will find every one of them in the first case that you order.

Every Packet sells another.

THE BLUE RIBBON TEA COMPANY, Limited
MONTREAL, CAN.

A Faultless Product

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

Codou's Macaroni

¶ Vermicelli, Spaghetti, Fancy Letters and Figures, as well as Macaroni, are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose. "Codou's"—that is the name to think of when the best is wanted.

Arthur P. Tippet & Co.

Agents

8 Place Royale, Montreal 84 Victoria St., Toronto

You make better profits on the better grade peas



INSTEAD of selling imported French Peas to supply the demand for better grade peas, sell our Extra Fine Sifted (Petits Pois) Sweet Wrinkle Extra Sifted and Early June Sifted.

Not from sentimental or patriotic reasons, but because they will yield you a better profit, give your customers much greater satisfaction and help to increase the demand for the more profitable higher grade peas.

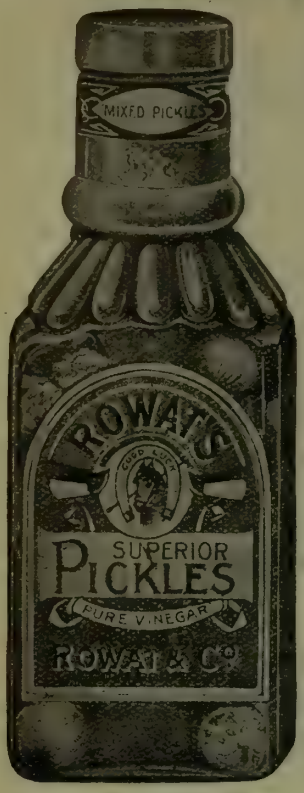
That vivid green color which makes some lines of imported French Peas look so pretty is produced by Sulphate of Copper—a chemical that is not only very injurious to health, but which kills the true flavor of the peas.

We never use sulphate of copper or any other coloring chemicals in our canned peas.

Extra Fine Sifted (Petit Pois), Sweet Wrinkle Extra Sifted and Early June Sifted are thoroughly sterilized, the very pick of the pack, fine, tender, and of exquisite flavor.

You can materially increase your profits and your reputation by pushing these lines. Try it.

Dominion Canners, Limited
Hamilton, - - Canada



ROWAT'S
PICKLES AND OLIVES

Paterson's Worcestershire Sauce

Every grocer wishes to give his customers something which will make them come back for more. You make no mistake in stocking these lines and featuring them in your advertising.



Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 Phone Uptown 5962

"Edinburgh's Pride"

EVERY BOTTLE OF



Symington's "Edinburgh" Coffee Essence

does credit to the makers and the city of production. Every bottle gives satisfaction and helps to create further demand.

Our **ESSENCE OF COFFEE AND CHICORY** gives wonderful value. One bottle makes 40 cups of delicious coffee, fit for any connoisseur.

Recommend it for camping parties and Summer outings. It always pleases.

Thos. Symington & Co.

EDINBURGH

AGENTS FOR ONTARIO—

Messrs. W. B. Bayley & Co., - - - Toronto

AGENTS FOR QUEBEC—

Messrs. F. L. Benedict & Co., - - Montreal

TWO NEW DELIGHTFUL BISCUITS

JACOB & CO.'S BUTTER PUFFS

Resembling puff-paste in character. Delicious plain or served with preserves, stewed fruit, savouries, cheese, etc.

JACOB & CO.'S CURRANT PUFFS

A choice puff-paste variety containing currants. Very appetising.

W. & R. JACOB & COMPANY - - Dublin, Ireland

Agents:—K. H. MUNRO, Coristine Buildings, Montreal. WILSON BROS., Victoria, B.C. C. & J. JONES, Winnipeg. THOS. B. CLIFT, St. John's Newfoundland.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

BIG DIVIDENDS

ARE you getting a maximum return from your money invested? You probably hear of opportunities to invest your funds advantageously, but you hold back, because you are not sure of the offering.

The Financial Post of Canada

will keep you informed upon stocks, bonds and real estate. Every week articles appear upon from twenty to thirty of the most active stocks, giving reports on the earnings, likely dividend increases, etc. In addition our Investors' Information Bureau will make special reports gratis to subscribers on any matter of investment interest.
Send $3.00 now and we will send you *The Post* until Jan 1st, 1912. You get the paper free from now until Xmas. Please sign and mail the enclosed blank.

The Financial Post, Ltd.
Toronto, Can. _____ 1910

Please send weekly, to address below, one copy of *The Financial Post of Canada* until January 1, 1912, for which I {enclose / will remit} three dollars.

*Name*_____

*Address*_____

The Financial Post will prove a good investment.



SHIRRIFF'S JELLY POWDERS

Produce delicious jelly.
Retain the natural fruit flavor.
Are easy to handle.
Pure and palatable.
Refreshing and reliable.

Recommend them for your customers' holiday festivities!

Are You Stocking Them?

They are sure and profitable sellers.
Order from your Jobber, or write us direct.

Imperial Extract Co., 8, 10, 12 Matilda St., **Toronto**

The makers of OXO have always had their own vast Ranches and Herds of Cattle



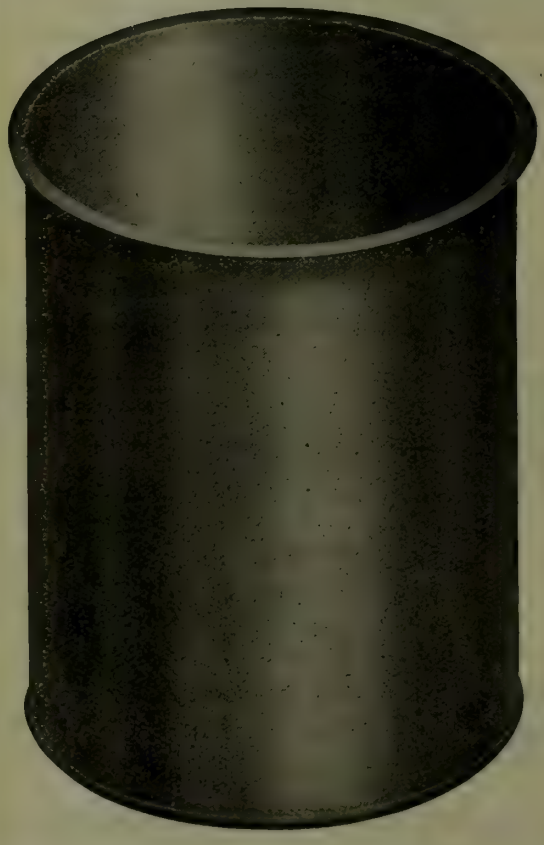
OXO



Two articles, the best in their line—made from the best beef—in the best fluid beef factories in the world, by the biggest concentrated beef manufacturers in the world. Packed in fluid form in bottles and in handy cube form in handsome tins. OXO brings new custom to the store. Our organization is at your disposal.

CORNEILLE DAVID & CO.

25 Lombard St., Toronto; 334 Clarence Street, London, Ont.; 52 Nicholas Street, Ottawa; 41 Common Street, Montreal



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatces.

Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Ams Patent

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London

Century Salt

IT SELLS!

It's being brightly advertised in Ontario's best dailies. It's got the quality to back up everything we say for it. Just stock "Century Salt"—best for table, best for dairy—and your customers will keep it moving. We deliver quickly.

Write off to-night for our Price List

Dominion Salt Company, Limited

Manufacturers and Shippers SARNIA, ONTARIO

Durability & Fast Grinding

Finish & Easy Adjustment



These are some of the features which recommend the

ELGIN NATIONAL COFFEE MILL

to a place of prominence in your store. The "Elgin" is equipped with the new style force feed steel grinders, and has special adjuster device for regulating the grinding. An ornament and attraction to any store.

Ask any of the following jobbers for Descriptive Catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches.)

WOODRUFF & EDWARDS CO., Elgin, Illinois

THE 'QUALITY' SARDINE



When in doubt as to which brand of canned fish you should feature, you are always on the safe side selling

"KING OSCAR" BRAND

NORWEGIAN SARDINES

THE 'QUALITY' SARDINE

Only the primest autumn-caught fish are canned in our modern sanitary factory, and you'll find this line always uniformly pure, sweet and well packed.

A real profit-earner.

Ask your wholesaler.

JOHN W. BICKLE & GREENING

(J. A. Henderson)

HAMILTON :: :: :: ONTARIO

The next time you are ordering Jams or Jellies be sure you get the name right—

"KOOTENAY"



This will be your guarantee that each can contains preserves which you can candidly recommend to your customers.

"KOOTENAY" BRAND JAMS AND JELLIES

IN BOTTLES AND TINS

are made solely from luscious British Columbia Fruits and the purest Cane Sugar, and are handled in an up-to-date, sanitary factory.

Just the line to please your best class customer.

FEATURE OUR 5-lb TINS. THEY SELL!

Donnelly, Watson & Brown, Limited

AGENTS

CALGARY and VANCOUVER



Quality Goods hold trade!



There's a sure volume of good class trade for every Grocer who is handling

POULTON & NOEL'S

ROLLED OX TONGUES, POTTED MEATS, GALANTINES, ETC,

They are reliable quality goods, attractively packed. and are put up in both glass and tin.

PRICES ON APPLICATION

PACKED BY:
POULTON & NOEL, LTD.
LONDON, ENG,

CANADIAN AGENTS:
ROSE & LAFLAMME, LTD.
MONTREAL AND TORONTO

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



IF a woman of discrimination goes into your store for the first time, and sees that these two lines are brought prominently to the front, you have gone a long way towards winning her confidence. The successful merchant always features standard goods like . . .



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN - Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co, Vancouver, Victoria, Nelson and Calgary

"CANADA'S BEST" SOAP

Made in a modern factory by experts who know the business thoroughly. The result is a chemically perfect soap free of all dangerous or injurious ingredients and possessing unique excellencies.

Surely the Laundry Soap for You to Feature!

UNITED SOAP CO.

OF CANADA

MONTREAL

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By
GORMAN ECKERT & CO., Limited
London & Winnipeg



Balaklava Brand Baked Beans

are recognized as standard. By stocking these you will pave the way for increased future trade. Write NOW for prices and information regarding them.

Satisfied customers are our biggest asset.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

The Package of Quality!

You can be sure of the flavor, goodness, quality and wholesomeness of every packet of GRAHAM WAFERS—if they come from Telfer Bros. They are golden-brown squares of nourishment, and always reach you in a fresh and appetizing condition.

Feature this line. It pays!

Telfer Bros., Limited, Collingwood, Ont.

Branches: Toronto, Winnipeg, Hamilton, Fort William



Wake Up!!! and Sell Baird's Sauce

"The Best



of All Sauce"

Agents:—Maclure & Langley, Ltd., 12 Front Street East, Toronto—604 Lindsay Building, Montreal; W. L. McKenzie & Co., Winnipeg; R. Robertson & Co., Vancouver and Victoria.

ECONOMICAL IN USE

EFFECTIVE and RAPID

"The Enemy of Dirt."

ASEPTO

Soap Powder

House cleaning loses half its terrors when "Asepto" lightens labour. Recommend this splendid soap to your customers. It's the kind that compels the repeat orders.

See to your stocks.

Asepto Mfg. Co.

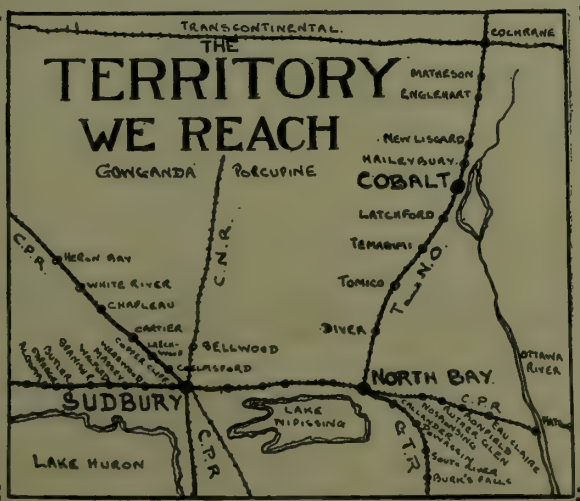
ST. JOHN, N.B.

Agents—ROSE & LAFLAMME, Ltd., Montreal

Grocers of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our Customers are doing so;

Why not you?

The Young Company

LIMITED

North Bay and Sudbury



FACTS ABOUT ADVERTISING



By The Advertising Manager

VII

"Advertising by itself does not pay."

This is the opening sentence in a magazine article written by a well-known advertising agency. It goes on to say:

"You can increase your business by advertising just as certainly as you can increase your chest measurement by exercise; but advertising alone will not do it.

"You can build your body up by exercise, but not if you neglect diet, sleep, fresh air, and the other essentials; and just as exercise is only one of the factors in body-building, so advertising is only one of the factors in business-building. You can't revolutionize your business or make any real progress just by slapping in a few ads."

Let us say that a wholesale grocer advertises through this paper every week, and dwells particularly on his facilities for prompt filling of orders, quick shipments, etc.

He seeks to impress the trade with the fact that his travelers may be relied upon always to co-operate with the dealer, with the constant, earnest desire to look after the dealer's best interests.

The weekly advertisement has the value of a heart-to-heart talk between this wholesaler and the thousands of good dealers he is able to reach through The Grocer.

Yes, it will have that value, if every branch of the wholesaler's business is in accord with the spirit of the advertising—

—if the wholesaler himself resolves that his service shall be everything he promises—

—if it is hammered home to the travelers that they are expected to make good on what the advertising says—

—if the shipping department, accounting department—every last man in the whole establishment—is imbued with the idea that the house has set a high standard for the service it is to give, and he must live up to it—

—then the advertising will pay, and pay well.

Then the advertising has a real meaning to every dealer who reads it.

The advertising becomes *institutional*—that is, it really reflects the driving idea that is behind all the operations in every department of this business.

That sort of advertising makes a mighty strong appeal to the dealers whose accounts the wholesaler is after.

The dealers will always give a good reception to the travelers for a house of that kind.

They can't help feeling the personality back of it all—the personality of the man who is trying hard to win their trade—

—by that route which must be traveled by every successful man—the route of service.

They feel that here is a man who will appreciate their business thoroughly—

—and always endeavor to maintain a high standard in the handling of it.

Such a feeling has a big influence in the getting of new accounts—and the holding of old ones.

Always see that your advertising is institutional.

And remember that advertising by itself does not pay.

ST. LAWRENCE GRANULATED

Absolutely pure cane sugar. 100% of sugar. Really the finest sugar that can be made. You will pardon our again drawing to your notice that our granulated is packed in separate bags. A heavy jute bag outside the fine cotton bag. The jute can be taken off separately before using the sugar. Either bag can be used separately or sold for different purposes.

The St. Lawrence Sugar Refining Co'y, Limited

Montreal, Que.



THE COFFEE THAT HAS A REPUTATION TO BE PROUD OF

WON

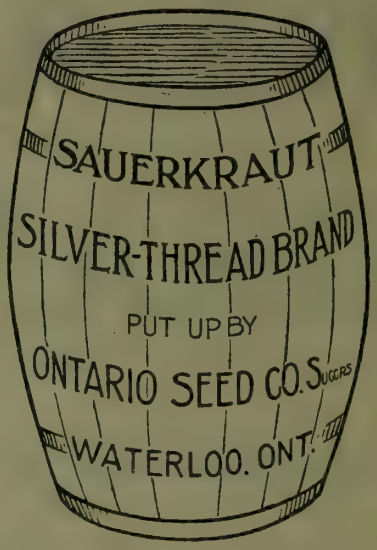
SIMPLY ON MERIT

EVERY GROCER WHO HANDLES IT KNOWS ITS WORTH

The Demand for **SAUERKRAUT**

is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT

ONTARIO SEED CO., Successors, WATERLOO, ONT.

"Pansy" and "Daphne"

SEEDED RAISINS and EVAPORATED FRUITS

are fancy and choice brands, and are unexcelled. Packed by

GUGGENHIME & CO.

California



AGENTS:

ROSE & LAFLAMME, Ltd. Montreal
E. D. ADAMS Halifax, N.S.
W. S. CLAWSON & CO. St. John. N.B.
H. D. MARSHALL Ottawa, Ont.
C. L. MARSHALL Toronto, Ont.
GEO. H. GILLESPIE London, Ont.
G. B. THOMPSON Winnipeg, Man.
SHALLCROSS-MACAULAY & CO., Calgary, Alta.
DOMINION BROKERAGE CO., Edmonton, Alta.
H. DONKIN & CO. Victoria, B.C.
H. DONKIN & CO. Vancouver, B.C.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

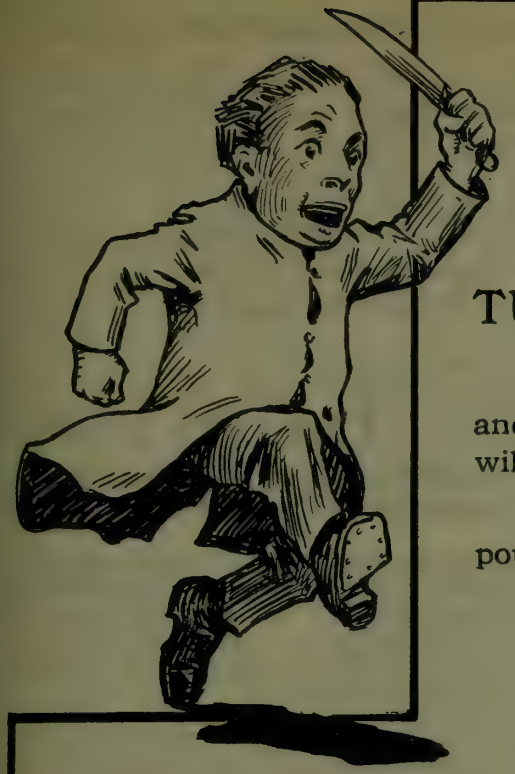
Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.

LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



Poultry Wanted!

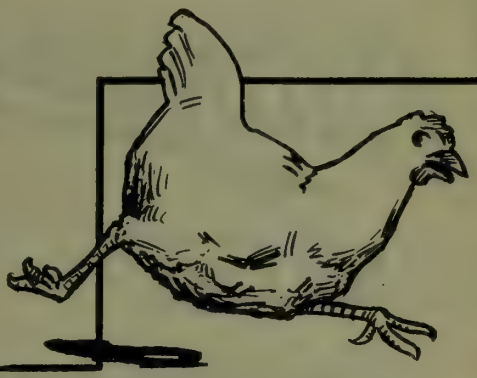
Ship us AT ONCE any supplies you can lay hands on. We want (live or dressed)

TURKEYS, GEESE, DUCKS, CHICKENS, FOWLS

and we will pay CASH, highest market price. We will want a great deal in the next few months.

Have your farmer customers bring to you their poultry. You can make a nice turnover.

Drop us a card TO-DAY telling us you are shipping or that you will have supplies for us later on.



P. POULIN & CO.

BONSECOURS MARKET - MONTREAL

LOOKING AHEAD!

The Wise Grocer, at this time of year, replenishes his stocks of

MINCE MEAT

Sterling BRAND

MINCE MEAT

the line that always gives satisfaction. It is compounded of the purest ingredients only, and is skillfully handled in an up-to-date sanitary factory. See to your stocks! There's a "worth-while" profit in selling

STERLING MINCE MEAT.

GET OUR PRICES

The T. A. LYTLE CO., Limited

STERLING ROAD, TORONTO

Really Pure

FUSSELL'S THICK CREAM

(GOLDEN BUTTERFLY BRAND)

NOT A SUBSTITUTE.

NOT EVAPORATED OR CONDENSED.

Is taken only from the richest meadowland milk, and you get it in just that pure, rich state, scientifically packed in tins only, without any sugar or chemical. It will keep fresh anywhere and for any length of time. Always insist on Fussell's.

Samples and particulars of :

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.

C. Fairall Fisher, 22 St. John St., Montreal, for Quebec.

W. H. Escott, 141 Bannatyne Ave., Winnipeg, for Manitoba, Saskatchewan and East Alberta.

The Harry Horne Co., 309 King St. West, Toronto, for Ontario.

J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia.

W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD.,

4 Monument St., London, Eng.

Tartan BRAND

IN STORE:

New Malaga Raisins, Clusters and Loose Muscatels.
New Shelled Almonds, Valencias and Jordans.
New Table Figs.
New Valencia Raisins.
New California Peaches, Apricots and Nectarines.
New Peels, Drained and Candied.
New Labradors and Holland Herrings.
Codfish, all lines.

Ask for Phone 3595—connects you with all our lines.

BALFOUR, SMYE & CO., WHOLESALE GROCERS . . **HAMILTON**

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

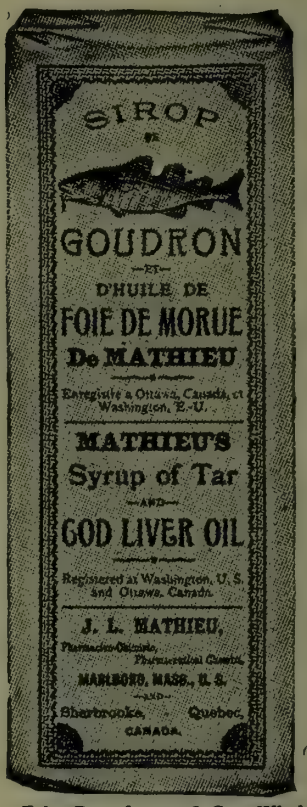
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them :—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oi

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:
Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.
L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

Have You Seen Government Report?

Inland Revenue Department Bulletin No. 208



Shows
Canada First Evaporated Cream
to be the Richest



Manufactured and Guaranteed by Canadians

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

You'll Hit the Bull's Eye

on the "Popular Taste" Target if you are selling

AURORA COFFEE!

The distinctive quality, aroma and flavor of "AURORA" Coffee have made it a prime public favorite, and its retailing price of **40c.** leaves you a "well-worth-while" profit. See to your stocks.



W. H. GILLARD & CO., Hamilton, Ont.

BRANCH—SAULT STE. MARIE

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Becoming the Housekeeper's Choice

LNYCH'S Quality Biscuits

prove the Grocer's easy seller and profit-maker and sell at favorable prices. We make a specialty of staple lines.

Here are some of our leaders, which always reach you crisp and fresh:

Creamalt Sodas — **Seed Sugar**
Family Pilot — **Fig Bars**
Graham Wafers — **Crimp Sugar**
Ginger Snaps — **Lemon Creams**

LYNCH'S LTD.

Sydney, N. S.

Manufacturers of Biscuits, Confectionery & Bread

and at

Stellarton — Fred A. Milligan, Manager
Halifax — Frank A. Gillis, Manager

JAPAN TEAS

FANNINGS and SIFTINGS

JOBBERS CAN SECURE THE BEST VALUE AT

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN

If it's PROFITS you want, Sir—

Don't overlook the claims of H.P. Sauce

A reliable article, an ever widening demand, and most generous margin for YOU. Get H.P. into stock—quick!

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson, & Brown, Ltd., Calgary, Alta
The Midland Vinegar Co., Birmingham, Eng.
Kirkland & Rose, Vancouver.



H.P. SAUCE

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA

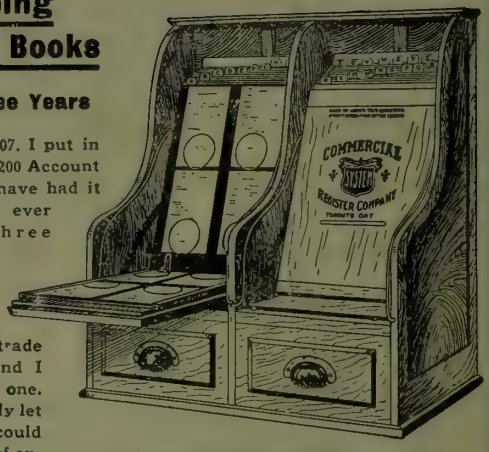
Commercial Account Register

Bookkeeping Without Books

Used It Three Years

"In August, 1907, I put in one of your No. 200 Account Registers, and have had it in constant use ever since—over three years.

The Register is in first-class condition now, but trade has increased and I need a larger one. Would you kindly let me know if you could make any kind of exchange with me?



Sheets lift out and fit any safe.

After examining several systems, I satisfied myself that yours is the best, and I would not care to do business without it."

Yours truly,

G. E. COON, Groceries, Flour and Feed.

Eglinton, Ont., Oct. 1st. 1910.

INDISPENSABLE TO ANY MERCHANT DOING CREDIT BUSINESS.

Send us postal for Catalogue and full information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

McLean's COCOANUT

You have particular customers Satisfy them and yourself and sell them this brand.

The Canadian Cocoanut Co.
Sole Makers
MONTREAL



Your biggest asset

THE drawing power of a well-lighted store is acknowledged, and by no method can your store be made so attractive as by lighting it with our

GASOLINE LIGHT

It is absolutely safe, better and cheaper than electricity or gas and safer than coal oil and candles.

Special prices direct to merchants.

Get our circular.

MacLaren & Co., Merrickville, Ont.

AGENTS WANTED.



TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

Cameron & Heap, Limited

Importers and Wholesale Grocers

REGINA, Sask. | FORT WILLIAM, Ont. | KENORA, Ont. | PRINCE ALBERT, Sask.

Prompt Attention to all Orders at Best Prices.

Trian Brand Goods

Purity Guaranteed

A QUICK SELLER AT A GOOD PROFIT

Women prefer using ***MINUTE TAPIOCA*** because of its obvious advantages as a summer dessert.

It requires no soaking—fifteen minutes' cooking produces a delicious tapioca pudding.

It is extra good value for the money—one package makes six full quarts of a pudding that is nourishing and delicious, and that presents an unusually smooth and dainty appearance on the table.



And ***MINUTE TAPIOCA*** is absolutely pure—put up in the world's largest and most sanitary tapioca factory.

Ask your jobber for MINUTE TAPIOCA

Minute Tapioca Co.

Orange - Mass.

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the Worla
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
Technical Book Department)
143-149 University Ave., TORONTO

QUALITY GOODS

"Beaver" Brand
Fancy Quality
"W. Abel" Brand
Standard Quality

Valencia Raisins

Selling these brands will ensure your transactions being quite satisfactory to all concerned.

PACKED BY

Mahiques, Domenech & Co.

Denia, Spain

Bottled a few hours after being picked, and the use of only the choicest fruits, are two of the principal reasons why

Goodwillie's Fruits

In Glass

Have a flavor so distintly different and superior to many other brands.

Put up by

H. Goodwillie & Son

WELLAND, - - ONTARIO

Jose Segalerva
MALAGA, - SPAIN

Is the well-known brand of

MALAGA TABLE RAISINS

which we recommend. Table Raisins must not only taste good but their appearance is equally important. This brand is carefully graded, and carries a big variety of grades and styles of packing.

Specify Segalerva

We admit that, at times, we talk QUALITY to a great extent. We really believe, that as a general rule, our various offerings are of the finest quality and that the prices are right, and we want you all to feel the same way. If you are not already selling these three lines give them a trial next time you order.

Rose & Laflamme
Limited
Montreal - Toronto

White Dove Cocoanut

No Equal for Quality

W. P. Downey
Montreal



Don't worry over "bad debts."

Worry won't avoid the loss. But THERE IS A WAY to eliminate "bad debts" and still accommodate and please your credit customers.

Allison Coupon Books

systematize credit accounts, simplify collections, and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

PICKLING SPICES

This is the season during which it is most profitable for you to push Pickling Spices, and we strongly recommend you to feature

Prince of Wales Brand

The brand that always gives your customer, as well as yourself, entire satisfaction.

MINT
THYME
SAVORY
SAGE
MARJORAM

All herbs in ¼ lb. open face cartons.

Send us a trial order.

S. H. EWING & SONS
Montreal and Toronto



It dries them up **Common Sense KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

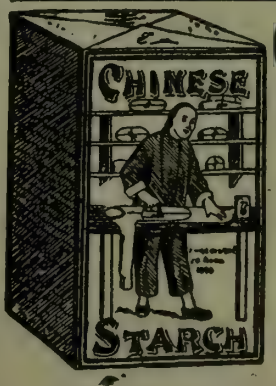
might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

A. C. LANDRY
STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Beans, Peas and Canned Goods

WINES! WINES! WINES!
Port, Sherry, Malaga, Burgundy, Moselle, Madeira, Native, etc.
DRAUGHT OR CASE GOODS
We are Specialists in Clarets and Sauternes
Write, Wire or Phone.
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

GEORGE & BRANDAY
Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right
FRANK L. BENEDICT & CO., Montreal
Agents

When writing advertisers kindly mention having seen the advertisement in this paper.

When writing advertisers kindly mention having seen the advertisement in this paper.

We Will Pay the Freight
Don't Miss This Chance!

Between the 15th of October and the 10th of November we will pay the freight on all orders amounting to fives cases, assorted or not, to all railway stations or boat landings in the Provinces of Quebec, Ontario, and in the Maritimes.

We limit this special offer to a month, for two reasons: first, because to guarantee you perfect clear wines, in perfect condition, we must effect shipment before the period of great cold; the second reason is that we are now receiving large quantities of merchandise, which we want to ship at once in order to avoid warehouse charges.

Examine our stock of wines, beers, porters, ginger ale, mineral waters, etc., and send us your order for the following brands:—

Johnson English Beer and Porter

"Miller High Life" Lager. "Miller Malt Extract"

Vichy Waters: "La Capitale," "Neptune," "Sanitas."

Vichy Lemonades: "La Savoureuse"

Table Water: "Sun Ray."

"Trayder" English Ginger Ale

Duffy's Apple and Grape Juice

Port, Sherry, Malaga, Madeira and Muscatel Wines, Table Wines, Claret, Burgundy and Champagne, Mass Wines, Vermouth (in casks or casks or bottles), also Tonic Wines "Bacchus," "Banyuls."

For all information, quotations, write, phone or wire at our expense.

Laporte, Martin & Company, Limited

Wholesale Groceries, Wines and Liquors. **MONTREAL**

"Not Many Years Ago I Owned a Store in Wentworth County," Said a Haileybury Merchant the Other Day

"I had a splendid trade, but I never could tell where I was financially. The greater part of my stock was in bulk. Each year I lost heavily by carrying slow-moving goods. Some of the stuff actually appeared on two or three stock-taking sheets."

"My customers complained, until finally I decided to try each line in the store myself. Until then I never realized what uncleanliness and deterioration my goods had gone through. Dust, dirt, dampness, sunlight, odors, handling and even insects had done considerable injury. Worst of all was my tea. I resolved to cut clean away—to start over again. I sold out and bought this store."

"Look around," he said. "No slow-movers here." Everywhere were bright, clean, attractive goods that bespoke active trade. "I no longer buy tea in bulk. Instead, I buy "SALADA" and avoid waste."

"It's an advantage to have a customer enter my store, quickly recognize the tea she *knows*, confident of its quality and value—confident that it will satisfy her."

"It's an advantage to hand her, quickly and promptly, a clean, neat, sealed lead package."

"It's an advantage to carry a small stock—always fresh—to do more business on less capital and make quicker profits."

"It's an advantage to know that my interests are protected—that no peddler can sell 'SALADA.'"

"I want to know *what I buy* before I buy. When I buy 'SALADA' I have the advantage of certainty."

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Increased His Profits on Many Staple Articles

Some Reasons Given Why Selling is of More Importance Than Buying—There is a Bottom Buying Price to Many Articles and Margin Between Buying and Selling Price is Often too Narrow—Selling Tea, Cereals and Spices to Get Bigger Profits.

By Henry Johnson, Jr.

I seem to hear somebody object to my condemnation of the "well-bought-half-sold" saying, on the ground that the merchant must always look out for his margins. True; but that is an elementary faculty and one to the development of which far too much time and attention is now devoted. It is the most obvious point about any transaction that every cent you can shave off of cost is apt to be added to your margin, and that shaving in this way is very desirable. The trouble is that too much valuable time is devoted to dickering and too much thought is given to a matter of the two-plus-two character. It is so rudimentary a proposition it should be disposed of in a jiffy; and moreover, a quick buyer will dispose of it just that way.

Bottom Prices Established.

As a matter of fact, there are two prime conditions in this buy-and-sell game which are pretty much fixed quantities. One is, that the bottom price on most groceries is quite well established and known. The other is, that the margin between buying and selling is really too narrow. These are the fixed conditions with which we have to cope. And, seeing that the cost is well established on the general run of groceries, our business is to become sellers to the last limit of our capacity, so that the margin which cannot be increased by lower buying can and will be augmented by higher average selling.

There is another feature I want to cover, very briefly, right here. That is, that one danger of trying to become "better buyers" is that the factor of price assumes undue importance; and we are very apt to begin selling at lower prices to give ourselves a fancied advantage over the man who does not buy so closely, thus depriving ourselves of the very margin we had thought to increase by our acumen and ingenuity.

Danger of Overloading.

Another danger is, that we are more than likely to be tempted by the illusive and deceptive reputed advantage of the "quantity purchase," thus overloading ourselves, losing interest, accumulating stale stocks, carrying has beens, cluttering our shelves with odds and ends, and so on. Johnson & Son buy a certain line of cereals with their neighbors in 25 case lots and thereby get the jobbers' discount; but there is a well-established understanding that the full retail price will be adhered to. That price has not been departed from during upwards of eight consecutive years since the arrangement was made, with the result that each of us gets an additional 10 p.c. and none of us carries more than a normal stock of the goods. Furthermore, the success of this deal has led to our making others equally advantageous; which is a legitimate and worth-while exercise of the buying power.

But to get back to Selling Power. The capacity to buy being limited by certain fixed conditions, the good merchant will continually exercise his faculties on the work of extending the sale of profit-paying lines. He will also study his business from all standpoints to devise ways and means to add to his margins from the Selling end of his problem. And the thoughtful merchant will gather hints and suggestions from everywhere—because his mind will be "running on the problem all the time."

More Money for Extra Work.

The computing scale man wanted to illustrate to me the difficulty of giving proper value to my customers. He used as an illustration the difficulty of giving a customer 10 cents worth of 35 cent tea and felt he had scored a point when he showed that his scale would enable me to give exactly 10 cents worth. But he gave me a very valuable hint which he had no thought of giving. For I came back at him with the statement that no customer who asked for 10 cents worth of 35 cent tea should get it, and in strict justice, could not get it, because he was in no way entitled to it. To do business that way would compel me to do three and a half times the work, with four different transactions, at four times the loss of paper and twine, to sell the same amount that I sold at one time for 35 cents. I told him I had always given ¼ pound of that tea for 10 cents and expected to continue to do so.

After he left, however, I thought further along the same line and it occurred to me that the principle that applied to tea should also apply to ¼ pound of pepper and all other spices and other bulk goods frequently sold in quantities less than a pound. The result was that I revised all my selling prices on those goods. I marked my whole black pepper 20 cents a pound; 6 ounces for 10 cents and 3 ounces for 5 cents.

Bigger Profit on Pepper.

My ground pepper I marked 35 cents a pound; 4 ounces for 10 cents and 1½ ounces for 5 cents. I had been carrying the old style, round, full weight ¼-pound tin of pepper which was sold for 10 cents. I got rid of that and put in a nice line of ⅛-pound tall, square, attractive tins, to sell at 10 cents. I was careful to get the best quality always, knowing that such quality was the kind to sell since that would give greater satisfaction than a larger quantity of a lower grade, and I materially increased my margin. Thus, the computing scale man had done a certain kind of good to one merchant which he had made no conscious effort to do.

Selling Power of Good Goods.

Good goods will win and are always salable at good prices. Note that I say SALABLE — not purchaseable. Never be afraid of asking a price for the right kind of goods. That is Selling, as opposed to buying. If you are offered some new, but apparently meritorious line, which promises you a margin of 30 p.c.—on sales—which means about 43 p.c. on your delivered cost, study it and, if it is based on right lines, do not be afraid of it simply because you will have to SELL it at a price higher than others are getting.

If the article appeals to you as worthy, you can make it appeal to your trade the same way; and increase your SELLING efficiency thereby. Do not wait until others have tried it out; for, if it is right, then by the time others have proved it, your opportunity will be gone; its sale will no longer give you any particular distinction. Be first; do not fear to lead—there are always plenty of followers; and, like all followers, they end the procession.

Room at the Top.

This is not any "easy" road to travel. No accomplishment worth while is easy. The lines of least resistance are followed by all. It is the enterprising merchant—the SELLER—who makes true progress. And the work ceases to be drudgery almost from the first. It becomes a pleasure, a fascination, a happiness; for it is accomplishment, the greatest thing any man can devote his time to. This line of work makes the business a broadening occupation and puts each merchant into the professional class; up among the skilled workers. The pioneer is the man who sees the primeval country from the mountain tops, "where foot of man has ne'er or rarely been." Make no mistake; there is room at the top.

* * *

A reader in Ridgeway, Ont., asks me how I figure that an article costing $1.50 per dozen and selling at 15 cents each pays only 16 2-3 p.c. I get my result from the fact that the 30 cents profit is 1-6th of WHAT I RECEIVE for the goods; and 1-6th is 16 2-3 p.c. There is only one kind of "investment" in our business, and that is the SELLING PRICE. Therefore, the question is, what portion of what I GET is profit. To make 20 p.c., 1-5th of WHAT I RECEIVE must be profit. To make 30 p.c. 3-10ths of WHAT I RECEIVE must be my margin. Think it over; digest it. This is the law of the profits.

The retail grocers' association of Norfolk, Vt., has been in existence but four weeks and already they have quelled the peddler nuisance after having stirred the police into activity. They have over sixty members and are about to establish a credit bureau.

A Special Display Suggestion for Hallowe'en

The Pumpkin Recalled to Memory—Other Articles That Might be Used Appropriately—Value of Watching Different Seasons With a View to Special Window Displays—Gives the Store a Distinction—Only One Week Remaining Before Hallowe'en.

The last day of October is always set apart for the celebration of that time-honored occasion known as Hallowe'en. This is always a festive time and since this year Thanksgiving day will be celebrated on the same day, it will be doubly so.

Associated with Hallow'en is the modest pumpkin. Every one, and particularly the small boy, unites the two in his mind, and the pumpkin can therefore be appropriately used by the grocer in his window trimming operations for this occasion.

In the accompanying illustration therefore is a suggestion for a Hallowe'en window trim. The pumpkins which suggest the faces of human beings can be placed on posts, the latter being hidden by shocks of corn.

Fruit, vegetables, nuts, etc., are also always associated with the Hallowe'en and Thanksgiving seasons and can be used with good effect. The drawing suggests apples, squash, and chestnuts piled symmetrically between and around the posts holding the pumpkins. It might be termed a Harvest Festival window and undoubtedly would appeal strongly to passers-by.

Watch Cycle of Seasons.

Every merchant who carries on business on a scientific basis realizes the importance of selling, showing and advertising seasonable goods. They pay particular importance to the cycle of seasons and to prominent happenings. They take every opportunity of selling appropriate goods and getting new customers through up-to-the-minute methods.

This should be an aim of all merchants. If dealers who have lost customers will make it a point to get at the base of the trouble, they will frequently find that the cause lies in the fact that their competitors are using more modern methods—enticing displays, better service, better quality, newspaper space a cleaner store—than they themselves are.

To "be up with the times," is a phrase worth studying for it means a great deal in window dressing. If therefore the grocer has not been paying as much attention to this particular method for attracting business, let him begin with Hallowe'en.

Windows uniquely dressed all the time give the store a distinction over its competitors. Very soon people notice this and they propogate the news rapidly.

A window such as the one described above will be particularly appropriate in a village, town, or small city in the midst of a good farming community. Nevertheless it is sure to attract interest in a mining section where such goods are seldom seen in any quantity.

One Week Left.

Next week is the time for a Hallowe'en or Thanksgiving window. Any later will denote an unprogressive merchant.

It ought also to be remembered that as soon as Hallowe'en is over the window should come out. If it doesn't, the idea will be conveyed that the merchant is lazy.

If any retailer has any good photographs of Hallowe'en or Thanksgiving windows, The Canadian Grocer would be pleased to enter into negotiations to effect a loan.



Hallowe'en and Thanksgiving Both Fall on Oct. 31 this Year—Suggestion for a Window Trim.

CAN ANYTHING BE DONE?

Editor Canadian Grocer.—We think it is not fair to the retail grocer for our daily papers to quote the wholesale price on sugar, as the paper goes direct to the customer and he therefore knows exactly what the sugar costs the retailer.

Can there be any remedy?

FULLER BROS.

Arkona, Ont., Oct. 17, 1910.

PROGRAM MAPPED OUT.

Ottawa Retailers to Make Their Meetings Particularly Instructive.

Ottawa, Oct. 20.—The Retail Grocers' Association, which holds its meetings on the first and third Mondays of the month, have arranged for the winter to have every second meeting one of particular interest and instruction. On Monday the first of these was held when the meeting was addressed by N. Cauchon, the C. P. R. engineer, on the proposed tunnel scheme of the city, and the benefits it would bring to the merchants. The meeting was open to the Retail Merchants' Association, whose president, Henry Walters, occupied the chair.

H. C. Beckett, of W. H. Gillard & Co., Hamilton, Ont., was in Montreal this week.

Hugh Blain, of Eby-Blain Ltd., Toronto, was in Montreal for a few days recently.

Vancouver Advertisement Out of the Ordinary

Introduction Different From Tho se Generally Written—If Smaller Type Had Been Used, More Space Could Have Been Utilized in Body of The Ad.—Talk About Pears Might Have Been Featured—Lines Too Close and Confusing to the Eye—Naming of Prices in Heavy Type a Good Feature.

Retail advertising in the newspapers is becoming more and more general in Canada. There is no reason why it shouldn't, since the big stores which have made outstanding successes have depended for their publicity to a large extent upon this medium. Therefore the only course left for smaller stores which wish to attain success to any degree seems to be that they should follow the example of the big leaders.

There are those who have attempted advertising in the newspaper and who have not or believe they have not found it to be profitable. The big advertisers will say it's the fault of the copy and the way it is displayed. And they are usually correct.

The accompanying advertisement from a Vancouver paper illustrates somewhat of a departure from the regulation style and it is worthy of attention. The average advertiser might say that the introduction "Spencer's Grocery Bulletin," consuming such a big space was superfluous and that it would have been better to have introduced the ad. with reference to the peaches which as is stated were difficult to obtain.

But if the introduction is used every day it is likely to be sought after by the housewife providing she has learned to expect something of value in the Spencer ad.

Suggestion for Improvement.

But granting this value there is, many will say, too much white space used for this heading. The same effect and the same value, they will maintain, could be secured by smaller type, leaving more space to enlarge on the peach question.

If the advertisement had begun "Last Call for Peaches," in heavy type, followed up by the talk about the ending of the season and the price, there seems no reason why it would not have secured extra good results.

A good feature of the ad. is the quoting of prices. and the short talks about some of the articles named. The list is somewhat confusing to the eye, and if space had been left between the lines, and less used in the heading, a better effect would have been accomplished. The capital letters used in the names of the articles is also rather confusing. But this, of course, is not the fault of the writer of the copy, unless he so directed it.

Editorial Note.—The Canadian Grocer solicits ads. from its readers for criticism, which will always be given according to the honest convictions of the ad. critic.

Spencer's Grocery Bulletin

PEACHES—A few fruit growers in the Okanagan have open orders to supply us with peaches; but with this exception the peach season will end with the disposal of this car—today. So last call for peaches. Perfect condition; per 20-lb. crate 65c

PRESERVING PINEAPPLES—These are extra large and in perfect condition; a dozen $2.50

SWEET POTATOES—7 pounds for 25c
Choice potatoes of good size. A direct importation.

SNOW APPLES—Just perfect; not too large in size; every apple wrapped; boxes average 45 to 50 pounds; per box..... $2.00
GRAPES—Per large basket; Tokays 25c
COOKING APPLES—10 pounds 25c
Per box 90c
CRAB APPLES—4 pounds for 25c
LEMONS—Per dozen 20c
GRAPE FRUIT—4 for 25c
RIPE TOMATOES, PLUMS and other fruits in season.
LIPTON'S TEA—40 quality, 3-pound tin 75c
EGG-O BAKING POWDER—16-oz. tin for 25c
KNIFE POLISH—Regular 20c tins, 2 for 25c
MINCE MEAT—Made in our own kitchen and guaranteed to contain nothing but the purest ingredients, 2 pounds for 25c
JARS—1-2 gallons, per dozen 90c
CHOICE ENGLISH BISCUITS—2 pounds 35c
SODA BISCUITS—Per package 10c
ROLLED OATS—Best quality, 8 pounds for 25c
ENGLISH MARMALADE—2-pound tins 25c
CHICKEN AND TONGUE—C. & B., glass jar 15c
TURKEY—C. & B., glass jar 15c
DEVILED HAM—C. & B., glass jar 15c
TONGUE—C. & B., glass jar 15c
GAME—C. & B., glass jar 15c
IMPORTED SAUCE—English; 2 for 25c
TOMATO KETCHUP—3 bottles 25c
ENGLISH MIXED PICKLES—Quart bottles 25c
ENGLISH WHITE ONIONS—Quart bottles 25c
ENGLISH CHOW CHOW—Quart bottles 25c
ENGLISH WALNUTS—Pickled; per bottle 25c
MATCHES—25c package, 2 for 25c
SMALL WHITE BEANS—8 pounds for 25c
TOASTED CORN FLAKES—3 packages for 25c
COCOA—Best quality, per tin 10c
SALT—Finest quality, 7 sacks for 25c
VINEGAR—Malt, quart bottles, 2 for 25c
White wine ,2 for 25c

A Newspaper Advertisement From British Columbia.

SUGAR POPULAR IN THE U. S.

During the fiscal year just ended the consumption of sugar in the United States reached the enormous figures of 7,500.000,000 pounds, an average of 82 pounds of sugar for each person. This means that each person was responsible for the consumption of about seven pounds every month which is surely a strong evidence of a national sweet tooth.

Association Favors Raise in the Price of Soap

Would Prefer This so That It Would Have to be Sold at 5 Cents Straight, Instead of 6 for a Quarter—Toronto Retailers Discuss the Matter—They Decide not to Join With Grocers' Section R. G. A.—Canned Goods Prices Not Uniform—Is the Salmon Supply More Than Adequate?

Toronto, Oct. 20.—Costs and profits were again the subjects before the Toronto Retail Grocers' Association, at their regular meeting on Monday night. Among others, the cost and profit on soap was discussed. President D. McLean was in the chair.

The question arose as to whether it would be better for the retailer if the soap manufacturers raised the price of soap to him so that all retailers would have to sell it at 5 cents per bar straight or whether they should reduce the size of the bar and the price in order that a better profit might be made in selling 6 for a quarter.

Fred Thorn was in favor of an advance in the price to the retailer to say $4.05 or $4.10 so that soap would retail at 5 cents straight. At $4.10 the dealer would receive a profit of 18 p.c. on the selling price or about 22 on cost.

Wanted Reduction in Bar.

J. M. Cork, College St., was opposed to this plan. He claimed that the 6 for a quarter price had now been so well established all over the country that it would be folly to change it. He believed in reducing the size of the bar and the price to the retailer. Jno. Blood suggested that if this were done, some would reduce the retail price to 4 cents, and that the big departmental houses would sell soap 7 bars for a quarter.

Mr. Cork replied that it might be done for a time, but these big stores wouldn't carry it on very far if they knew they were losing money. "It costs them a great deal more to do business than it does one of us," he said, "so they've got to get their profits." He maintained that if the retail price were maintained as it now is that there would be less confusion in dickering with a purchaser telling her that soap had gone up, etc. "I think the public demand 6 for a quarter," he said.

D. W. Clark said not. He maintained he could sell his customers soap at 5 cents straight without any difficulty. He had often sold the large 3 pound bar in preference to the 6 for a quarter. "I don't consider I get enough profit on soap at 6 for a quarter, and I advise my customers to purchase the long bar," he said. "I'm working for myself and not the manufacturer," he declared with emphasis amid applause.

He maintained that he had little difficulty in selling his customers even if prices go up or down. They usually know of declines and advances and if sugar goes down they expect a pound more on the dollar. The same with advances, people know them and he didn't have to argue.

"When a woman telephones you have seldom time to tell her much," said Mr. Cork; but Mr. Clark stated that he would simply fill the soap order with 5 bars and if there was any arguing to be done she would begin it and the matter would be satisfactorily ended.

Mr. Cork—"If we pay $4 or $4.10 the department store will buy a car load cheaper and sell 6 for a quarter still."

Mr. Clark—"There ought to be an understanding that this should not be done."

Mr. Cork.—"There'll be less trouble if we sell it 6 for a quarter."

Mr. Clark—"And less money."

Make Sure of No Cutting.

Jno. Blood suggested that the price be raised to the retail trade to say $4.25 for a while. This he maintained, would be sure to make every retailer get into the habit of selling soap at 5 cents straight. Then in two or three months time reduce it to $4.10.

R. Van Loan favored reducing the size of the bar and the price.

A vote was finally taken on the question, the majority declaring in favor of the raise in price rather than a cutting down of the size of the bar as well as the price.

Voted Against Amalgamation.

It will be remembered that in the issue of The Grocer of Oct. 7 there was an item re the proposed merger of the Toronto R. G. A. and the Grocers' Section of the R.M.A. Each was left to discuss the matter separately at its own meeting and on Monday night the former threshed the matter out.

D. Bell, J. S. Bond and W. C. Miller, who had attended the joint meeting reported what had been talked over. Several proposals had been made including a compete amalgamation; the Toronto R. G. A. joining the Grocers' Section R. M. A.; the Grocers' Section R. M. A. joining the Toronto R. G. A.; the two uniting at each other's meetings to talk over specific questions, and a joining of forces whenever any legislation matter came up.

The first two mentioned were not considered seriously, but the third and fourth promoted much discussion. It was finally moved by D. Clark and W. C. Miller that the Grocers' Section of the R. M. A. be invited to unite with the Toronto R. G. A.

This was opposed by D. Bell, Thos. Clark, Bailey Snow, R. Van Loan, F. Johnston and others, and upheld by T. Clark, J. S. Bond, W. C. Miller and J. M. Cork, but the motion was defeated which means that so far as amalgamation is concerned, the Toronto R. G. A. has dropped the question. Almost all those who spoke on the question felt that, since their association was older than the other, if there was to be any change the other should come to them.

Wasting Raw Material.

While on the subject of amalgamation, J. S. Bond in referring to the necessity of a strong association intimated that there were manufacturers who were wasting raw material in order that prices might be kept up. "We ought to be strong enough to go to Parliament and have this thing stopped," he declared.

R. Matthews, Yonge St., brought up the canned goods question again. "We shouldn't have to order canned goods ahead," he said, "and tie up a lot of money."

W. C. Miller stated that salmon, peas and corn were being retailed in the city at several prices. There were some selling salmon at 18, 20, and 22 cents and halves at 11, 12, 13 and 14 cents. Canned peas were retailed at 10 and 12 cents and some at 3 for a quarter. He thought that there ought to be more uniformity in the prices.

R. Van Loan suggested a black board on which costs and selling prices could be figured out.

Is There Plenty of Salmon?

One of the members pointed out that so far as he was concerned there was plenty of salmon on the market and advised carefulness in buying as his order had been duplicated by a wholesale house. He returned it and was afterwards told that he could purchase salmon whenever he wanted to without fear of prices going up. He only took two cases and intends stocking according to his current requirements. It was generally felt that salmon would not advance the 2½ cents on Dec. 21st.

Another retailer advised taking care of boxes. He had had some demands recently from 3 firms wanting to get them.

CUSTOMS AGENT FOR BRITAIN.

H. S. Scott, until lately the representative of the Canadian Customs Department in New York, has been sent to London in the capacity of the same Department's chief agent for Great Britain and the Continent of Europe. On account of the increasing volume of exports from the United Kingdom to Canada, and because of the large Continental element in much of the merchandise coming from the United Kingdom to Canada, it has been deemed necessary to have a special agent of the Canadian Customs Department in London. The question often arises whether a given shipment from the United Kingdom is entitled to admission into Canada at the preferential duty rates. The product that is finished in Britain may have received all but the final touches in Germany, Austria, Belgium or some other country not entitled to the benefit of Canada's preferential tariff. The rule made by the Minister of Customs is that 25 per cent. of an article's value must have been added by fabrication in the United Kingdom or other British possessions entitled to the preference to make it eligible for admission at the preferential rate.

It is asserted that there has been some sharp practice on the part of Continental manufacturers and their British agents in order to get their goods the advantage of admission into Canada as British goods. The new agent is expected to check this form of customs fraud and also to facilitate the entry of genuinely British goods at preferential rates. His duties have also in some measure been made for him by recent commercial treaties between Canada and some other nations, notably France, Germany, Italy, Belgium and Holland. These countries are to get the benefit of the treaty rates not only in goods shipped directly from their own ports to Canadian ports, but also on goods they send by way of the United Kingdom. To watch this class of commerce will be part of the new agent's business.

The Canadian Grocer

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LEAKING OUT OF TRADE SECRETS.

There is frequently a disposition on the part of business men, and political men as well, to regard the presence of a representative of the press as one of their meetings or conferences with dubious feelings. If they know that there is such a person in their midst he must be ejected before any business whatever is transacted.

This has been proven time and again to be erroneous. For it is just such acts that form the basis of the "big" stories in the newspapers which "allege," "report" and "rumor" that such and such a thing is true or that some person said this or that and which sometimes cause no end of trouble.

Even if these conferences deal with matters which the trade or daily newspaper should know in order that its columns can be more efficiently edited, there is often a disposition on the part of some to secretly conduct proceedings. positive in their own minds that nothing will ever leak out, not even the fact that a conference was being held.

They are generally in error and particularly so in the case of a trade paper whose representatives have usually a hundred and one avenues leading to such information. The result is that the newspaper instinct of the man on the hunt for news is aroused; consequently there is a "story," and naturally a second hand "story."

On the other hand if the paper and its representatives are taken into the confidence of these men, kept informed as to every move, given the proposals and objections and courteously requested to delay the publishing of anything until such time as matters have been brought to a satisfactory conclusion, everything would run along smoothly and no one would be continually in "hot-water" lest something should leak out.

A paper which is kept in touch with these things exhibits more care in the future in editing its columns containing matter which in some way or other may have a bearing on the very points which arose at the meeting behind closed doors. If this were done there would be a tendency to have nothing appear which does not coincide with the facts and which will give no trouble to the particular parties it affects.

OUT-OF-DATE RETAILERS.

An incident has come to our notice showing how a dealer lost a customer for the sake of a cent—not on account of any dispute over the price but because the grocer was in a cranky mood.

This is how it happened. A woman sent her little daughter to the store to purchase a four-cent article giving her a five-cent piece and at the same time telling her that she might have the extra cent.

She gave the merchant the money which he put into the till but he did not hand her back the change. After waiting for a time she asked him for it but the grocer in a gruff tone told her he could not waste time making change for one cent. This sent the little girl home crying. The incident lost a customer.

It is almost beyond belief that such a thing can happen in a store which takes any pride whatever in service; yet it is an actual fact.

We know of another dealer who lost a customer by refusing to change a piece of ham which did not suit the mother when brought home by her daughter, because, as the merchant told her, it was handled in her mother's dirty hands.

These are samples of salesmanship among some of the out-of-date retailers.

THE "BAD EGG" QUESTION.

Is it better to sell fewer eggs at a higher price, or more eggs at a lower price to continually dissatisfied customers? That is the question city merchants and produce men are asking in their endeavor to make it a criminal offence to sell rotten eggs. Knowing the facts the answer is almost self-evident.

There is more profit and general satisfaction to everyone concerned to deal in first class eggs.

Take the farmer. How does he come out? To begin with, he looks after egg collections better, receives a better price for them, and the few rotten ones he loses, if he is careful, are a mere drop in the bucket.

With honest eggs coming in the produce man can get a good price for them, is saved much labor in examination, and sells sound eggs. Similarly is the retailer affected, and even to a greater degree, for a few rotten eggs will often cost him customers. There is no better advertisement than honest eggs.

Does the customer benefit? Suppose he pays 30c for "eggs" and 35c for the perfectly kept article, for that represents about the price difference. Out of a dozen of the former he loses two, which is by no means abnormal. His account stands thus:

10 eggs cost 30c (two bad.)
12 eggs cost 35c (all good.)

Thus he is more than even in actual cash, besides the peace of mind in knowing, when he opens a boiled egg for his breakfast, that it will be perfectly fresh.

More power to the movement now on foot to make the sale of rotten eggs a criminal offence. Nobody will lose, and there is everything to be gained by such action being taken.

WAGE A COLLECTING CAMPAIGN.

Now is the time when merchants should look to their outstanding accounts. The crops have been good, and from all sections of the country come reports of the freeness of money. Farmers are realizing on their grain, live stock, and fruits, and they ought to be in a good financial standing to meet their accounts.

There is no opportunity for anyone to raise the plea of hard times or money scarcity this autumn.

We do not live in an age when people need no reminder that they owe money for goods purchased, so that the merchant should make it a point to send out his accounts promptly, and if there is no immediate desire to settle, get after the delinquents, either by personal call or by letters. We know that the busy merchant has little time to attend to his accounts, and that if his customers only treated him fairly there would be no need to have to add to his work by collecting what is owing to him. But as it is necessary, then the only thing to do is to go after the money systematically.

The merchant should not let the idea that he may offend a customer affect his getting after his accounts promptly. The man who means to pay does not mind a gentle reminder that he is behind time with his money. He realizes that the merchant has to live, and when it is pointed out firmly but courteously that the money is wanted, then there is little fear that umbrage will be taken.

Collecting accounts is one of the most important parts of a credit business, and should receive the close attention of

every dealer. The accounts should not be put off for a few spare moments, as is often done. They should receive first attention, for by them alone can he live.

The sending out of invoices, and the close scrutiny of the books, with a consequent close tab on those who are not settling, should be a regular part of the business system of a merchant. There should be no hesitation in getting after a long winded customer. Keep hammering and there are very few who will withstand the process for long.

A SUBTLE FORM OF DISHONESTY.

From time to time there is in evidence a peculiar form of dishonesty which is the more dangerous in that it does not involve an indictable offence. This particular breach of probity consists in accepting a salary for filling one position while surreptitiously using a part of the time which should be devoted to the interests of the one employer to do work for and receive payment from another.

A case in point is brought to mind by the newspaper notices respecting the firm of C. D. Sheldon. This man was accustomed to employ as stool-pigeons, men in responsible positions in various businesses, from government departmental employes in Ottawa, it is said, to men in financial institutions in various financial centres. It is entirely unnecessary to comment upon the ethics of the tempter. The serious question is with respect to the lack of business honor which permits a man to sell his whole time to an employer, accepting a substantial yearly salary for same and then to steal part of this time for the purpose of increasing his income.

Where a man can, without lessening his value to his employer, devote his evenings to extra work, one cannot take exception to this method. The point in question involves a form of dishonesty which is often practised by men whose integrity so far as actual cash or even finer points of honesty are concerned, is unexceptional. Cases of this sort come up more often than is generally realized and it is indeed time that steps were taken to protect an employer against petty and sometimes serious thefts of this sort, as against the more overt forms which involve the actual handling of cash. The government at Ottawa is endeavoring to prevent it, but the law is not yet of sufficient breadth to cover the ground.

A divided attention means lessened power of concentration and the opportunities of taking off a few minutes, or hours, of course increases with the responsibility of an employe's position. Should a man reaize that by thus dividing his time and attention he is seriously lessening his earning power and consequently his value to his employer, selfish reasons alone would doubtless prevent much of such action.

AVOID DEAD STOCKS.

There are many things in the trade that the retailer should avoid. One of them is the carrying of dead stock and particularly when the merchant cannot afford it. It always represents a loss because there's money invested in it.

Many dealers when offered a quantity price on some goods, snatch at it and tie up a lot of money. They never stop to figure out the interest on their money invested which would often more than repay them if they bought as necessity demanded.

There is still another way to look at the question. If a small dealer ties up considerable money in two or three articles he has not the means of getting a good assortment. Lack of assortment is often the cause of diverting trade to the mail order houses and in the end he loses more than he had gained by getting this quantity price.

Dead stocks are not relished by any merchant. The sooner he turns over his stock the better he likes it. Therefore it ought to be the aim of every dealer to see that all goods are disposed of in season. Summer goods should be moved out before too late and the same applies to the other seasons.

Avoid as much as possible the carrying of dead stock.

If you have any trouble in getting enthusiastic get out and rub up against people who are not built on the cold storage plan. Enthusiasm is contagious and you might catch a little of it.

Ideas are what count. If you cannot evolve your own, make haste to adopt some good ones from another source. Ideas you must have.

Don't stop with just being honest enough to refrain from picking a man's pocket. Be so honest that you would not think of keeping quiet about a purse you found on the street.

You can't get along with people unless you have tact. You can't develop your business far unless you can get along with people. With all your getting, get tact.

WHERE CREDIT IS NECESSARY.

The most successful merchants who do a credit business have a distinct understanding with the customer at the beginning of the account. Either the bills are to be paid weekly, monthly or at a certain stipulated time, and if the accounts are not paid when the customer agrees to pay them, the line of credit is cut off.

When to stop extending credit to a customer is one of the most serious problems that the country merchant has to face. It is at once productive of more bad accounts and of the loss of more good accounts than any other item in the list of store management problems that the retailer has to contend with.

Credit is a necessary evil in merchandising. Some one merchant in a town may make a go of cash business, and some merchants cannot do it. There must be some credit business, and the man who gives credit must do so under a well established and thoroughly understood system or he will soon find his bills receivable eating up his profits and wearing a big hole in his reserve capital. Of course there are extraordinary circumstances, such as crop failure, deaths, loss of work and things of that nature, where exceptions are made, but even then, great care should be exercised, in the extension of credit, and notes should be taken, bearing interest, for the merchant is as much entitled to interest on money that he may have tied up in merchandise sold on credit, as is the banker on money that he loans.

The only sure rule is to have a system, make a personal study of each customer and his ability to pay, be strict and prompt about collections, require notes on overdue accounts and close up those that appear hopeless. It is better to lose a customer and a small amount of money than to lose a large amount of money and the customer too.

IMPORTANT LEGAL DECISION.

Although the insurance policy of the Brooks-Sanford Hardware Company, Toronto, in the Rochester-German Fire Insurance Company had a clause in it reading, "If the property assured is assigned without the express permission of the company the policy shall be void, but the condition does not apply to a change of title by succession or by the operation of law or by death," and, although that company did assign without the express permission of the insurance company, Justice Middleton, recently held that the policy was not void. The question arose in the action of Osler Wade, assignee for the Brooks-Sanford Company, to recover $2,402 insurance. The company assigned on October 9, 1908, and the fire broke out on October 20. The Judge held that the assignee is entitled to the money on behalf of the creditors.

Grocers are meeting with opposition from druggists in the sale of spices, which, during the last 600 years have been associated in the public's mind with grocery stores. It is up to the trade to hold its own.

FRIENDLY ADVICE FROM THE

BATTLE CREEK TOASTED CORN FLAKE CO., Ltd.

LONDON, - - ONTARIO

Manufacturers of

KELLOGG'S

TOASTED CORN FLAKES

To the Retail Grocers of Ontario and Quebec:---

Beware of free deals and all sorts of schemes to overload you. The





practices. It is the worst form of trade demoralization.

Buy only as your trade requires. Keep your stock fresh and palatable---thus retaining the confidence of your customers.

In our **Coupon Deal,** you have all the advantages of a free deal all the year round without the disadvantages of overstocking. Thousands of grocers throughout Ontario and Quebec are delighted at the returns our coupon deal has given them, and are pushing **Kellogg's Toasted Corn Flakes** in preference to all other Flake Foods.

Kellogg's is the original, and only genuine Toasted Corn Flake---others are imitations and altogether lacking in its delicious flavor.

Push Kellogg's--- **Save your coupons, sending them in for redemption at time stated.**

The Markets—Canned Tomatoes Sold at Advance

Price Raised in Montreal and in Toronto—Buying is at an Increase Over Opening Figures—Sugar Market Weaker—New Beans Quoted at Lower Price—Dried Fruit Market Maintains High Prices—Coffee is Up as Result of Crop Conditions in Brazil—Spices and Nuts are Steady and Firm.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

POINTERS—
Valencia Raisins—1½c higher.
Shelled Almonds—½c higher.
Tapioca—1c higher.
Salmon—20c advance in Clover Leaf and Horseshoe.

Montreal, Oct. 20.—The sugar situation still continues to occupy the spotlight as far as local affairs are concerned. Whether or not the alleged large German crop will still further weaken the raw market and force another decline in refined is what is puzzling local men. Reports of recent storms in Cuba have changed matters slightly and it is thought this may counteract the German crop effect, at least sufficiently to keep refined prices at their present level.

The Steamer Bellona arrived last Tuesday a.m. with a cargo of dried fruits and nuts from Mediterranean ports. The new prices are on a higher level than the old and bear reports on crops keep coming to the fore.

Coffees in Brazil are worthy of some notice. Apparently there is going to be a crop failure this year, which will put prices at a high level and enable the Brazilian Government to rid itself of more of the surplus it took up three years ago.

Generally trade is good on an advancing market. Sugar is about the only feature showing weakness.

Sugar.—Apparently sugar men are hardly certain what their next move will be. The undoubtedly large German crop has been having a very bearish influence on the raw market, and unless something occurs to alter the situation there seems a certainty of a further decline in the refined article. However, refiners look at the recent storms in Cuba as the means of bolstering up the raw market. Two severe hurricanes are reported in the past few days, as having ravaged the cane fields. How serious the damage has been is not certain, but there must have been a great deal, if the reports received are anywhere near true. If it is as bad as reported there will be sufficient effect to offset a great deal of the German situation.

Local jobbers report heavy sales lately at the recent declines.

Granulated, bags	4 85
" 20-lb. bags	4 95
" Imperial	4 7
" Beaver	4 70
Paris lump, boxes, 100 lbs.	5 65
" " " 50 lbs.	5 75
" " " 25 lbs.	5 95
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 55
" " 100 lb. boxes	5 65
" " 50 lb. "	5 75
" " 25 lb. "	5 95
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 30
" " 50-lb. boxes	5 80
" " 25-lb. boxes	5 70
Powdered, bbls.	5 10
" 50-lb. boxes	5 30
Phoenix	5 30
Bright coffee	4 80
No. 3 yellow	4 70
No. 2 "	4 60
No. 1 " bags	4 45

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—Dealers and jobbers are preparing for the November business. It is in November that the bulk of the deliveries are made, owing to the cheaper rates for heavy goods at that time.

Sales of molasses are brisk this week as compared with last. They are still short of what might be expected at this time of year.

Syrups on the contrary are having an especially good sale for the season. Country buyers seem to be finding out that it is a cheap and healthy sweetener, and are buying accordingly.

Tea.—The season in Japan is practically over now, and only the fag ends are being cleaned up.

Locally the demand for all grades of Japans and the cheaper grades of Ceylons is the feature. Other lines are in fair demand. Prices are very steady and firm at former quotations.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—Although the visible supply of coffee is plenty for the world's requirements, there is, nevertheless, a firm opinion that coffees, Brazilian in particular, are going to be high for at least another year.

In support of this a recent dispatch from Brazil sources via New York has been made public. In part it says: "The coffee trees are sick. Frost did not do much damage, but the drought and steady cold weather stunted the sap life of the trees. They have lost their leaves the same way trees do in the severity of European winters. The twigs appear exceedingly dry and withered, and there are no flowering buds in sight. If this continues it looks like a crop failure, and on top of a small crop this season Brazil is in for two years of high prices."

As to whether this is an exaggeration or not, time will tell. At present the market holds high and firm in all lines.

Mocha	0 18½	0 25	Santos	0 16	0 19
Rio, No. 7	0 12	0 15	Maracaibo	0 16	0 19

Spices.—Peppers are holding more firmly than last week, and the reports from New York tend to strengthen the situation. Apparently grinders are replenishing for the winter season. In other lines demand remains good, at prices held fairly firm. Pickling spices are still having a constant and brisk sale, and seem likely to do so, well on into the colder weather.

	Per lb.			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace	0 75	
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 39	" white	0 20	0 25

Dried Fruits.—The steamer Bellona, first fruit boat from the Mediterranean to arrive here this fall, arrived in port last Tuesday morning. She carried a large and well-assorted cargo of nuts and dried fruits. There has been rather more interest taken than in former years, owing to the bare state of both market here.

There has been an advance of 1½c in Valencia raisins this week. This is due to reports regarding the new crop, which is said to be light. As a result there has been a small slackening in demand, dealers evidently thinking that the waiting game is the best. Prices may be lower, but so far there is no good evidence to show it.

Figs also show an advance, and are selling well at the new figures.

Currants, fine filiatras, per lb., not cleaned					0 06½
" " " cleaned					0 07½
" Patras, per lb.				0 08	0 08½
" Vostizzas, per lb.				0 09	0 09½
Dates					0 05½
Figs, 4 crown			0 09	Figs, 6 crown	0 11 0 12
" 5 crown	0 10	0 11	" 9 crown	0 13	0 14
Prunes—					
40-50					0 09
50-60					0 08
60-70					0 07
70-80					0 06½
80-90					0 06
90-100					0 05½
Raisins—					
Australian, per lb., (to arrive)				0 08½	0 09
Old seeded raisins					0 90
" fancy seeded, 1-lb. pkgs.					0 09
" loose muscatels, 3-crown, per lb.				0 07½	0 08
" " 4-crown, per lb.				0 08½	0 09
" sultana, per lb.				0 07½	0 10
Malaga table raisins, clusters, per box				2 40	5 50
Valencia, fine off stalk, per lb.					0 07½
" select, per lb.					0 08
" 4-crown layers, per lb.					0 08½

Nuts.—The nut scarcity is now somewhat relieved by the arrival of the Bellona, the first Mediterranean boat, which came on Tuesday. Still prices are even a shade firmer than formerly, particularly almonds (shelled) which show a slight advance. It is said that new crop prices will be higher in almost all the European lines, even when the second steamer arrives.

There has been so little stock held here that trade has been very light, and what appeared was snapped up at once. This week has marked an improvement, owing to new arrivals and some of the new quotations.

In shell—		
Brazils	0 13½	0 14½
Filberts, Sicily, per lb.	0 11	0 13
" Barcelona, per lb.		0 10½
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Grenobles, per lb.	0 13	0 14½
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.		0 11½
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown " "	0 32½	0 35
" 2-crown " "		0 31
" (in bags), standards per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb.		0 65
Pistachios, per lb.		0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	32

Evaporated Apples.—There are a few of the early apples left on the market, but they are inactive at present. None of the winter stock to speak of has come on the market as yet, so naturally the market is simply beating time.

It is reported that there will be some supplies of good winter stock coming in shortly, and that the range of prices will be higher.

Beans and Peas.—Farmers are always given to postponing their pea threshing until after everything else is finished up. This has caused a scarcity in the pea market which is being felt considerably. Prices are very firm, though as yet no changes have taken place. It would be no surprise to see a temporary advance shortly until the crop begins to come in more freely.

Beans are enjoying a brisk demand at present prices. Cool weather nearly always has this effect on bean markets. Also the present lower prices of pork have a good deal to do with this activity.

Ontario prime pea beans, bushel	2 10
Peas, boiling, bag	2 50

Rice and Tapioca.—An advance has taken place in tapioca. It is now quoted at 6 to 7 cents. This has not been unlooked for, as the market has been firm for some time past and some advances have taken place in the primary market already.

The cause is the same one for the advances some few months ago, the utilization of the plantations for rubber, and thus cutting down the production. It is said that this advance is almost sure to be permanent, or at least until some provision is made to increase the production largely. Rubber brings larger dividends, hence the changes that are being made in such numbers. Rice is in growing demand as the cold weather approaches, and is holding at firm prices.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06 0 07

CANNED GOODS

MONTREAL.—People have evidently decided that the recently advanced prices of canned vegetables and fruits are there to stay, as they are beginning to buy freely. The demand for the latter is exceptionally brisk, owing largely to the scarcity of good evaporated lines this fall.

There has been a 20c advance in Clover Leaf and Horseshoe salmon. This is said to be due to the fact that the pack was short, but whether this is really the case remains to be seen. Packers are stated to be holding most of their output for export, and as a result the home market suffers. A second result is shown in the demand existing for other lines of fish, which are being used to take the place of salmon.

Meats show advance in some lines, and firm prices throughout. The 5-case discount of 2½ per cent. has been taken off.

Peas, standard, dozen	$1 10
Peas, early June, dozen	1 25
Peas, sweet wrinkled, dozen	1 25
Peas, extra sifted, dozen	1 90
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	0 97½
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 25
Strawberries, dozen	1 77½
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60

Clover Leaf and Horseshoe brands salmon—

1-lb. talls, per dozen	2 00 2 22½
½-lb. flats, per dozen	1 40
1-lb. flats, per dozen	2 40

Other salmon—

Humpbacks, dozen	1 00
Cohoes, dozen	1 40 1 50
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10

Lobster Futures—
½-lb. flats, dozen, $2.40; 1-lb. talls, dozen, $4.25.
1-lb. flats, dozen, $4.50.

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO — Deliveries of canned goods particularly tomatoes are occupying considerable of the attention of the wholesale trade just now. And it may be remarked that the canned goods situation presents on the surface a decided firmness. One instance may be taken to show the strong basis upon which business is now being transacted. A wholesaler through a broker sold a car of No 2 tomatoes to another wholesaler at $1.12½, making ten per cent. profit. They were f.o.b. the factory where they were put up. Tomatoes are exceedingly firm and many say they are going to be quoted at a higher price. In fact, one of the trade stated that any sales they were making now of tomatoes was at the $1.25 price.

There is an "insurgent" feeling among the retail trade, although it has not been loudly expressed. A number have asserted that they have received a full complement of peas, but others again say they have received only the percentage which was to have been allotted. This difference in treatment may have been entirely by accident, but some of the retail trade have been inclined to question it. One grocer also stated that he had received twice the amount of salmon he had ordered. Yet wholesalers are willing, they say, in fact are glad to take back any salmon a retailer, for some reason or other, may not want to accept. Some have declined their full orders because the high price allowed them to accept only part of their order. The wholesaler claims that it is valuable holding and the grocer who returns it now will be looking for the same salmon some time in the future, but he will be unable to secure it at the same price. So there are differences of opinion.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" " (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 95	0 95
" " Midgets, 2's	1 25	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's	0 90	0 92½
" Refugee Midgets 2's	1 25	1 27½
" " " 3's	1 35	1 37½
Beets, sliced, blood red, 2's	0 95	0 97½
" whole, blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, Rosebud, 2's		1 25
" " " 3's		1 50
Cabbage, 3's	0 95	0 97½
Carrots, 2's	0 95	0 97½
Corn, 2's	0 92½	0 95
" fancy, 2's	1 02½	1 05
" on cob, gal	4 75	4 77½
Peas, Standard, size 4, 2's	0 95	0 97½
" Early June, size 3, 2's	1 10	1 12½
" Sweet Wrinkle, size 2, 2's	1 15	1 17½
" Extra fine sifted, size 1, 2's	1 72½	1 75
Pumpkin, 3's	0 95	0 97½
" gal	3 00	3 02½
Spinach, table, 2's	1 25	1 27½
" " 3's	1 75	1 77½
" " gal	5 00	5 02½
Tomatoes, 2's	1 02½	1 0
" 3's	1 12½	1 15
" gals	3 40	3 42½
Turnips, 3's	1 10	1 13½

FRUITS

Apples, standard, 3's	1 05 1 07½
" " gal	3 00 3 02½
Blueberries, standard, 2's	1 25 1 27½
" " gal	5 25 5 27½
Cherries, black, not pitted, heavy syrup, 2's	1 50 1 52½
" black pitted, heavy syrup, 2's	1 90 1 92½
" red, not pitted, heavy syrup, 2's	1 50 1 52½
" red pitted, heavy syrup, 2's	1 90 1 92½
" white, not pitted, heavy syrup, 2's	1 60 1 62½
" white pitted, heavy syrup, 2's	2 0 2 02½
" red pitted, gal	8 50 8 52½
Gooseberries, 2's, heavy syrup	1 75 1 77½
Lawtonberries, 2's, heavy syrup	1 75 1 77½
Peaches, 2's, white, heavy syrup	1 85 1 87½
" 2's, yellow, heavy syrup	1 85 1 87½
Raspberries, black, heavy syrup, 2's	1 75 1 77½
" black standard, gal	7 00 7 02½
" red, heavy syrup, 2's	1 75 1 77½
" red, standard gal	7 00 7 02½
" red, solid pack, gal	9 25 9 27½
Rhubarb, preserved, 2's	1 50 1 52½
" " 3's	2 25 2 27½
" standard, gal	3 25 3 27½
Strawberries, heavy syrup, 2's	1 75 1 77½

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 02½ 2 05	Red Spring, doz	1 85
½-lb. flats, dozen	1 27½ 1 30		
1-lb. flats, dozen	2 21 2 22½		
Other salmon prices are:		Lobsters, halves, per dozen	2 00 2 25
Humpbacks, doz	0 95 1 10	Lobsters, quarters, per dozen	1 40
Cohoes, per doz.	1 50 1 55		

ONTARIO MARKETS

POINTERS—

Sugar—Market weaker.

Canned Tomatoes—Quoted at advance.

Dried Fruits—Very firm.

Toronto, Oct. 20.

A feeling of satisfaction with the season's business pervades the wholesale district. Opinions offered by jobbers agree that the orders coming in are exceptionally encouraging both from their number and the amount of goods asked for. Another feature is the fact that collections are good and while the ideal condition of all payments being promptly made could hardly be expected, still there has been a marked improvement in the financial end of the relations between the wholesale and retail trades.

The prospects for a heavy fall trade are bright and it is generally believed that throughout the entire Dominion the amount of business that will be transacted before the new year will be most encouraging.

In canned goods tomatoes are being delivered and any buying that is now being carried on by jobbers is between themselves for the most part. The price, too, has been increased in Montreal by the wholesale trade and in Toronto it is understood that practically the same price prevails and it is admitted that the condition of the market warrants the higher price.

Sugar is if anything a little weaker than when last referred to. Reports of an immense beet sugar crop in Europe

has had the tendency of weakening the market and on that account it is felt that the next move will be another drop.

Spices are firm as also are nuts and dried fruits. The general markets have not materially changed since a week ago.

Sugar—Reports of the European beet crop indicate an immense crop, heavier in fact than ever before and it has been stated that even if the Cuban crop were wiped out there would be enough of the beet crop to meet the demand. This report has had the tendency of weakening the tone of the market. Other influences are at work. A fierce windstorm in the tropics has worked havoc with the sugar cane crop according to press reports which, however, have not been substantiated. It will likely be some time before the exact news is received, but the majority of the trade opinions is that the despatches have borne exaggerated reports. Therefore, but little strength has yet come to the market as the result of the storm news. The demand for sugar is also beginning to weaken. The fruit season has about spent itself and already a falling off is noticeable. Thus the principal character of the sugar market is weakness and the next movement in prices should be downward.

Extra granulated, bags	4 90
" " 20 lb. bags	5 05
Imperial granulated	4 80
Beaver granulated	4 80
Yellow, bags	4 55
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 35
" " 50-lb. boxes	5 55
" " 25-lb. boxes	5 75
Powdered, brls	5 15
" 50-lb. boxes	5 35
" 25-lb. boxes	5 55
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 85
" in 50-lb. "	5 95
" in 25-lb. "	6 15

Syrup and Molasses—Following the recent reduction in the price of syrups there has been an active demand with every prospect of heavy business during November.

Dried Fruits—The situation in dried fruits has not changed materially since last week. The feeling that there is a general scarcity of dried fruits this year is holding and is pretty well substantiated by recent reports bearing out the statements that were received earlier in the season and upon the strength of which some of the wholesale trade bought at prices which were much lower than those now demanded for the same goods. New figs have arrived, and a shipment of currants and raisins, but receipts of the latter have been coming pretty freely. Prunes hold their firm position which, indeed, is common of all the fruits.

Prunes—	Per lb.
30 to 40, in 25-lb. boxes	0 11½ 0 12½
40 to 50 " "	0 10½ 0 11½
50 to 60 " "	0 09½ 0 11
60 to 70 " "	0 08½ 0 10½
70 to 80 " "	0 08 0 10
80 to 90 " "	0 07½ 0 08½
90 to 100 " "	0 06 0 07½
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard	0 15 0 16
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 20
Candied and Drained Peels—	
Lemon 0 09 0 11 Citron	0 14 0 17
Orange 0 11½ 0 12½	

Figs—	
Elemes, per lb.	2½ " 0 12½
1½ inches 0 10	2¾ " 0 13½
2 " 0 10½	Umbrella boxes 0 13½
2½ " 0 12	
Tapnets, "	0 04 0 04½
Bag figs	0 04 0 04½
Dried peaches	0 09½ 0 10
Dried apples	0 10 0 10
Currants—	
Fine Filiatras 0 07½ 0 08 Vostizzas	0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 09½ 0 10
" fancy	0 10 0 11
extra fancy	0 12 0 15
Valencias selected	0 08½ 0 09
Seeded, 1 lb packets, fancy	0 09½ 0 10
" 16 oz. packets, choice	0 09 0 09½
" 12 oz. " "	0 07½ 0 08
Seeded 2 oz. packets fancy	0 08 0 08½
Dates—	
Hallowees 0 05 0 05½ Fards choicest	0 10
Sairs 0 05 Natural, from 4½ up.	

Coffee—The increased price of Rios and Santos has had the effect of strengthening up the other coffees. It is now practically assured that there is a short crop in Brazil and this knowledge was not general until the old stock was pretty well cleaned out. The bareness of the market contributes to the strength of the prices.

Rio, roasted	0 14 0 16	Java, roasted	0 27 0 33
Santos, roasted	0 18	Rio green	0 11 0 12
Maricaibo, "	0 20	Mexican	0 25
Bogotas	0 18 0 25	Gautemole	0 18
Mocha, roasted	0 25 0 28	Jamaica	0 20

Spices—Again is the word "firm" to be applied in referring to this market. Peppers are high in price and are likely to go higher. Increased consumption is responsible for the strength of some prices and short crop conditions is the reason in other lines.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 9
Cloves	0 23	0 24	0 26	0 80	0 80
Cream tartar	0 21½	0 23	0 25	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 20	0 22	0 24	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					0 20

Rice and Tapioca—There is firmness to the tapioca situation, but most of the local jobbers are keeping within the outside price. Demand for both rice and tapioca is steady.

	Per lb.
Rice, stand. B	0 03 0 03½
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	2 90
Rangoon	0 03 0 03½
Patna	0 05½ 0 06½
Japan	0 04½ 0 05
Java	0 06 0 07
Carolina	0 10 0 11
Sago	0 05½ 0 06
Seed tapioca	0 06
Tapioca, medium pearl	0 05½ 0 06½

Evaporated Apples—A local jobber says the present apple crop is the lightest in 19 years. It is difficult to secure apples and those in the evaporating business are not holding forth bright prospects of heavy stocks. The situation will be quite the reverse judging from the present aspect of the apple yield.

Evaporated apples	0 10

Nuts—This market continues with decided firmness. A crop of walnuts in France, larger than was expected, is now in prospect. Prices of nuts are generally high and there is not much likelihood of easier prices for the Christmas and fall trade. The arrival of steamers may relieve the situation, but the price is not likely to be affected for, according to the general reports, the supply of nuts sufficient to meet a heavy demand cannot be secured. Short crops in this market are creating the same stiff prices that are found in some of the other markets.

Almonds, Formigetta	0 14
" Tarragona	0 16
" shelled	0 35 0 37
Walnuts, Grenoble	0 14½ 0 15½
" Bordeaux	0 11
" Marbots	0 12 0 13
" shelled	0 37 0 38
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 13 0 14
Peanuts, roasted	0 08 0 12½

Beans—New beans have been delivered and are selling freely. There is a heavy demand throughout the country. Prices slightly lower than the old ones are asked.

Prime beans, per bushel	2 00
Hand-picked beans, per bushel	2 10

MANITOBA MARKETS

POINTERS—

Dried Fruits—Strong but unchanged.

Sugar—Declining.

Winnipeg, Oct. 20.—The same condition prevails on the general market that has been evidenced for some time. With the exception of sugar and syrup, the market is fairly strong. The output is large on a wide range of stuff, and merchants are stocking heavily in many lines that cannot be quoted. Wholesalers everywhere are well satisfied with the fall trade, and anticipate an excellent winter's run. They are preparing for an unprecedented holiday trade and it would seem that they will not be disappointed, as already merchants are doing the same.

Business conditions throughout the west were never better than at the present time. The increased population by those who are in good financial condition, and the great number of stores that have been opened up in every corner of the west have created a lively atmosphere throughout the whole of the country. It is a recognized fact that all business fluctuates with the real estate condition everywhere in the country, and as there is great activity in real estate investments at the present time, business in every branch has taken on a brisk tone.

Sugar.—The sugar market has been going down everywhere on the continent, and although refiners in many cases have been trying to create the impression that the sugar market as a whole shows signs of strength, there seems to have been no foundation for such a report. The fact is that in Montreal and New York, where the sugar market is controlled, declines of twenty cents altogether have been reported in the past two or three weeks. A local jobber stated that a future decline would be improbable here, but nothing definite could be ascertained. The following list is the quotation to date.

Montreal and B.C. granulated, in bbls	5 45
" " in sacks	5 40
" yellow, in bbls	5 05
" " in sacks	5 00
Icing sugar, in bbls	6 05
" " in boxes	6 25
" " in small quantities	6 25

Powdered sugar, in bbls	5 85
" " in boxes	6 05
" " in small quantities	6 20
Lump, hard, in bbls	6 35
" " in ½-bbls	6 45
" " in 100-lb. cases	6 35

Foreign Dried Fruits.—Plums, nectarines and dates fluctuate little, but a higher price may rule on every other item on the list. Valencia raisins are still held at $2.50 a box, but this week there is a question as to whether the market will continue strong.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " " cleaned, per lb	0 13
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 08½
Raisins, 3 crown muscatels, per lb	0 06
" 4 " " "	0 06½

Prunes—

25 lb. box, 90-100, lb	0 07½	Prunes, 50-60 "	0 09½
" 80-90 "	0 08	Prunes, 40-50, lb	0 10½
" 70-80 "	0 08½	Silver prunes, ac. to quality	0 11 0 14
" 60-70 "	0 09½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 07½
" wet, cleaned, per lb	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 08½

Pears, per lb	0 13½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 15½	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16	" " orange	0 11½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup.—There is no change in the syrup market this week and orders are not heavy. Molasses is moving fairly well and a good winter's trade is in view.

Syrups—	
24 2-lb. tins, per case	2 13
12 5-lb. tins, per case	2 58
6 10-lb. tins, per case	2 41
3 20-lb. tins, per case	2 47
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—The advanced price of walnuts is held firmer just now in view of the limited supply for the Canadian trade. Almonds may be advanced soon as the market elsewhere is strong. The output of peanuts is excellent for this season.

Shelled Walnuts, in boxes, per lb	0 35	0 36
" " small lots, per lb		0 38
" Almonds, in boxes, per lb		0 35
" " small lots, per lb		0 36
Peanuts, Virginia, per lb	0 11	0 13
Filberts, per lb		0 12½

Tapioca and Sago.—The following quotations are held fairly strong, although the wholesale stocks are quite large and no advances will be made immediately. The advance, however, is expected as the production in the future will be less.

Pearl tapioca, per lb	0 06	0 06½
Sago, per lb	0 04½	0 05

Beans.—Stocks will arrive soon and the first is expected this week. Prices are unchanged, but the winter's supply cannot move off at these figures.

3-lb. picker, per bushel	2 25
Hand picked, per bushel	2 35

Evaporated Apples.—Last week's quotations still hold, but prices here are not firm.

25-lb. box, per lb	0 10
50-lb box, per lb	0 09½

BRITISH COLUMBIA MARKETS.

Vancouver, Oct. 20.—Potatoes are rapidly becoming a feature in the coast markets, and the outlook now is that high prices will be the rule before the winter is over. Farmers on the lower mainland are selling for $20 a ton at the pit, and when growers on Lulu island, the lowest of land, can get that, it means about $30 for Ashcrofts. Jobbers quote $22 now on lower mainland potatoes. It has been stated that potatoes grown on the highlands of the lower mainland are all sorted out and sold as "Ashcrofts." Ashcrofts have the name, since they are grown in the dry land of the upper country, but there are many potatoes now masquerading under that name. It means enormous profits for the man who handles them that way, for they can be bought, say at from $20 to $25 and sold later on for from $30 to $40, and even now good prices can be obtained. Five hundred tons of potatoes were bought in Langley district, which is withing two hours run of Vancouver on the electric car, including twenty minutes of a transfer, by a jobbing firm in Armstrong. This town is in the Okanagan, which classifies with Ashcroft, as a fine potato growing country.

Bacon is up another notch the best being quoted at 31½ cents. The other products are about the same.

There is little change in the prices of other commodities, butter and eggs being firm, with an advance in sight.

Apples, cooking, box	1 00		
Apples, local Grav.	1 75		
Beans, per lb	0 03½	0 04½	
Canned Goods—			
Peas, Early June	1 35		
Tomatoes	1 27½		
Corn	1 02½		
Apples	3 42½		
Strawberries	1 75		
Raspberries	2 02½		
Canned salmon	6 50		
Val. raisins, lb	0 05½		
Cal. " "	0 07½		
Prunes	0 05½	0 07½	
Currants	0 06½	0 08½	
Dried apricots	0 11	0 13	
Flour, Standard, bbl	7 10		
Cornmeal, p. 100 lbs	2 60		
Rice, per ton	68 00	76 00	
Tapioca, per lb	0 03½		
Canteloupes, crate	4 25		
Evaporated apples	0 06½		
Butter, Eastern dairy in tubs	0 25		
Butter, Eastern dairy, choice	0 28	0 29½	
Butter, local creamery	0 35	0 40	
Eggs, Eastern	0 26	0 30	
Eggs, local	0 42	0 45	
Cheese, Ontario	0 14½	0 15½	
" Manitoba	0 14		
Bacon	0 25	0 31½	
Ham, cooked	0 23	0 23½	
Lard, pure		0 18	
Lard, compound	0 17½		
Potatoes—			
Ashcrofts, ton	30 00		
Sugar, standard granulated	5 80		
Sugar, Imported	5 25		

NOVA SCOTIA MARKETS.

Halifax, Oct. 20.—The chief feature of the local grocery markets last week was the drop of ten cents per hundred pounds in the price of sugar.

There has as yet been only a small arrival of dried fruits as the first steamer from Spanish ports is not due here until the first week in November.

Owing to the recent advances in almost all lines of dried fruits, dealers who placed their orders early have good cause to congratulate themselves on saving at least ten per cent. on the present prices. Lard is ⅝ cent per pound higher.

Prices of canned fruits and vegetables have been advanced. The increase is about forty per cent. on tomatoes over last season's quotations, according to the figures sent out by the packers to the dealers. The price ranges from $1.15 to $1.25 according to the brand.

New Canadian onions are now coming on the market in large quantities.

Lemons are scarce and the prices high, being quoted at $7.25 for 300 count. There is a fairly good trade in apples the best stock selling at $4.00 per barrel. The shipments to the British market are light.

There is a firm market for potatoes at $1.50 per barrel. No island vessels with produce have yet arrived, but when they come the price will drop.

Apples, bbl		
No. 1 Grav	4 00	
No. 2 Grav		
Sweets	2 50	3 50
Butter—		
Creamery prints per lb	0 27	
Creamery solids per lb	0 24	0 25
Dairy, tubs, lb	0 23	0 24
Bananas	1 75	2 50
Beans, box, wax		2 50
Cornmeal, bag	1 60	1 65
Canned goods—		
Beans	1 00	
Corn	0 97½	
Tomatoes	1 15	1 25
Peas, std.	1 00	
Peas, early June	1 15	
Corn beef, 1's	1 85	
Corn beef, 2's	3 25	
Fresh eggs, doz.	0 24	
Flour h. wheat per bbl	6 75	
Flour, Ontario blends, bbl	6 00	
Fruits—		
Lemons, 300	7 25	
Oranges—		
Valencias	6 25	7 50
Mediterranean	4 50	4 75
Pineapples	4 25	4 50
Rolled oats, bbl		5 25
Pork, American per bbl		25 50
Pork, clear bbl		28 00
Hams smoked		0 18½
Beef, American		22 50
Codfish, quintal		5 00
Herring, pickled per bbl		5 00
Lard		0 17½
Molasses, fancy Barbados, bbl		0 36
Molasses, fancy Barbados, gal		0 32
Potatoes, bbl		1 50
Pears, bbl		3 50
per bbl		1 75
Onions, Spanish per lb	0 02½	0 02½
Onions, Can., 75 lb. bag		1 40
Raisins, Val	0 10	0 10½
Sugars—		
Extra Standard, granulated		5 00
Unbranded Yellow		4 85
United Empire		4 90
No. 1 yellow		4 50
Tomatoes, 10-qt. basket		0 25

NEW BRUNSWICK MARKETS.

St. John, N.B., Oct. 19.—All grades of refined sugar declined ten cents per hundred pounds last week. Present prices are: Standard granulated, $5.00 to $5.10; Austrian gran., $4.90 to $5.00; bright yellow, $4 80 to $4.90; No. 1 yellow, $4.50 to $4.60.

The quotations for tomatoes was received last week from Ontario packers. They show nearly 40 per cent. increase over the prices of last year. This year's rates are $1.15 to $1.25, according to brand. Information now in the hands of the wholesalers is to the effect that to date the pack is only 50 per cent. of the amount required to fill orders. Peas were only 35 per cent. of a crop and pack. Corn is the heaviest of the vegetable packs and reaches only 75 per cent. of the amount ordered. The frost killed off the blueberries, and the pack is away short. All the small fruit pack falls heavily below the mark.

Sugar—		
Standard gran.	5 00	5 10
Austrian "	4 90	5 00
Bright yellow	4 80	4 90
No. 1 yellow	4 50	4 60
Flour, Manitoba	6 55	6 65
" Ontario	5 60	5 70
Cornmeal, bags	1 50	1 60
" bbls	3 25	3 30
Oatmeal, bbls	5 25	5 35
Std. oatmeal	5 85	5 95
Buckwheat, west. grey, bag	2 90	3 00
Val. raisins, lb	0 05½	0 06½
Cal. raisins, seeded	0 08	0 08½
Currants, lb		0 07½
Prunes, lb	0 05½	0 09
Molasses, fcy. Barbados, gl	0 30	0 31
Butter, dairy, lb	0 18	0 22
Butter, creamery, lb	0 23	0 24
Eggs, new laid	0 26	0 30
Eggs, case	0 25	0 26
Ham		0 20
Potatoes, new, bbl	1 25	1 50
Canned goods—		
Peas, No. 4		1 17½
" No. 3		1 25
" No. 2		1 30
" No. 1		1 77½
Peaches, 2's, dozen	1 75	1 85
Peaches, 3's, dozen	2 85	2 95
Raspberries, dozen		1 85
Tomatoes	1 15	1 25
Strawberries		1 65
Rice, lb	0 03½	0 03½
Beans, hand picked, bus	2 25	2 30
Beans, yellow eye, bus	3 50	3 65
Cheese, new, lb	0 14	0 14
Lard, compound lb	0 14	0 14½
Lard, pure, lb	0 17	0 17½
Bacon	0 18	0 20
Pork, domestic mess	27 50	28 00
Pork, American clear	6 00	26 50
Salmon, case—		
Red spring	6 50	6 75
Cohoes	6 00	6 25
Baked beans, dozen	1 20	1 30
Fish—		
Cod, dry	3 00	4 25
Herring, salt, bbls	4 75	5 00
Bloaters, box	0 85	0 90
Harbour salmon, lb		0 16
Fresh Gaspereaux, cwt		1 00

NO ADVANCE AT PRESENT.

Daily Press Reports Regarding Soap Not Substantiated.

It has been stated recently in the daily press that soap was on the verge of a rise in price on account of the increased cost of raw material. After making several inquiries The Grocer has found that there is not likely to be any immediate change.

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THE CANADIAN GROCER

TORONTO, CANADA

Travelers Get Letter from Wholesalers' Guild

Asking Them to Remember the Secret Commissions Act—Selling, Buying and Settling Departments of the Trade Unsatisfactory, it says—Advises the Taking of Declarations—Penalties Attached to the Act.

Recently the Dominion Wholesale Grocers' Guild sent a letter to commercial salesmen throughout Canada referring to the Secret Commissions Act. It read:

"You are aware of the unsatisfactory condition of the grocery trade in every department, the Buying department, the Selling and Settling department. To you, representing the Selling department, we would say that you are the custodians of this, perhaps the most important branch of our business. To you is entrusted the reputation of the house—its honour—its integrity—its capabilities—its success. It largely depends upon you what the commercial standing of the House shall be. We select you to represent us for the honesty—the intelligence—the ability which we belive you possess and we ask you to consider seriously the inherent responsibilities which you have assumed as representatives of the House. You must elevate the standard of business morals and the character of your House or you must debase the standard of business morals and the character of your House. Each salesman, therefore, whether he is in the sample room or on the road, carries with him the good name of his House, and it behooves him that it shall be kept by him unsullied.

"The members of the Dominion Wholesale Grocers' Guild feel it to be their duty to make this task as easy as possible for you to perform, and have used their best efforts to make such arrangements and adopt such methods as will enable you to do a clean, straightforward, honest business. To enable you to exercise that sterling business ability characteristic of the genuine salesman without the fear of competition from unfair and dishonorable means, we desire to ask your special attention to the "Contract Selling Plan" in connection with the voluntary "Declaration" supported by the Secret Commission Act now embodied in the Canadian Criminal Code.

The Penalties Attached.

"This section of the Criminal Code provides among other things a penalty "upon conviction on indictment, of two years' imprisonment or a fine not exceeding $2,500, or to both and upon summary conviction, to imprisonment for six months with or without hard labor, or a fine not exceeding $100, or to both who

(b) Corruptly gives or agrees to give or offers any gift or consideration to any agent as an inducement or reward or consideration to such agent for doing or forbearing to do or for having after the passing of this act, done or forborne to do any act relating to his principal's affairs or business or for showing or for forbearing to show favor or disfavor to any person with relation to his principal's affairs or business or

(c) Knowingly gives to an agent, or being an agent knowingly uses with intent to deceive his principal, any receipt, account or other document in respect of which the principal is interested and which contains any statement which is false or erroneous or defective in any material particular and which to his knowledge is intended to mislead the principal."

"You will observe the sub-section "b" provides against a salesman or traveler giving a clerk or agent without the knowledge of the clerk or agent's principal any rebate or consideration and sub-section "c" provides against a salesman or traveler giving a rebate or consideration to any person without the knowledge of his, the salesman or traveler's principal. The seller, therefore, being an agent cannot give a bribe or inducement of any kind to anyone without his principal's knowledge without being criminally liable and even with the consent of his own principal, cannot give a clerk a bribe or inducement without the knowledge of the clerk's principal without being criminally liable. It is equally clear that a principal cannot give a clerk a bribe or consideration either without the knowledge of the clerk's principal without being criminally liable.

Hard to Obtain Evidence.

"This construction of the Act by the Dominion Wholesale Grocers' Guild is upheld by the opinion of E. F. B. Johnston, who enjoys the highest reputation as a criminal lawyer. This view of the Act has never been seriously questioned by the grocery trade. The trouble has been to get evidence of these illegal acts. It is here, therefore, where the usefulness of the Declaration comes in, and which in accordance with the recommendation of the Guild must be taken by the seller when called upon in case of a violation or a supposed violation of the Act. It is, of course, the right of anyone to refuse to give this Declaration, either from a sense of being guilty of the offence or from any other cause; but you must remember that your principal is under contract with the manufacturer that your or himself or both will take the Declaration when called upon, and if you or he refuses, the manufacturer is pledged to the trade not to sell his products to your principal, or impose an agreed penalty for breach of contract. It is therefore imperative, if you remain a grocery salesman, that you should take this Declaration. "There is no shuffling, there the action lies in his true nature; and we ourselves compelled even to the teeth and forehead of our faults, to give in evidence," as Shakespeare puts it.

"It is, therefore, clearly established that our contracts with the manufacturers must be observed if we wish to remain in the grocery business. Both you and ourselves must adhere rigidly to the prices and terms stipulated, and you will also observe that in the form of declaration recommended, you have to swear that you have not sold sugar, tobacco or other proprietary goods at less than the established prices, nor given more discount off for cash on any class of goods than provided for by the established rules of the trade.

"These arrangements we are pledged to adhere to, and all of us, both principals and employes, are in honor bound to faithfully carry out.

Relationship with Retailers.

"Gentlemen:—We want you to be honorable business men. We want to be honorable business men ourselves. We want you to keep the interests of your house in view. We want you to keep the interests of your customers in view. We want your relationship with the retail trade to be dignified and fair. We want you to assure the retail merchant that the wholesale merchant will be ever watchful of his welfare. We want you to discourage the sale of any but goods that will afford the retailer a reasonable profit. We want you to assure him that his competitor cannot buy proprietary articles at less than he can. The retail merchants are honorable business men. We want you with their assistance and with our assistance to place the trade, both wholesale and retail, on a satisfactory basis so that we may all be able to make a reasonable profit and raise the grocery business to a position that will be the emulation of all other branches of trade."

BIG DECREASE IN EXPORTS.

The amount of butter exported from Canada to England this year up to the and of August was 18,385 packages as against 67,891 packages during the same time last year. Exporting cream to the United States explains this condition. the duty being only five cents a gallon. One port in Vermont received 700 gallons daily.

Light catches of sardines are reported from both Norway and France.

Practically all grades of India and Ceylon teas show a higher price than at this time last year.

SITUATION WANTED.

YOUNG MAN with eight years' experience in grocery business wishes position as traveler or manager of grocery department. Address Box 455, Owen Sound. (42p)

Will you work with us in the Hustling, Booming West?

May we handle your goods for you on a reasonable commission basis? There's a large and urgent demand for all descriptions of manufactured articles, and the man that gets in on the "ground floor" is going to have the biggest "Say"! We have an intimate knowledge of the commercial conditions and requirements, and will render you thorough and conscientious service. Our large track warehouses at all the important business centres offer you facilities unequalled by any other firm.

Write us fully, advising what you have to sell. Our wide experience is at your service.

WRITE US TO-DAY.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY SASKATOON EDMONTON FORT WILLIAM

Storage for all classes of merchandise. **Cars distributed at Calgary, Winnipeg, Regina, Edmonton, Fort William**

Purity **Flavor**

BE LOGICAL!

You wouldn't try to sell base metal for gold to a jeweller! Then, why try to palm off second-rate foodstuffs on the experienced housewife? You may sell other brands to her **once**, but you **must handle**

"E.D.S." BRAND

Jams, Jellies and Catsup

if you want to give satisfaction, and obtain the 'repeats.'

"E.D.S." BRAND Goods are perfectly pure (the Government Analyst has certified them to be 100% pure), they are skillfully preserved in an up-to-date sanitary factory, and they retain to a remarkable degree the natural flavor of the fruit.

See to your Stocks. It pays to feature pure foodstuffs.





Made by **E. D. SMITH** at his own Fruit Farms

WINONA, ONT.

AGENTS—N. A. Hill, 25 Front St. E., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.

Gunns Quality

The following letter speaks for itself:

HACKENSACK, N.J.
October 10th, 1910

Gunns Limited,
West Toronto.

Gentlemen:—

When the writer was up in Canada last summer, used some of your Bacon, Hams, etc. Kindly advise if your goods are obtainable anywhere in this vicinity. If not, I shall have you send me some down direct.

Kindly give me the information.

MR. GROCER, have you personally tried our Maple Leaf Brand Hams and Bacon?

GUNNS LIMITED PORK AND BEEF PACKERS WEST TORONTO

Fresh Pork Sausage

The Season for this line comes in with the 1st of October. Your customers will appreciate them if you have them on your counters and we shall be glad to have your orders for daily or weekly shipments.

F.W. Fearman Co.
LIMITED

Hamilton

REINDEER Coffee

With Milk and Sugar

Ready 

to Use

No trouble to prepare
Just add Boiling Water

The Truro Condensed Milk Co., Limited, Truro, N.S.

We want your regular shipments of

POULTRY
BUTTER EGGS

AND ALL FARM PRODUCE

We have a large trade to take care of and must have the goods. We are in a position to give your shipments prompt attention and realize full market value. If not already shipping to us start at once, it will pay you.

WILLIAM RYAN, LIMITED

Packing Houses
FERGUS

70 Front St. East
TORONTO

Increased Supplies Weaken Provision Market

The Demand in Some Lines is Also Easier as the Result of the Passing of Summer—Butter Market is Not Very Firm—Eggs Keep on Soaring—New Laids are Scarce and Growing Dearer—Production of Butter and Cheese is Maintained at High Figure—Poultry Coming in Freely and Will Likely be Offered Liberally for Thanksgiving.

The price of new laid eggs seems to be advancing with a regularity and steadiness that indicate top prices when supplies reach their lowest ebb. At present new laid eggs are coming in, but the supplies are reduced. There are people who demand only new laids. They are willing to pay the price rather than accept storage or pickled eggs at a lower price. There will, therefore, be a demand for the high priced article even when supplies are most scarce.

The butter market shows an inclination to be wobbly. The country conditions have been excellent and the yield of milk has shown practically no diminished returns. In different quarters the stocks of butter now held are reported far in advance of last year's stocks at this time. Butter exports have been fair and altogether the production has been unusually heavy and the season promises to be extended beyond the ordinary. The result has been to weaken the market and at present prices have not been lowered, still they cannot be called firm.

Although the export demand for cheese has shown great improvement of late, there has been no diminution and English buyers have continued their demands and enquiries for more stocks. The results are most satisfactory in view of the fact that earlier in the season the exports of cheese were not appreciable. Farmers are receiving a good price just now and the October make will bring large profits to the farmer.

The provision market is easier. Supplies are more numerous and prices of live and dressed hogs declined and lower prices rule in some places for different lines of provisions.

Dealers state that the supplies of poultry for Thanksgiving will be liberal. Turkeys should be fairly plentiful, but it is believed that chickens and geese will be in greater demand. However, jobbers seem to be convinced that supplies will be more than sufficient.

MONTREAL.

Provisions.—The feature of the week is the expected drop in the price of live and dressed hogs. At this time of year the supplies begin to come in freely, and a lower range is the result.

Country trade is improving, and will continue to do so as colder weather sets in. Generally trade is good, but without any especial features.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15½
" " " 3 " "	0 15½
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 14½
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13½
" 5 " " " "	0 13½
" 3 " " " "	0 13½
Pails, wood, 20 lbs. net, per lb	0 13½
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 13½
Tierces, 375 lbs., per lb	0 13½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 14½
Long clear bacon, heavy, lb	0 14
Long clear bacon, light, lb	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16
Large sizes, 18 to 25 lbs., per lb	0 17½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 19½
Bone out, rolled, large, 16 to 26 lbs., per lb	0 18½
" " " small, 9 to 12 lbs., per lb	0 19½
Breakfast bacon, English, boneless, per lb	0 18½
Windsor bacon, skinned, backs, per lb	0 18½
Spiced roll bacon, boneless, short, per lb	0 17
Hogs, live, per cwt	8 25 8 50
" dressed, per cwt	12 00 12 25

Butter.—Grocers seem to be buying on the hand to mouth system as far as butter goes. The reason for this is not far to look for. Butter in the country shows weakness, and the expectation is that prices cannot hold at present levels. Produce men say that this is a mistaken idea, though they admit that there is a weaker tone than last week. Rather larger receipts this week also tend to depress the market.

Receipts for the week are 9,162 packages as against 6,297 same week last year. For the season they are 370,735 packages as against 326,032 same season last year, both showing a decided increase.

New milk creamery	0 25 0 25½
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 22 0 23

Cheese.—Export inquiry is gradually increasing, and now exporters say that trade has reached a point which will enable most of the surplus to be shipped before the close of navigation. The market is fairly firmly held and, as receipts are now falling off, the market seems to be in a pretty strong position. Receipts for the week are 60,918 boxes, as against 60,790 same week last year. For the season they are 1,698,376 boxes, as against 1,640,993 same season last year.

Quebec, large	0 12 0 12½
Western, large	0 12 0 12½
" twins	0 13 0 13½
" small, 20 lbs	0 12 0 12½
Old cheese, large	0 15

Eggs.—New laids are scarce and have advanced to 38c this week. It is said by those who are in a position to know that this will not be the only advance. 40c is set as a good probable price for the end of the week. Evidently the hens are not laying as well as might be expected at this time of year, for receipts are falling off to quite a marked extent. The demand for the other grades has not been sufficient to warrant any price changes so far, but the market is firm throughout.

Receipts for the week are 2,171 cases as against 2,404 same week last year. For the season they are 171,179 cases, as against 176,154 same season last year.

New laids	0 38
Selects	0 28
No. 1	0 24

Poultry.—Except that arrivals are coming in much more freely than last week there is no change in the poultry market. Prices seem to be a little weaker in the country, but locally there is no change.

Fowl of all the lines, seem to have a better trade than might have been expected, but none of the selling is on a sensational scale.

Chickens	0 16 0 17	Ducks	0 18 0 19
Fowl	0 14 0 15	Turkeys	0 20

Honey.—White clover honey is said to be hard to obtain, although all other lines seem to be offered in good quantity. In spite of the scarcity there has been no change in price, and what is more there does not seem to be much probability of any such change taking place. Trade has been fairly brisk for this time of year, and it may be that higher prices will rule before next year's crop is harvested.

White clover comb honey	0 15
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions.—Lower prices are felt all along the provision market this week. Supplies have been coming forward more freely as is generally experienced at this season. One result has been a decline in the quotations for live and dressed hogs. The demand for cooked meats has been a little easier of late and easier prices are prevailing after holding steadily all summer with but few interruptions.

Long clear bacon, per lb	0 15
Smoked breakfast bacon, per lb	0 20
Pickled shoulder	0 11½
Roll bacon, per lb	0 15
Light hams, per lb	0 19½
Medium hams, per lb	0 19
Large hams, per lb	0 18½
Cooked hams	0 26
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 20
" pea meal	0 20½ 0 21
Heavy mess pork, per bbl	26 00 27 50
Short cut, per bbl	30 00 31 00
Lard, tierces, per lb	0 15
" tubs "	0 15½ 0 15½
" pails "	0 15½ 0 16
" compounds, per lb	0 13 0 13½
Live hogs, at country points	7 85 8 00
Live hogs, local	8 15 8 25
Dressed hogs	12 00

Butter.—The butter market has not changed in any particular since last week. Prices are steady and the market may be considered a little weak on account of the heavy production of milk being still maintained. The demand for good creamery is steady but nothing beyond the normal.

	Per lb.
Fresh creamery print	0 26 0 27
Creamery solids	0 25 0 25½
Farmers' separator butter	0 24 0 25
Dairy prints, choice	0 22 0 23
No. 1 tubs or boxes	0 20 0 21
No. 2 tubs or boxes	0 19 0 20

Eggs.—New laid eggs are a scarce commodity. They have been received in such limited quantities and the demand has remained so firm that increased prices were inevitable. Dealers now quote them at from 32 to 35 cents and the by-word is "going up." Storage eggs have been brought forward and even they are quoted at a high price.

New laid eggs	0 32 0 35
Selects, storage	0 28 0 29
Fresh eggs, doz, storage	0 25 0 26
Pickled eggs	0 24 0 25

Cheese.—The cheese market is steady. There is a normal demand with prices firm but unchanging. The farmers at country boards are receiving good prices the highest ruling at 11¼ cents. Production is keeping up well and the flow of milk should continue for some weeks yet.

New cheese—		New twins	0 12½ 0 12½
Large	0 12 0 12½	Stiltons	0 14
Old cheese	0 14 0 15		

Poultry.—Business is maintained in a healthy condition. Receipts of chickens and hens are especially heavy and are in good demand. The number of geese reaching the market lately has been larger. Turkeys are also beginning to come pretty freely and it is stated on the street that there will be a liberal supply for Thanksgiving. The demand at that time should be considerable although it is believed that chickens and ducks will receive the heaviest call.

Spring chickens, live		0 11
Hens, per lb. live		0 09
Turkeys, per lb., large, dressed	0 16	0 18
Spring duck, lb., live		0 10
Geese, live	0 08	0 09

Honey.—Honey is moving along steadily but with no particular feature. Demand keeps good and supplies seem to be sufficient for present business.

Clover honey, extracted, 60 lb. cans	0 10½	0 11
" " " 10 lb pails	0 11½	0 12
" " " 5 lb. pails		0 12
" " comb, per dozen	2 00	2 50
Buckwheat honey, lb.		0 07½

WINNIPEG.

Lard.—The market has been growing stronger on lard for some days following the hog prices. The following jobbers' prices rule.

Pure, 20-lb. pails, each	3 20
" 3-lb. tins, 60-lb. cases	10 10
" 5-lb. tins, 60-lb cases	10 05
" 10-lb. tins, 60-lb. cases	10 00
" 50-lb. tubs, each	8 75
Compound, 20-lb. pails, per pail	2 75
" 3-lb. tins, 60-lb. cases	8 35
" 5-lb. tins, 60-lb. cases	8 30
" 10-lb. tins, "	8 25
" 50-lb. tubs, each	6 75

Butter.—The creamery supply is not heavy just now and jobbers have been forced to enter into storage stocks which sells for 26 cents per pound. Creamery is 28 cents to the retailer.

Eggs.—The supply is weak and storage eggs are jobbing at 28 cents per pound.

Cheese.—Ontario cheese is being marketed here at a reduced price just now. The trade is heavy and the quality of all stock is reported excellent.

Manitoba large, lb.	0 11½	Ontario twins, lb.	0 13½
" twins, lb.	0 12	" large, lb.	0 12



Social Value of the Association is Enlarged Upon

The following is the report of an address on association work delivered by a Bournemouth grocer at the recent big congress in London, Eng. The objects of the organization he said were to promote cordial relations among the grocers; to organize combined action for the furtherance and protection of their mutual interests; to co-operate with other bodies having similar abjects and generally to assist its members in defending their rights as traders. They have therefore set out on a four-fold purpose and he was persuaded the first was rightly placed in the forefront, for the reason that the attainment of the other three objects depended almost entirely upon the successful working of the first.

The almost invariable test put to determining the utility of an association was involved in the question frequently put by individual grocers: "What good do I get from it in return for my money?" It was exceedingly difficult, though very often essential, to convince a man that the cash return was not the truest test to determine the value even of a trade association. Every secretary, as was perfectly natural, tried to show that his association was there to put money in the members' pockets. But he questioned whether this aspect denoted more valuable work than that relating to the tactful settlement of misunderstandings and the creation of cordial relationships between grocers in a given district.

The speaker advocated the judicious use of social functions as a means of altering the disposition of many grocers towards the associations who thought that having willingly paid their annual subscriptions their duties and responsibilities as members were discharged. The cultivation of the social side would result in their desiring to contribute to their association's prosperity, as well as obtain direct financial advantage from it. "My advice," he concluded, "is get all the members together as frequently as possible and advisable. Get everyone speaking to everyone else, and recognize that whether members be big grocers or little grocers, they are all fellow members, being entitled to their opinions, and having equal rights and common duties."

THE JONAS CASE.

A case has just been dismissed from Montreal courts in reference to trade marks. This was the suit brought by Henri Jonas asking that Samuel Laporte be restrained from selling or offering for sale imitations of Jonas' Vanilla, in the form of Jones concentrated extract of vanilla.

As the trademark had not been registered at the time the sale was made on which the action was brought, the case was dismissed without costs.

F. Smye, of Balfour, Smye & Co., Hamilton, spent a few days in Montreal, this week.

MAGIC BAKING POWDER





Contains No Alum.

Special trade discount allowed to both Jobbers and Retailers when these goods are purchased in proper quantities.

E. W. GILLETT CO. LTD.

WINNIPEG TORONTO, ONT. MONTREAL

THERE IS NO PROFIT IN KEEPING BOOKS

Handling accounts is the worrisome part of every business, it is mental drudgery. The easiest, simplest, safest, cheapest, and yet most efficient way to handle accounts of goods, money, labor, **anything,** is by ths use of

The McCaskey Gravity Account Register System

which with **One Writing** handles every detail of business from the time goods are bought until the money for them is in the bank.

Over Sixty Thousand in use. Ask any user or write

DOMINION REGISTER CO., Limited

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

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FIRST AND STILL THE BEST



MADE IN CANADA

ACTIVE STOCK

A frequent turnover is the rule with CLARK'S MEATS, especially

Clark's Pork and Beans

It is a pure, wholesome and popular food product, and is sure to keep moving. Do you carry a good supply?

Your Jobber will supply you

Wm. Clark - Montreal

Manufacturer of High-Grade Food Specialties

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver — Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

Ye right olde English Dainty

CARR'S Superior CHRISTMAS PLUM PUDDINGS

These Plum Puddings are manufactured with selected fruits from a carefully tested recipe. Their quality and excellent flavor will be appreciated by all lovers of this old English dainty.

They are supplied in hermetically sealed tins with tear-off lids. 1, 2, 3, 4 and 6 lb. each.

IN CUMBERLAND CAKE TINS

CARR & CO., LTD.

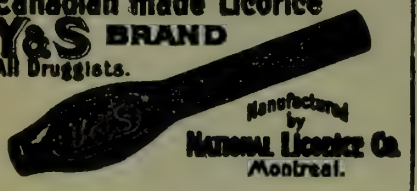
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CARLISLE, - - ENGLAND

Canadian made Licorice

Y&S BRAND

All Druggists.



Grocers Confectioners and Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

Delicious Y&S Licorice Pepsin Gum

Soft Mints, 5c. boxes | M.&R. Wafers 5c. bags

Acme Pellets, 5-lb. tins | Lozenges, etc.

Write for price lists and illustrated catalogue

Send To-day

AGENTS

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MANITOBA and SASKATCHEWAN, O. F. Lightcap, 214 Princess St., Winnipeg

BRITISH COLUMBIA, Shallcross, Macaulay & Co., Vancouver

PROVINCE OF ALBERTA, Tees & Persse Calgary and Edmonton

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

No Scarcity in World's Supply of Food Stuffs

Estimates From the Big Granaries of the World Show More Wheat and Oats Than Were Expected—Ontario Farmers Are Busy With the Land and Grain Deliveries are Light—No Price Changes—Total Oat Yield Greatly Exceeds That of Last Year in Canada—Dealer Says Wheat Must be Reduced Somewhat Before Canadian Grain Trade Amounts to Much.

Recent weather conditions have been welcomed by the farmer who has taken advantage of it to prepare the land for the next crops. One result has been that he has not had the time to draw grain to the mills and in some instances millers report that they have had hardly sufficient receipts to warrant the continued operation of the mills. This has been the experience particularly of the smaller mills scattered throughout the country. In general the larger firms state that deliveries have been heavy although to a certain extent they have felt the effect of the farmer's land activity at this season. But as above stated this bears more upon the deliveries of Ontario grain.

The bullish reports that have been circulated from time to time since the crop just harvested began to reach maturity are rendered absurd in the face of the last estimates showing not only a heavy yield in North America, but throughout the entire world. The October report of the United States government places the wheat crop of that country at 700,000,000 bushels and from all appearances the quantity of wheat in both Canada and her near neighbor is far greater than was expected but a short time ago. It is not so long ago that the cry was heard from bull quarters that there was going to be a shortage in the world's supplies of wheat and now Russia, America, the Danubian provinces, Argentine and other lesser wheat growing countries are reporting crops which compiled, indicate an over-supply rather than the reverse.

Canadian wheat stocks are still being held awaiting better prices, while European countries are disposing their supplies in immense quantities. It is held by prominent grain men that there will have to be some recession in price before business in Canadian wheat can amount to anything. At present there is a good business in flour.

Statistics of wheat stocks at Fort Williams and Port Arthur show an increase of 729,712 bushels for the week, while the figures for a similar period ending on the 10th of October indicated an increase of over a million and a half bushels. There is little difference between this and last year's totals. Total stocks are now placed at 7,900,687 bushels, as compared with 7,170,974 a year ago. The Canadian visible supply was estimated at the beginning of the week at nine and a half million bushels as compared with nine millions a week ago and slightly over ten million bushels a year ago. The oat supply is estimated at eight million bushels as compared with two million bushels a year ago. The crop killers seem to have overshot the mark this year.

MONTREAL.

Flour.—There is no change in the situation of last week, except the decidedly better state of the export business. Millers pronounce the outlook satisfactory, as compared with last year. It looks as if people were not going to wait till the last minute to get their goods out by boat.

Local trade has been fairly good, though nothing to boast about. There has been talk of weaker markets, but so far they have failed to materialize.

Winter wheat patents, bbl	5 45
Straight rollers, bb	5 25
Extra, bbl	5 25
Manitoba spring wheat patents, bbl	5 80
" strong bakers, bbl	5 30

Rolled Oats.—The rolled oat situation is improving somewhat with the approach of colder weather. This is only the normal increase of business at this time of year. Apparently there is little likelihood of any immediate change in the quotations.

Local trade is about the same as last week, rather light, while the improvement is shown in export demand.

Fine oatmeal, bags	2 45
Standard oatmeal, bags	2 45
Granulated " "	2 45
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 20
" barrels	4 65

TORONTO.

Flour.—Reports from the millers are mostly satisfactory. The wheat market has been rather wobbly of late, but on the whole it does not seem to be losing much ground. There were no significant indications of any price changes. Receipts have been fairly large. The price of Ontario export flour is below what millers are willing to accept with the result that the export trade is limited.

Manitoba Wheat.		
1st Patent, in car lots		5 70
2nd Patent, in car lots		5 20
Strong bakers, in car lots		5 00
Feed flour, in car lots	3 10	3 30
Winter Wheat.		
Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 20

Cereals.—Good business is reported from the cereal manufacturers and the wholesalers also state that a large volume of business in the heavier cereals is now passing. The rolled oat market is firm and steady, but does not in the primary market possess any outstanding firmness.

Rolled oats, small lots, 90 lb. sacks	2 25
" " 25 bags to car lots	2 15
Rolled wheat, small lots, 100 lb. brls	2 85
" " 25 brls. to car lots	2 75
Standard and granulated oatmeal, 98 lb. sacks	2 47

Two English grocers were recently prosecuted for selling Gorgonzola cheese with a rind containing a large percentage of barytes and tallow. They vainly pointed out that they did not make the cheese, that the rind is a custom of the trade, and that no one could possibly think of eating it. It was no use; the inevitable fine followed. Conditions seem to be similar the world over.



There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day.

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

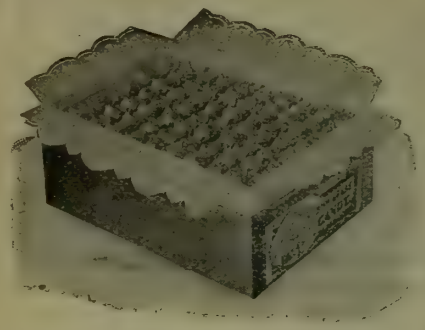
One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St, E., Toronto

Michigan has a record bean crop. Estimates rate the output as in excess of 7,000,000 bushels.



Mr. Merchant

You should embrace this opportunity.

Just stop and think.

If anyone has something that he says will help you to boost your sales, or beat a competitor, or make more customers, if he offers you something to make you better off than you are now, the shrewd business man's plan is to find out about it.

We offer you Chocolate **"Bordo,"** the Chocolate with the flavor that is different to all others. **Mr. Dealer,** you simply cannot afford to sit tight and try to sell your customers the ordinary kind of Chocolate when we offer you the greatest Chocolate ever produced---**bar none.**

Find out about it---you cannot afford to overlook this. **"Bordo"** wasn't born twins, nor has it any near relatives, Naturally imitators are always sounding the old familiar **"Just as good,"** others, **"Just the same,"** but **"Bordo"** success has never been equalled.

Whether you are a Confectioner, General Merchant, Grocer or Druggist, it will pay you to know what we can offer you. **Find out.**

Don't wait, you'll forget it.

Request samples and particulars at once.

The Montreal Biscuit Co.

MONTREAL

"We Originate — Not Imitate."

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

TRY A

CONDENSED AD.

IN THE

CANADIAN GROCER.

53 Highest Awards In Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co. Limited

Established 1780, Dorchester, Mass.

Branch House, 86 St. Peter St.

MONTREAL, CANADA

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

141 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKACHEWAN

CORRESPONDENCE SOLICITED

It is a Selfish Grocer

that commends Fels-Napthasoap to customers, and tells not his own home folks the good things that women speak of it.

If used right, Fels-Naptha will save your own people lots of time and trouble; no boiling water needed at all.



MAPLE SYRUP!

Maple Leaf Brand

is the Standard the world over.

CANADA MAPLE EXCHANGE

Montreal

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

Who's Your Competitor ?

IS it that you are afraid of *every* man who sells flour?

Then, Brother Grocer, your fears are groundless.

For very often your most dreaded competitor is selling to a class of trade you don't want at all.

Did you ever consider that he may even be busily engaged in developing customers who some day will demand *your* better goods and service?

Why, Brother Grocer, he's working for *you* for nothing!

Then, *who* is your really dangerous competitor?

Surely only the man who sells better flour.

Lower price, Brother Grocer, never yet excused stingy quality. Mrs. Housewife readily forgets what she has paid out, for that is *past.* She remembers the *present* bitterness of failure, and that is the *last* impression she has of cheap flour. And every disappointment makes her all the more ready to hearken to your selling talk of *good* quality at a *fair* price.

You who sell FIVE ROSES need not meet competition—you can rise above it with a quality of flour and service for which you can claim—*and receive*—just compensation.

And when you have developed a strong nucleus of appreciative, discriminating, loyal customers of the *permanent* type—then, Brother Grocer, you will no longer spend valuable time and grey matter worrying over what "that rascal Smith" may do.

For FIVE ROSES prevents your falling a prey to those baseless fears of possible loss of trade which inevitably lead to short-sighted policies, profitless prices, and suicidal competition.

But all this is useless, Brother Grocer, unless *you* ACT.

LAKE OF THE WOODS MILLING COMPANY, LIMITED

MONTREAL

FIVE ROSES FLOUR

LAKE OF THE WOODS MILLING COMPANY KEEWATIN LIMITED UNIFORMITY & PURITY TRADE MARK REGISTERED

NEW FIGS

Camel Brand

The best put up in Turkey. We handle them. Write for prices.

Bahama and Jamaica Grape Fruit

Heavy Fruit. Full of Juice. Fine Flavor.

Cranberries, Sweet Potatoes.

Almeria Grapes

for immediate use. Prices reasonable. Long keeping stock. Tinted. Heavy weights. Write for quotations.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO

are Largest Receivers

Extra Fancy

TRACUZZI, Packer

St. Nicholas and Home Guard Puck

J. J. McCABE, Toronto AGENT

Extra Choice

Liberal Supply of Grapes for Thanksgiving

Dealers State That From Present Prospects There Will be no Scarcity, but That Prices May be a Little Higher—Lemons Have Firmer Tone, and Are Quoted at Higher Prices in Some Places—Decided Decline in Canadian Exports of Apples—Quotations are Bound to be High This Winter, Unless U. S. Supplies Offer Considerable Relief.

The fruit market is inclined to be quiet compared to the activities that were in evidence up to two or three weeks ago. Peaches are practically done and cantaloupes are almost extinct. Grapes are really the last rose of the summer's fruit harvest. There are a few pears still offering, but the trade is not heavy.

Interest is drawn considerably to apples just now. Short crop reports seem to be entirely substantiated. The total Canadian exports this season up to the week ending Oct. 8th were 53,748 bbls., as compared with 153,533 barrels for the corresponding time last year, showing a decrease of almost 100,000 bbls. This in itself is strong evidence of the shortage of the Canadian apple crop. At all the home markets prices are quoted at a high price and some supplies have been imported from the United States. Dealers assert that they expect stiff prices to prevail this winter, and also that liberal supplies will have to be brought in from the United States.

Lemons and oranges are beginning to excite a little interest owing to market conditions. In Winnipeg lemons were quoted at an advance as the result of the scarcity of supplies. It has been pointed out in this column all along that the Sicilian crop is going to be later than usual and is going to come on a bare market. Present holdings of lemons are light. Added to this is the report that vessels are giving Italian ports a wide berth. This was undoubtedly true for a time, but it is believed that the trouble is now almost past. However, nothing very definite in this regard is positively known.

New crop Florida oranges and grapefruit are attracting attention. The oranges have not begun to come in freely yet, but they will soon be arriving regularly.

MONTREAL.

Green Fruits.—U. S. peaches are coming in freely now at $2 per basket. Grapes, such as Concords, Rogers, and Niagaras are in fine demand, though prices have sagged somewhat, owing to the large arrivals lately. The prices range from 20c to 25c per basket.

Apple prices are still somewhat uncertain, but it is thought that next week will see the market reach a fairly defined position.

Trade altogether has been somewhat disappointing, though the export apple business is a little better. Locally, however, trade is slack.

Apples, bbl.	4 00	6 00
Bananas crated, bunch	2 00	2 25
Cranberries, bbl.	7 50	8 00
Cocoanuts, bags.		4 25
Grapes, Delaware crates	2 00	2 25
Wild grapes, lb.	0 03	0 05
Limes, per box		1 25
Cali. Malagas		2 00
Lemons	4 25	5 00
Oranges—Californias, late		
Valencias	4 00	5 00
Pineapples—Floridas, case		5 00
Plums, crate	2 00	2 25
Plums, Quebec	0 45	0 50
Peaches	0 75	1 00
Peaches, American, basket		2 00
Pears, bbl.	7 00	10 00

Vegetables.—Cucumbers and tomatoes are becoming scarce, the former particularly. Quotations now range about the dollar mark per basket for the best. Spanish onions are also somewhat at a premium, showing a 50c increase.

Trade is not what it was at this time last year, though dealers say that it is fair considering the weather lately. A few days of good warm weather would improve matters somewhat as far as buying is concerned.

Sweet potatoes are showing up well. Apparently this vegetable is going to add considerably to its popularity this year, unless all signs fail.

A few good hubbard squash are appearing on the market, and some good vegetable marrows. Those that come in find a ready sale.

Beans, American basket		3 00
Beets, bag	0 75	0 90
Carrots, bag	0 75	0 90
Cabbage, new, dz	0 40	0 50
Celery, doz.	0 75	0 90
Cauliflowers, Montreal	1 00	1 50
Corn, doz.	0 08	0 15
Cucumbers, bkt.		1 00
Garlic, 2 bunches		0 25
Green Peppers, basket		0 75
Hubbard squash dozen		3 00
Leeks, doz		1 50
Lettuce—Montreal, doz.	0 40	0 60
Boston	1 00	1 25
Onions—Spanish, cases	2 50	3 00
Potatoes, bag		0 90
Sweet potatoes, basket		1 50
" " bbl.		4 00
Parsley, dozen	0 15	0 20
Parsnips, new, bag	0 75	0 90
Radishes, dozen bunches	0 20	0 30
Spinach, bbl		3 50
Tomatoes, box	1 00	2 00
Preserving tomatoes, bkt.	0 40	0 60
Turnips, new, bag	0 75	0 90
Vegetable marrows, dozen	1 50	2 00

TORONTO.

Green Fruit.—Local fruit men have been showing Canadian apples packed in boxes a little bigger than the ordinary strawberry crate. St. Lawrence, Duchess, Snows, etc., practically all in splendid condition have proved good sellers. There is now a good demand for apples and some supplies have even been brought from parts of the United States. In regard to the conditions in Canada, a fruit man recently stated that there was a noticeable scarcity, particularly of winter apples and that they would continue scarce and likely rule high. There is a good crop reported across the line and it is generally believed that importations will be large as the home supply is undoubtedly light and even now the price has reached a pretty good figure. The farmer who did not dispose of his stock early in the season is looking forward to high prices and there is every reason to believe that he will get them.

Lemons are a little stronger in feeling, although the price has not been tampered with. Owing to a disease scare an embargo has been placed on the majority of the Italian ports, but it has been reported raised again recently. At any rate vessels have objected calling at these ports and the idea has prevailed that if any obstacle is presented to shipping new lemons the market will be minus supplies. The exact situation is not fully known and developments are being awaited.

Late Valencia oranges are good property just now. New Florida and

Jamaica fruit are coming in to a certain extent, but it is rather pale. The Florida shippers will not likely ship heavily until their fruit is more mature as the lesson of care and attention to packing and shipping is acknowledged as a prominent factor. But it is nothing more than the quality idea and nothing will build up a business more quickly than by giving satisfaction to customers no matter whether it is selling crab-apples or grapefruit.

There is a good demand for grapefruit now and it is arriving from Florida.

The cantaloupe is practically off the market and the peach season is also nearly all in. Pears are still coming and grapes are still plentiful. It is expected that the supply for Thanksgiving will be sufficient for the demand, but prices may show a little advance.

Apples, bbl.	3 00	4 00
Apples, Canadian, basket	0 30	0 45
Apples, St. Lawrence, basket	0 50	0 65
Bananas	1 50	2 00
Cantaloupes, Canadian—		
Crate		0 50
Basket		0 40
Rocky Ford, basket		0 40
Cocoanuts, sack	4 00	4 50
Cranberries, bbl		8 00
Cranberries, case		3 00
Grapes, case		2 25
" Canadian, basket	0 17½	0 25
Malaga, bbl.	6 00	6 50
Grape Fruit—		
California		3 00
Florida, per case	4 50	5 50
Egg Plant, 11qt. basket		25
Lemons—		
Verdelli	4 50	5 00
Limes, box		1 25
Oranges—		
Valencia	4 00	4 50
Peaches—		
Yellow, bkts.	0 60	0 75
Yellow Leno cover	0 75	1 15
Pears, Canadian basket	0 30	0 75
Pears, Bartletts basket	0 50	1 00
Pineapples, case		4 00
Plums, bask.	0 75	0 90
Quince, basket	0 50	0 75

Vegetables.—There is a steady trade in vegetables. Onions, potatoes, etc., are receiving more attention. There is a good demand for celery and the market is receiving generous supplies of it. Tomatoes are on the market yet and are moving along at about the same rate. They are nearing the end of their tether however. Cranberries are in good demand and should receive a new impetus with the advent of Thanksgiving.

Canadian beet, bag	0 60	0 75
Beans, wax, per 11-qt. basket	0 15	0 25
Cabbage, case—		
Canadian	0 75	1 50
Carrots, Canadian, bag		0 50
Cauliflower, dz.		0 75
Celery, dozen		0 40
Cucumbers, bas	0 20	0 25
Egg plant, 11-qt. basket		0 25
Gherkins	1 00	1 25
Lettuce, Canadian, head	0 25	0 30
Onions—		
Spanish, large	2 25	2 65
Spanish, ½-cases		1 50
Yellow, per bag		1 25
Ontario, per bag		1 00
Domestic		0 40
Potatoes, Ontario, new, bag	0 75	0 80
Sweet, bbl.		3 50
Parsley, per doz bunches	0 25	0 30
Red pepper		0 10
Green peppers, 11-qt. basket		0 30
Tomatoes, Can., basket 11 qt.	0 30	0 40
New turnips, per 11-qt. basket		0 5

Thanksgiving and Halloween

Fancy Fruits For the Holiday Trade

Grape Fruit, Florida Oranges
Apples, Bananas, Cranberries
Nuts. A complete list of all kinds.

Oysters and Haddies

You won't be disappointed in placing your orders with us.

WHITE & CO., Limited
TORONTO

Headquarters for Fancy Holiday Fruits.

FRESH ARRIVALS

THIS WEEK

Fancy Cape Cod Cranberries
in barrels.

Fancy Sweet Potatoes
in barrels.

ARAM HAMPERZUM
Celebrated Camel Brand Fancy Layer Figs.

HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO

Package Dates

CAMEL
Brand

¶ Every care is exercised in putting up this brand and it does not matter what anyone tells you regarding them — you can rest assured that when you yourself are comparing our "Camel" with others your order will be for "Camel." In your order to your wholesaler mention "Camel" Brand. You will be pleased —your customers will be satisfied and ask for more.

WM. HILLS, Jr.
IMPORTER, - - NEW YORK

W. B. STRINGER
SALES AGENT, - - TORONTO

WINNIPEG.

Fresh Fruit.—The trade this week is largely in apples which are here in abundance and in good quality from B. C. and Ontario, Lemons are advanced 50 cents due to scarcity.

Apples—		Grapes, Ont., basket	0 25
B.C. Wealthy	2 25	Grapes, Cal., case	2 25
Ontario, No. 1, brl	5 00	Lemons, Cal.	8 00
Ontario, No. 2, brl.	4 50	Pears, case	4 00
Bananas,	2 50	Oranges, Valencias	5 50
Cocoanuts, doz.	0 90		
Cranberries, Cape Cod, per bbl.	10 00		

Vegetables.—Potatoes, lettuce and imported onions are reduced. All other lines are held fairly strong just now due to limited supply.

Butter beans, lb.	0 02½	Onions, imported	0 02½
Cabbage, new, lb	0 01½	Potatoes, new, bs	0 65
Celery, doz.	0 60	Parsley, per doz.	0 25
Cucumbers, doz.	1 00	Radish, dozen	0 25
Lettuce, doz.	0 30	Tomatoes, Ont., basket	0 75
Mint, doz.	0 30		
Onions, green, per dozen	0 20		

Suggestions for An Appropriate Pickling Window

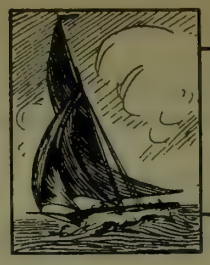
A pickling window at this season is practical and is easily arranged. One idea is as follows: Take an empty vinegar barrel and put it in the centre of the window and towards the back. On the front of the barrel tack a card of medium size bearing the words: "Pure Malt Vinegar," or whatever variety it may be and also add the price. Then on the floor of the window the different spices and vegetables can be arranged. Tomatoes, cucumbers, gherkins, peppers, cauliflower, beets, etc., may be arranged in small groups and in the very foreground some of the more common spices might be shown in glass receptacles.

A show card could be placed in one corner inscribed after the following manner: "For pickling we have the purest and best." This is the idea in the rough. Pickling is still at its height and it is up to the grocer to get his share of the trade. A window of this kind can be easily dressed and while it may not be very artistic still if it will bring trade little more can be demanded.

TO ENGLAND AND BACK.

U. S. Canned Goods Sold to English Buyers Have Been Re-purchased.

An interesting bit of trade news is reported from the United States. It seems that English buyers snapped up big shipments of canned goods and as the pack across the line is low they were compelled to have recourse to outside countries. It happened, therefore, that they ordered goods from England and the English dealers disposed of their U. S. stocks to practically the same people from whom they had bought them and made a tidy profit into the bargain.



Fish - Oysters



Scarcity of Supplies Hampers Fish Markets

No Relief From Conditions Existing as the Result of Continued Small Catches—Even the Amount of Smoked Fish is Likely to be Small Unless There is Some Relief—One Report Says 400 lbs. of Mackerel are Being Brought to Halifax From England—Oyster Season is Branching Out and Showing Improvement.

Conditions in the fish business are becoming more and more alarming as the reports of scarcity in all lines of fresh sea fish keep coming in. Daily are buyers being disappointed, the same old story, no fish caught, therefor "just a day or two longer till matters get better." The trouble is that they do not seem to be improving at all. Prominent men in the business say that they can only obtain a fraction of the amount needed in the standard lines of fresh sea fish. Unless matters improve in the near future there will be a shortage in the smoked and prepared lines as well. If the weather should clear up now it would take the fishermen all their time to catch up.

Word from the Labrador grounds has it that the situation of the fishermen there this winter is likely to be a serious one. The season's catch is said to be the smallest in their history, and few have been able to lay aside sufficient to carry them through the long cold winter which prevails there.

An item has just come to hand which shows the mackerel scarcity in the Maritimes, 460 barrels are in transport from England via Boston for Halifax. This is certainly "carrying coals to Newcastle" with a vengeance.

QUEBEC.

Montreal, Oct. 20.—The fish market is fairly active at present, and prices are stiffening to a considerable degree. Equinoctial gales are still raging on the coast and the depredations of dogfish in certain localities are the two primary causes, reducing the production of ground fish until the market is almost in a state of famine. In the pickled lines, herrings are still scarce, and salmon not over plentiful, though fortunately the demand is somewhat slow at the moment. Sea trout is in good supply. Green cod is still very uncertain. Fishing is yet very poor, but prospects are more encouraging. Shell oyster trade is comparatively light, due to the fact that the trade last year was disappointed in the quality of some beds, particularly Malpeques and are reluctant to buy unless those offered are of excellent quality.

FRESH

Pike	0 08	Fresh Lab'dor. salmon	0 16
Perch	0 07	Whitefish	0 11
Steak cod.	0 06	Mullets	0 08
B.C. salmon	0 13	Haddock	0 06
Market cod.	0 05	Halibut	0 10
Sturgeon	0 12	Bullheads	0 09
Lake trout	0 10	Carp	0 08
Blue fish	0 15 0 18	Dore	0 11
Sea trout	0 13	Mackerel, lb.	0 12½
Sea bass	0 15	Swordfish	0 11

FROZEN

Codfish	0 04½	Pike	0 07
Dore, winter caught, per lb.	0 09	Salmon, B.C., red,	0 09
Haddock	0 04½	Gaspe salmon per lb.	0 16
Halibut, per lb.	0 09	Smelts, 10 lb. boxes	0 10
Herring, per 100	1 70	Whitefish, large, lb.	0 09
Market cod	0 04	Whitefish, small	0 07
Steak cod	0 05		
Mackerel	0 12½		

SALTED AND PICKLED

Green cod, No. 1, bbl.	7 00 7 50	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" ½ bbl	3 00	" pink, bbl	12 00
Labrador sea trout, bbls	10 00	" Labrador, bbl	16 50
Labrador sea trout, half bbls.	5 75	" ½ bbls	8 50
No. 1 mackerel, pail	2 00	" trcs., 300 lb.	22 00
½ bbls.	9 50	Salt eels, per lb.	0 08
No. 1 pollock, 1	5 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, bbl	5 00	Scotch herring	6 50
		" keg	1 00
		Holland herring, bbl	5 50
		" keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 20
Haddies	0 08
Boneless haddies	0 09
Herring, new smoked, per box	0 15
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 50

SHELL FISH

Shell oysters, bbl., choice	12 00
XXX Shell Oysters	10 00
Lobsters, live, per lb.	0 30
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal.	1 65 2 00
" bulk, selects	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb.	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per lb	0 15
Skinless cod, 100 lb. case	5 50
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	5 50
Dried haddock, medium, bundle	5 50

ONTARIO.

Toronto, Oct. 20.—Supplies of ocean fish have been scarce. In fact that is one of the features of the market just at present. A certain amount of fish are being received, but it is not enough to satisfy the trade. The market just now is rather steady with prices unchanged.

FRESH CAUGHT FISH

Halibut	0 09 0 10	Herring	0 06
Salmon trout	0 12	Yellow pickerel	0 11
White fish	0 12 0 13	Steak cod	0 08
White fish, pan frozen	0 10	Perch	0 07
		Haddock	0 06 0 07

FROZEN LAKE FISH

Pike	0 07	Gold eyes	

OCEAN FISH (FROZEN)

Herring, per 100	2 00

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Herring (Labs.) half-barrels	3 25
Acadia, 2-lb. boxes, pr.		Haddie, Finnan	0 08
crate	2 40	Halifax, 1-lb. bxs., pr crate	3 12
Boneless Digbys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb.	0 07	Oysters, standard, gal.	1 65
Cod, Imperial, per lb.	0 05	Quail on toast, per lb.	0 06
Fillets, per lb.	0 12		

OCEAN BRAND FISH

Try Our Lines

Herring Bloaters Kippers

Canada Strip Brand Boneless Cod is not the ordinary kind of cod. Only selected fish are used, and they are prepared with the utmost care. You cannot do better than to ask your wholesale house for any of the above lines, or

WRITE US DIRECT.

The Halifax Cold Storage Co., Limited

45 William Street *(Selling Branch)* **MONTREAL**

Connecticut Oyster Co.

Growers and Shippers of "Coast Sealed" Oysters

88 COLBORNE STREET, TORONTO

MR. RETAIL GROCER,
Everywhere,
Canada.

Oct. 20, 1910

Dear Sir,—

Among other false impressions once current regarding the handling and sale of oysters was the notion that oysters should be watersoaked. But this notion is now obsolete. These are the things you should be careful about in connection with your oyster business: That your oysters come from communities that produce oysters with the *best flavor* and that mature them sufficiently *firm* to *retain that flavor* for the longest time possible. That shipment is made in the *most sanitary package* obtainable. That the oysters are *refrigerated* at a low temperature, and also protected *from freezing*. And that they are displayed attractively.

Remember that the frequency with which your customers use oysters depends entirely upon the satisfaction they obtain.

We would call your attention to the fact that "Coast Sealed" Oysters are grown on the most desirable ground—ground that is famous for the flavor of its oysters; and shipped to you in the "Coast Sealed" Carrier—the acknowledged peer of all packages. If you desire it we can supply you with a Vacuum Insulated Cabinet that will protect your oysters from freezing and save at least 75 per cent. of ice. There are no hampering restrictions connected with any of our propositions.

Soliciting an early inquiry,
We remain,
Yours faithfully,

Connecticut Oyster Co.

FATTENING GROUNDS AT:
Greenport, L.I.; Peconic Bay, N.Y.; Rockaway, N.Y.; Sakonnett River, R.I.; Narragansett Bay, R.I.; Warwick's Point, R.I.

MANITOBA.

Winnipeg, Oct. 20.—Fish—The fish market is active locally and the output is heavy. No changes have been recorded this week. Halibut, whitefish, salmon and oysters form the bulk of the trade just now.

FRESH			
Pike	0 09	Whitefish	0 03
Salmon, B.C.	0 14	Halibut	0 09
Sturgeon	0 12½	Dore	0 07
Trout, Lake	0 11		
FROZEN			
Codfish	0 07	Smelts, 10-lb bxs.	0 10
Haddock	0 07	Whitefish	0 09
Halibut	0 09		
SMOKED			
Bloaters, large, per box 60s	1 50	Haddies	0 08
		Gold Eyes	0 45
SHELL FISH			
Shell Oysters, bbl.	18 00	Oysters, bulk, inp. gal.	2 75

NEW BRUNSWICK.

St. John, N.B., Oct. 20.—Conditions affecting the fish market have thus far shown no improvement and the scarcity that has been the rule for the last month continues. Shall shipments arrive each week, but hardly more than enough to supply the local demand. Prices hold about the same. Some good catches of mackerel have been made lately on the Nova Scotia coast, but in most cases they were shipped to the Boston market where better prices can be secured. One shipment of 729 barrels, valued at $12,000, was sent forward last week.

In Moncton last week at a meeting of the board of trade Ex-Governor McClelan, of Riverside, Albert county, gave an address in which he urged that in view of the marked falling off in the shad fisheries, the boards of trade should take the matter up with the government. One man present volunteered the information that the scarcity was caused through the fishermen in St. John harbor catching the fish on their way to the spawning ground. It was decided to ask the co-operation of other boards of trade in trying to better the conditions.

Dry salt cod are higher than for some time past. The quotations now are: large, $4.40; medium, $4.15 to $4.25; small, $3 to $3.25. Pollock are $2.75 to $2.80. Grand Manan herring are selling at $5.25 per barrel and $2.75 per half barrel. Pickled shad are quoted at $8 per half barrel.

NOVA SCOTIA.

Halifax, N.S., Oct. 20.—The receipts of fish, both scale and cured, have been lighter than the average since last report. The run of mackerel along the coast continues, but stormy weather hampers the operations of the fishermen.

During the past ten days nearly one thousand barrels of mackerel have been shipped from Nova Scotia ports to the Boston market. Fish are reported plentiful on the coast, but there is a scarcity of bait and the stormy weather continues to hamper operations. Mackerel are retailing here at 25 cents each. There is no fresh halibut on the market, only frozen fish offering. Heavy shipments of lobsters continue to be made to European ports, over three thousand cases having been exported recently. Last season's pack is now pretty well cleaned up.

Some small shipments of oysters have been received here, but the bulk of the Island stock is going to Toronto and Montreal. There is a better market in those cities and the prices are higher. In consequence they are getting the best stock produced.

The fishing on the Labrador this season being almost a total failure, it will have a tendency to stiffen prices. The aggregate catch totals only 44,000 quintals, as against 161,000 quintals last season.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

To avoid warehousing charges and at the same time to press the delivery of goods liable to suffer from cold temperature, Laporte, Martin & Co., Montreal, are quoting special prices on wines, mineral waters, tonic wines, etc., for shipment in lots of five cases or more from to-day to the 10th of November. This firm will pay the freight by railway or boat, to all stations or landings in the provinces of Quebec, Ontario and east of Canada.

Bovril was served to contestants in La Patrie's road race in Montreal last Saturday.

Owing to the increasing demand for Purnell & Panter's, Ltd., sauces, pickles, and pure malt vinegar, this firm had to recently enlarge their extensive factory again. They have just received a repeat order for 600 packages of their world-famed specialties.

It's a disappointed and surprised housewife who, upon telephoning her grocer for a good silver cleaner, finds that he does not stock a cleaning preparation of that nature. Window-cleaners, washing powders he has in plenty; but a silver cleaner—well, he says he does not carry silverware. The grocer does not carry window-glass, chinaware, etc., but he has the cleaning preparations. Then why not a silver cleaner. The Household Convenience Co., manufacturers of Wonder-Shine, the new silver cleaner, are offering a very attractive proposition to the trade. Through an extensive advertising campaign, the Canadian housewife is being instructed in the "Wonder-Shine way" of cleaning silver—simply dip in Wonder-Shine, rinse and dry. Each advertisement ends with a direct solicitation to buy from her dealer. Furthermore, a bill-board display is under way to back up the newspaper advertising. These combined should mean nice business for the grocer handling Wonder-Shine, and a liberal profit is guaranteed.

BUSINESS CHANGES.

Recent Events Among Canadian Grocery Trade.

Ontario.—T. A. Kennedy & Son, grocers, Fort William, Ont., have sold to Russell Bros.

Western Canada.—N. Whitford has opened a general store at Rhein, Sask.

P. Gerhelm has opened a general store at Morse, Sask.

J. S. Foran, grocer, Vancouver, B.C., has suffered loss by fire.

J. M. Vandal has opened a general store at Bedford, Man.

Geo. Armitage has opened a general store at Wauchope, Sask.

Pike & Crozier have opened a grocery in Saskatoon, Sask.

Chas. H. Moran has opened a general store at Piapot, Sask.

H. B. Curran, general merchant, Moyie, B.C., are retiring

Herbert Moore, grocer, New Westminster, B.C., has assigned.

J. S. Dixon & Son have opened a general store at Strome, Alta.

J. G. Brooks, grocer, Vancouver, B.C., has sold to Blount & White.

A. H. Daniels, grocer, Cowichan Station, B.C., has sold to Geo. Mitchell.

C. F. Marshall has opened a grocery and fruit business at Edmonton, Alta.

R. Dochterman has opened a grocery and provision business in Saskatoon, Sask.

John W. Caswell, general merchant, Kenaston, Sask., has sold to Hawse Bros.

R. D. Hobbs, general merchant, Beausejour, Man., has been succeeded by H. D. Shaw.

Flemming & Son, grocers, Nelson, B.C., have been succeeded by Flemming & Ramsden.

MacLeod, Hamelin & Co., general merchants with stores at several places, are removing their headquarters to Moose Jaw, Man.

Maritime Provinces.—Fred C. Gillingwater, grocer, Halifax, N.S., has assigned.

The catch of Norway mackerel has been about 70,000 barrels as compared with 40,000 last year.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

Lemon Bros.

Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Dried Apples

Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Fish and Oysters

Haddies
Kippers
Bloaters

FRESH FISH

It pays you best to deal with the largest Fish and Oyster Warehouse in Canada because you always have a larger choice of stock and you receive the benefit of our many years' experience in buying and handling Fish and Oysters.

The completion of our new cold storage warehouse places us in a better position than ever to look after your interests.

Use our 5 Long Distance Telephones or write for Price List.

Boneless
Prepared
Dried
FISH

Bulk and Shell
OYSTERS
Malpeques
"Sealshipt"

P. O. Box 639
Leonard Bros.
20-26 Youville Square : Montreal
Also St. John, Grand River, Gaspe.



Fortify Your Position as a Grocer

by adding a line of Canned Fish Goods that has "made good." There is nothing you handle that will add to your reputation for good or ill like the canned goods you stock. Your outlook is bright and your future is assured if you stock

Brunswick Brand Sea Foods

the brand that spells "quality." See that you have a full range on your shelves.

CONNORS BROS., Limited
Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt, Yarmouth, N. S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Frauds Alleged Against Two Mail Order Houses

The Principals Arrested—Great Bargains Claimed to be Given as Blinds by One in Order That it Might Reap Rich Profits on Other Goods—Never Sold an Individual Article — Customers Had to Take Assortments—Discouraging to the Mail Order Idea.

Two Chicago mail order houses have been placed under the ban and the heads of these houses have been arrested charged with using the mails to defraud. One of these, the Globe Association, established an extensive business, the list of victims extending from Maine to Texas and from New York to California.

To increase the field of their operations they secured agents in towns and cities who sought orders in their different localities and turned these in to the Chicago office. The inducements as they appeared to these agents seemed very rosy, but it was not until the agents cashed in that they found they had misconstrued the contract and thus according to reports even the agents who were working for this house were buncoed.

Single Articles Not Sold.

Orders were sent out only in assortments. That is, if a customer bought at all, it had to be a list of goods. Many attempts were made to buy separate articles, but this was contrary to one of the company's first principles. In these assortments, according to those who are conversant with the facts, there were some exceptional offerings of which 100 pounds of "fine white granulated sugar valued at $6.50 for $1.75."

Bargains Were Blinds.

These great bargains were nothing more than blinds, the policy of the company being like that of the Italian peddler who explained that what he lost on the peanut he made up on the "banan." It is claimed against the company that the goods were of an inferior quality and that the entire method was a plan to defraud. In some places the agents were driven from the neighborhood by those who had given orders only to be bitterly disappointed.

Knock to Mail Order Idea.

The other mail order house had an entirely different system. It did not fill all the orders it seems, and people began enquiring as to the character of the house. At any rate the head of this concern did not appear in court, having disappeared after being granted bail. Cases of this kind will not cast much credit upon the mail order idea.

WHO ARE RETAILERS?

The retail grocers of the state of Washington have defined "retail grocers" as all those who sell to consumers whether the latter be hotels, individuals, restaurants, railways, steam boats, etc. The wholesaler is recognized in those who sell to the retailer and should receive goods at a lower price. It was resolved that wholesalers who distribute to the consuming public shall be recognized as retailers and charged the retailer's price by manufacturers.

OPPOSES FIXED PRICES.

Duke C. Bowers, a Tennessee opponent of the fixed price selling plan says: "I have always held that when I bought an article of merchandize that I had a right to sell it at whatever price suited me, regardless of what my competitor or the man of whom I buy has to say about it. I believe the fixed price plan will compel every grocer to either join the combines or seek other fields. It will make grocers agents for the manufacturers instead of buyers for their customers."

The production of tea in India last year was 262,560,668 lbs. from 555,000 acres, against 246,906,079 lbs. from 548,000 acres, in the previous year. Since 1885 the area under cultivation has increased by 95 per cent. and the production by 267 per cent.

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor, and because there is an absolute guarantee of purity of contents given with each tin.

Each tin is provided with a spare lid for use after the tin has been opened.

"CONCORD" SARDINES will more than please your better-class customers, and will prove a remunerative line to handle.

CCC
Norwegian Canned Goods

LIST OF AGENTS:
R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.



It Stands Alone!

There is no butter in tins which can surpass our famous

BLUENOSE BUTTER

It keeps indefinitely in any clime, and, being of highest quality, always pleases.

Keep some in stock for special trade.

Smith & Proctor
SOLE PACKERS
HALIFAX, N.S.

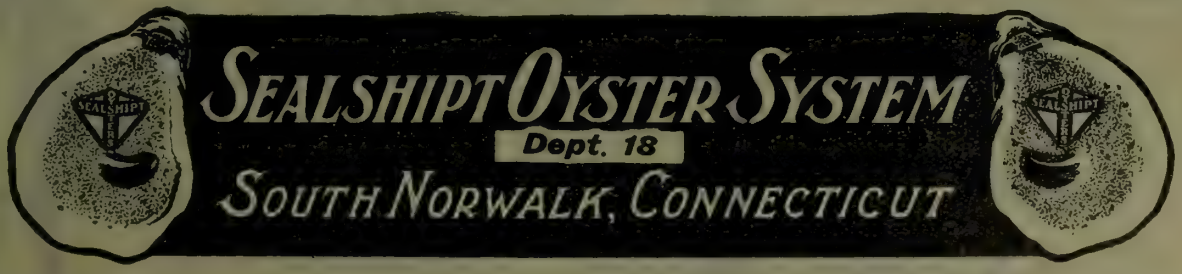


It Pays to Handle SEALSHIPT OYSTERS



Why Not Sell REAL Fresh Oysters and Get Real Profits From Pleased Customers?

Four points make a success of the **Sealshipt Oyster System.** FIRST—the fine quality of **Sealshipt Oysters** and their perfect sea-fresh condition, including the sea tang preserved by our **Sealshiptors.** SECOND—Publicity, consisting of our extensive magazine advertising, reinforced by the wide discussion of food purity in newspapers. THIRD—Our co-operation with the grocer—the local advertising helps we give him to draw to his store the sales we create by our general advertising. FOURTH—Oysters handled under any but the **Sealshipt System** of outside icing and air-tight containers are so generally inferior that people leave the stores where they are sold and go to the ones which sell **Sealshipt Oysters.** If you secure the **Sealshipt Agency,** you'll get the trade of the merchant who handles the other kind of oysters. If you let a competitor get the **Sealshipt Agency, your** customers will go to **him** for their oysters and you'll be lucky if he doesn't sell them all their groceries. Don't delay until the active season before investigating, but write us at once for our general catalogue, terms and full particulars.



What the Trial Balance in Book-keeping is For

In Many Businesses Balances are Taken Off Monthly—Hints for Locating Errors—Importance of the Cash Account—Use of the Check Figure—Different Books Popular for Practical Purposes.

By Howard R. Wellington.

It is a fact that seldom, even with the most expert bookkeeper, will a trial balance result with equal debit and credit on the first trial. An error in addition, an omission, a transposition, or a hundred and one other possible differences will prevent a bookkeeper from "striking" a balance first time.

Date for Trial Balance.

It is possible in some businesses to arrange the office work so that the bookkeeper is free to take off a trial balance on the first, or not later than the second of the month. If such a course is practicable, a rule should be made to have the balance off on that date. In such a case the bookkeeper is in an excellent position to make up estimated statements of the firm's standing in regard to purchases, sales and expenses and comparative statements for the purpose of comparing with last year's records. Then, again, the posting may be resumed immediately, so that any entry for the current month may be readily referred to in the ledger, which is the final resting place for all amounts on the books.

Hints for Locating Errors.

One of the first steps to take is to look through the sheets carefully to ascertain if any balance of account has been omitted or entered on the wrong side of the trial balance.

As a rule, the difference is made up of two or more amounts so that it is not always advisable to check back looking for the exact amount.

Differences such as, $42.00 posted as $24.00, $64.00 posted as $46.00, are amongst the most common errors, and when the difference in the trial balance is $18.00, an error of this nature may be looked for.

An account ruled off, which is not in actual balance is one of the most difficult errors to locate, or to contrast with this, an account not ruled off, and an old balance added in the present month's trial balance.

The Cash Account.

Very few bookkeepers carry "A Cash Account," in the ledger, relying on their memory to enter the cash balance in the trial balance sheet. Frequently the cash balance is omitted, and a great deal of unnecessary work could be avoided by posting debit and credit totals of the cash book in the ledger.

Ascertain that all items have been posted for the month, and besides this, the totals of sales, bills receivable, columnar totals in cash book and all impersonal accounts.

The Cheque Figure.

The use of the check figure with all postings, while not infallible, will prevent most errors if thoroughly carried out. It will also prove an excellent check on all posting, forcing the bookkeeper to use the utmost care in posting.

The trial balance is a proof of the correctness of the work for the period. By grouping and arranging accounts, a comparative statement may be prepared each month without extra work, showing accounts receivable, accounts payable, bills receivable and payable, purchases, sales, etc., so that a close watch may be kept on every detail of the business.

Comparing the three ledgers in use today, the card ledger, loose leaf and bound book, the loose leaf is undoubtedly the most popular.

A large number of firms are still using the bound ledgers, and would not change for any new system, but this style now appears very cumbersome as compared with either of the other two systems. It is impossible to gauge the necessary space for each account, or divide the ledger so that all accounts of a similar nature appear in one section of the book.

When an account is filled, it is necessary to open a new page, probably in some other part of the account.

It is absolutely necessary to have an index, and this takes considerable more time for the posting.

As compared with the former, the loose leaf ledger has a great many advantages, in that any number of filled sheets may be taken out and filed in a transfer, while new sheets are inserted, bearing the same number with which the bookkeeper has become familiar.

The accounts may be re-arranged in any way and grouped for statement purposes.

The Card Ledger.

This form of ledger is not very popular, unless for doctors' or dentists' accounts, etc.

The operation of first selecting the card desired, taking it from the drawer, posting the entry, and replacing in the proper order, takes considerable more time than would a similar process with the loose leaf system.

Then, again, for checking purposes, it would take considerably longer, as the operation of removing the card takes longer.

The card ledger may be suitable for accounts which are not very active, but does not compare at all favorably with the loose leaf.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
The best in the world are made by
McDOUGALLS
Insist upon this make
D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade



YOU LOSE MONEY BY NOT WRITING FOR SAMPLES OF "WONDER-SHINE"

A ten-thousand-dollar advertising campaign is now under way telling your customers all about "**WONDER-SHINE.**"

"**WONDER-SHINE**" is the really wonderful silver cleaner that removes tarnish without rubbing.

EVERY SALE YOU MAKE NETS YOU 50% PROFIT?

The one way for you to get in touch with this line is to write us for samples and prices because we are not sending out any traveling salesmen.

If you have not yet written us it is to your interest to write us at once. Every day's delay means that you are losing easily-earned profit—that your competitors are getting your share.

A postal card will do—write QUICK. Better "DO IT NOW."

The Household Convenience Co., Ltd.

14 King Street East, Toronto

Tuckett's Orinoco Tobacco



NO BETTER
JUST
A LITTLE MILDER
THAN

Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE—In the City of Windsor, Ont., large corner grocery store. Good business. Reason for selling. Will sell property or rent. Address Box 357, CANADIAN GROCER, Toronto. (48p)

FOR SALE—General grocery and china in best town in Western Ontario. Doing good business. A bargain. Box 366, Ridgetown, Ont. (41p)

FOR SALE—Grocery and provision business in a good town in south-western Ontario. Stock new; good stand; rent very reasonable. Easy terms to good man. Box 636, CANADIAN GROCER, Toronto. (43)

FOR SALE—Grocery, crockery and provision business. Established since 1864. Annual turnover about $30,000. Splendid connection; large farming district. Must be sold at once. Good reasons for selling. Apply JAS. R. LOCKHART, Pembroke, Ont.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

FOR SALE—Splendid grocery business, well located, Bloor West. Fixtures at a price, and stock at invoice price. Apply 668 Bloor W., Toronto. (42)

REPRESENTATIVES WANTED.

PROBABLY the most talked about machine in Canada is the Hainer Book-keeping Machine. It combines in one machine the cash and credit register, time recorder and account register. Representatives wanted everywhere. Write for our proposition. Book-keeping Machines, Limited, 424 Spadina Avenue, Toronto. (tf)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Beaumel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

GROCERS EVERYWHERE find it most convenient and economical to remit money by DOMINION EXPRESS MONEY ORDERS, or Foreign Draft. Absolutely safe—payable anywhere—no loss or delay—lowest rates. Always remit by Dominion Express Money Orders. Agents all over Canada. Agencies in all Canadian Pacific Railway Stations.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

SAMPLES FREE—Write us to-day for free samples of our new two-color Counter Check Books—white and yellow leaves. We make Check Books endfold and sidefold, single and triplicate pads. Lowest prices. Dominion Register Company, Ltd., 100 Spadina Ave., Toronto.

MISCELLANEOUS.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface, flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

THE money you are now losing through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

WITH an eye to stock-taking but two months away, we offer some especially attractive bargains in rebuilt Typewriters. All makes are represented and all are shown in our finely illustrated catalogue, a copy of which will be mailed on request. THE MONARCH TYPEWRITER CO., Limited, No. 98 King Street West, Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

AGENCIES WANTED.

TRAVELLER, with first class grocery connection in Ontario, wants special line on commission. Box 364, CANADIAN GROCER, Toronto. (43p)

SALESMEN WANTED.

SPECIALTY SALESMEN WANTED FOR GROCERY AND MARKET TRADE.—A knowledge of the grocery business is necessary. You must be enthusiastic, convincing, continuous worker and push a manufactured article in the Canadian Provinces that is absolutely needed by delivering merchants. Give reference from last employer. Box 365, CANADIAN GROCER, Toronto. (42)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 338 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3 " "		1 25
¼-lb. tins, 4 " "		0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½ lb.	10 50
½-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case $6 00
1 "	12 "	
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 90
½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 60
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

CANADIAN CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 75
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
		Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 1 doz. in case, per case $3.60.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00



Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" ¼'s " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen 0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.



Elite, 10c size (for cooking) doz	0 90
Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.

	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes	0 28
¼ lb. packages, assorted, in 5 lb. boxes	0 29
½ lb. packages, assorted, 5, 10, 15 lb. cas.	0 30
Bulk—	

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins.

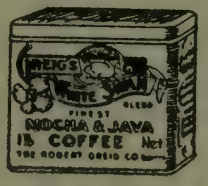
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ¼ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz. $ 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	1 00
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40



Ground or bean,	W.S.P.	Ret. P.
"	1s 0 32	0 50
"	1s 0 33	0 50
"	1s 0 29	0 40
"	1s 0 30	0 40
"	1s 0 22	0 30
"	1s 0 23	0 30

Packed in 30s and 50-lb. case
Terms—Net 30 days prepaid.

Confections

THE COWAN CO., LTD.

Cream Bars, 60's, assorted flavors, box	1 80
Milk Chocolate Sticks, 36 in box, "	1 80
" " 10c cakes, 36 in box "	2 25
Chocolate Wafers No. 1, 5-lb. boxes, lb.	0 33
" " No. 2, " "	0 25
Maple Buds, 5-lb. boxes, lb	0 36
Nut Milk Chocolate, ½-lb. cakes, 12-lb. box, lb	0 40

These prices are F.o.b. Toronto.

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assortment.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00
2 " "	"	1 75
2½ " "	"	2 00
4 " "	"	3 00
5 " "	"	3 75
8 " "	"	5 50
16 " "	"	10 00
32 " "	"	18 00

Discounts on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 30
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07

Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $140. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 3 jars, doz. $1.40.



W. CLARK'S

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 do



ALWAYS RIGHT. SUN RIGHT

Stove Polish is just right every time you sell it. and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

You Must Realize!

that an article which has a huge amount of consumer advertising behind it to pull it through the stores, as has

2 in 1

The World's Best Shoe Polish

must be a profitable and quick selling line to handle.

But in addition to this ad-pulling force, "2 in 1" has sterling merit behind it. It preserves the boots and makes them pliable; is waterproof; shines quickly and lasts a long time; does not soil the clothes or clog the brush, and is just now in increasing demand.



You can't afford to be without "2 in 1" on your shelves.

The F. F. Dalley Co.

LIMITED

Hamilton, Canada, and Buffalo, N.Y.

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London.
A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON

91 YOUVILLE SQUARE, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

Opening New Accounts

Your business will not grow unless you do add new customers constantly. The old ones will drop out with surprising regularity and those that remain will not increase their purchases materially.

Have a good live talk about your goods in THE GROCER every week. All the best grocers in Canada will read it, and if what you say is worth while, they'll steadily be influenced in your favor.

You will find THE GROCER the most powerful agent at your disposal in the cultivation of new accounts.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



'Purity" licorice, 10 sticks 1 45
" " 100 sticks 0 73
Dulc, large cent sticks, 100 in box ....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case
1 case of 4 doz $3 50
3 cases of 4 doz 3 40
5 cases or more 3 35



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case $3.80
Baby size, per case 2.90
Ditto, hotel, 3.70
Silver Cow Milk 4.55
Purity Milk 4.25
Good Luck 4.00

Jelly Powders

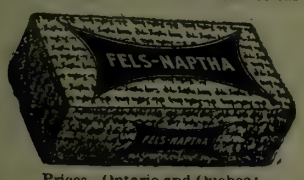
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 09
Five cases or more	4 95

Lard

N. K. FAIRBANK CO. HOAR'S HEAD LARD COMPOUND.

Tierces	$0 13½
½-bbls.	0 14
Tubs, 60 lbs.	0 14
20-lb. Pails.	2 85
20-lb. tins	2 75
Cases 3-lb.	0 14½
" 5-lb.	0 14½
" 10-lb.	0 14½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 13
Tubs	0 13½
20-lb. pails	0 13½
20-lb. tins	0 13
10-lb. "	0 13½
5-lb. "	0 14
3-lb. "	0 14
1-lb. cartons	14½

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 60
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 5-lb. glass jars	1 75
" " 10 5-lb. cans	1 60

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

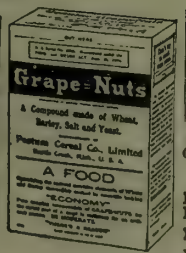
SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 55
7-lb. " "	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Cereals.





Grape Nuts—No. 23, $3.00; No. 33, $4.50.
Post Toasties—No. 73, $2.85.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Sauces



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box $3.00.

Case of ½-lb. containing 120 packages per box $3.00.

Cas- of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, " 120 ½-lb.	"	2 60
No. 3, " 30 1-lb.	"	3 00
" 60 ½-lb.		

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	2 65
5 cases	12 50

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. Montreal

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box $3 60

6 doz. to box $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.65 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 06
Kegs, 100 lb.	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Milk.



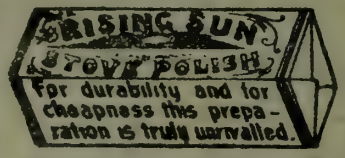
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

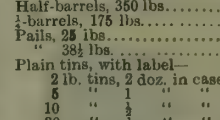
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03½ "
¼-barrels, 175 lbs.	0 03½ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Plain tins, with label—	Per case
2 lb. tins, 2 doz. in case	2 25
5 " 1 " "	2 60
10 " ½ " "	2 50
20 " ¼ " "	2 45

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

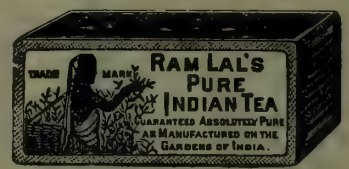
LAPORTE, MARTIN & CIE, LTD.

Japan Teas—		
Victoria, hf-c, 90 lbs	0 25	
Princess Louise, hf-c, 80 lbs	0 19	
Ceylon Green Teas—Japan style—		
Lady, cases 60 lbs	0 18	
Duchess, cases 60 lbs		19



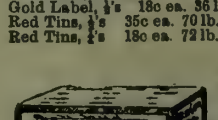
BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 48	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 07	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters			
Gold Tins, 5's	35c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	35c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.	
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.	



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ½s	0 10	1 00
" " ½s	0 55	0 80
" " ¼s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ½s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents per doz.
Pure Gold Salad Dressing Powder }
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
½-lb. paper pkgs., 4 doz. in case	$0 90
¼-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ½-lb. paper pkgs. } assorted	$7 20
2 doz. ¼-lb. paper pkgs. }	
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	56
Cut Smoking—Great West Pouches, 8s	36

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

CASH or PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY

99 ONTARIO STREET TORONTO ONT.

EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.



Saves time.
Saves money.
Saves you bags.

McGregor's Patent Bag Holder

Should be in every grocer's store.

KILGOUR BROS.
Wellington St. West TORONTO

The West Indies

If you have anything to ship to the West Indies we will handle it promptly and get you the top price.

If you are a manufacturer and wish to place your goods on the West Indian markets our travellers will do it for you.

If you want information of any kind about the West Indies do not hesitate to write us for it.

T. Geddes Grant

Port of Spain - Trinidad

Pure Reliable



Have no hesitation

In stocking and recommending

"COW BRAND"

BAKING SODA

It is noted for its strength, purity and reliability, and is a marked favorite with the cook. See to your stocks. Order from your jobber.

CHURCH and DWIGHT
Manufacturers LIMITED
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of:
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

SURE!

to be right

SALT

Order from

Verret, Stewart & Co.
Limited
Montreal

We have

Mince Meat

in any package you may wish and a quality to suit your trade.

also

We have
65-lb. tubs
28-lb. pails
12½-lb. pails
7-lb. pails

WETHEY'S MINCE MEAT
in Cartons

"Home made" mince meat in lithographed, enamelled cans. 2-lb., 5-lb. and 7-lb. packages.

Write us for prices.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

Retailer made $600 on one deal because he followed The Canadian Grocer's market quotations closely.

The above refers to a Kingston, Ont., merchant. His profit on this single transaction would pay a subscription to The Grocer for 300 years.

One of the best dealers in Canada, located at Quebec, says: "Your paper is invaluable to all grocers—interesting and full of ideas—a paper that all up-to-date business men will appreciate if they see it once—the only paper that I keep on file for future reference. Many of your articles have contributed to my success, particularly those showing desirability of constant advertising, store system, clean show windows, fair profits and being posted on the markets. I consider myself your pupil, and would as quickly pay $10 as $2 for a year's subscription if it were necessary."

Merchants like these find it hard to understand why any dealer would be without The Grocer every week, even at several times what it costs. As a matter of fact, there are very few of the good dealers not on our subscription list. You will find this true, not of one province or several provinces, but of *every* province from Halifax to Victoria.

CANADIAN GROCER



FALL NUMBER

SPECIAL FEATURE:

"The Selling Power of the Dealer."


20 lbs.
NET
EDWARDSBURG
CROWN
BRAND
REGISTERED
PURE
TABLE SYRUP
WE GUARANTEE THIS
TABLE SYRUP
TO BE PURE AND WHOLESOME.
MANUFACTURED BY THE
EDWARDSBURG STARCH CO.
CARDINAL, ONT.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, OCTOBER 28, 1910 NO 43.



ROBINSON'S PATENT BARLEY

You, Mr. Grocer, are the right man to handle all food products, and our Patent Barley is a ready seller which in many parts is handled only by the druggists. Get to work selling it! There's money in it for you. Write for particulars and sample.

Agents for Dominion

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

The Leading Laundry and Cooking Starches in Canada are

Benson's "Prepared" Corn

AND

Edwardsburg "Silver Gloss" Starch

They are purity personified, and are in demand by up-to-date housewives throughout the Dominion. See to your stocks. For sale by every jobber.

Edwardsburg Starch Co., Limited

ESTABLISHED 1858.

53 Front Street East, Toronto, Ont. Works: Cardinal, Ont
164 St. James Street, Montreal

You Can Sell These With Satisfaction and Profit

A PURE HARD SOAP

A Soap Your Trade Requires



Every Month
Every Week
Every Day

Makes Child's Play of Wash Day

St. Croix Soap Mfg. Co.
Factory at
St. Stephen, N.B.

BRANCHES:
Montreal, Toronto,
Winnipeg, Vancouver
West Indies.

A Handy Can of Soap Powder



A Large Package for 5 Cents

To Maintain and Increase Permanent Trade

We handle only articles of known worth—the tried and tested kind---articles whose intrinsic merit has raised them far above the commonplace. We do this because we like to feel that the folks who buy them are, year after year, adding permanent trade to the business of the grocer who sells the goods. From our own selfish point of view we believe the principle applies with telling force.

We Know of no Safer or Surer Way

There is a good living profit on every article we are privileged to represent---each of its kind is, to our way of thinking, a splendid example of honorable manufacture. And because of that important fact we advertise their strong features fearlessly, over our own name, in The Canadian Grocer and elsewhere, every week of the year.

The Best Only **Always the Best**

It Pays to Watch This Page

ARTHUR P. TIPPET & CO.

MONTREAL TORONTO

The symbol of consistent good quality.
A strong aid to effective salesmanship.

Tartan BRAND

"Tartan" Brand is worthy of your best efforts in the way of salesmanship. For goods bearing this well-known mark you can make the strongest assertions of good quality with the absolute assurance that the goods will back you up every time.

"Tartan" Brand Service

It is our constant endeavor to give you a service in the way of prompt delivery and careful filling of orders that will aid you in making the greatest possible success of your business.

Canned Vegetables
Canned Fruits Canned Salmon
Package Teas Baking Powder
Soaps Baking Soda Syrups
Spices Extracts Jelly Powders
Cream of Tartar Mustard Borax
Peels Coffee Currants

Every Package and Tin Fully Guaranteed

PHONE 3597—FREE TO BUYERS

Phone your Orders at our Expense

Balfour, Smye & Co.

Importers, Packers and Wholesale Grocers

HAMILTON - - - - - ONTARIO





For Your Profit and Reputation!

NO LINE YOU HANDLE WILL YIELD BETTER
RESULTS IN EVERY RESPECT THAN

"STERLING" BRAND



The goods are prepared and put up in a large, airy, sanitary factory, and nothing that experience, care or skill in the selection and preparation of materials can suggest, has been omitted.

FEATURE "STERLING" BRAND FOOD
PRODUCTS FOR YOUR HOLIDAY TRADE

HANDLE OUR BULK PICKLES

The
T. A. LYTLE CO.
LIMITED
STERLING ROAD
TORONTO

Sterling BRAND

SWEET and
MIXED PICKLES, JAMS, MARMALADE,
CATSUP, JELLIES and FLAVORING EXTRACTS.

"S.B." SAUCE, RELISHES, LIME JUICE, ETC.



ROWAT'S Pickles and Olives

Why relate reasons for which you should sell these goods—the old reliable pickles and olives that most grocers have been selling at a good profit for so many years! We simply reiterate our oft-made statement: "the quality will always be maintained." So continue the good work.

PATERSON'S WORCESTERSHIRE SAUCE

Since taking over this popular specialty, sales (already large) have steadily increased—a sure sign of the merit of the article. We possess the original recipe, and can guarantee the quality of the sauce to be the finest.

Paterson's Sauce is a specialty it will pay you to feature.

HAVE YOU BEEN WELL SUPPLIED
FOR FALL BY YOUR WHOLESALER?



ROWAT & CO.

Glasgow, Scotland

CANADIAN DISTRIBUTORS: Snowdon & Ebbitt, 325 Coristine Building Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren Halifax, N.S.; F. H. Tippett & Co., St John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.

You should see our line of

ENGLISH CONFECTIONERY

Manufactured by

H. J. PACKER, Limited
BRISTOL, ENG.

CREAM TABLETS - - }
MILK CHOCOLATES - - } to retail at 5c.
CREAM CHOC. PIGS - - }

CREAM TABLETS - - - }
MEDALLIONS - - - - - - } to retail at 2 for 5c.
CREAM CHOC. FISH - - }

JAMES PASCALL, Limited
LONDON, ENG.

BARLEY SUGAR
ASSORTED SATINES
GOLDEN MATTOX

FANCY VENETIAN MIXTURES
MINT BULLS' EYES
ASSORTED TABLETS

"ANGELUS" MARSHMALLOWS
The best 10c. line on the market

Our travellers are showing samples

EBY-BLAIN, LIMITED

Wholesale Grocers - - - - TORONTO

Guarantee of Purity

Baking Powder, Spices, Coffee, must be of first quality. You cannot take chances upon them, for if you do you will lose customers. If you look for this trade mark – Prince of Wales—on all of these lines you undertake to handle you will be securing the purest and best for your trade. It is on our

Baking Powder
Cream Tartar
Allspice
Cloves
White Pepper
Black Pepper
Nutmegs
Gingers

We supply spices whole or ground. **Over 50 years' experience.**
Deal with an old-established, reliable firm and be sure of what you are getting.
We are manufacturers of CORKS and CAPSULES also.

S. H. EWING & SONS

96-104 King Street, Montreal
Phone: Bell Main 65 and Bell Main 155

20½ Front Street East, Toronto
Phone Main 3171

A TRIO OF PURE FOODS!

ABSOLUTE PURITY

HIGHEST QUALITY



SHIRRIFF'S
CONCENTRATED FRUIT ESSENCES

SHIRRIFF'S SPECIALTIES SELL



SHIRRIFF'S
JELLY POWDER



SHIRRIFF'S
ORANGE
MARMALADE

For your best-class particular customer the above three lines will be found to exactly 'fill the bill'! The Jelly Powders and Essences are made in a large variety of flavors.

Keep a liberal stock of SHIRRIFF'S GOODS
on your shelves for your coming holiday trade.

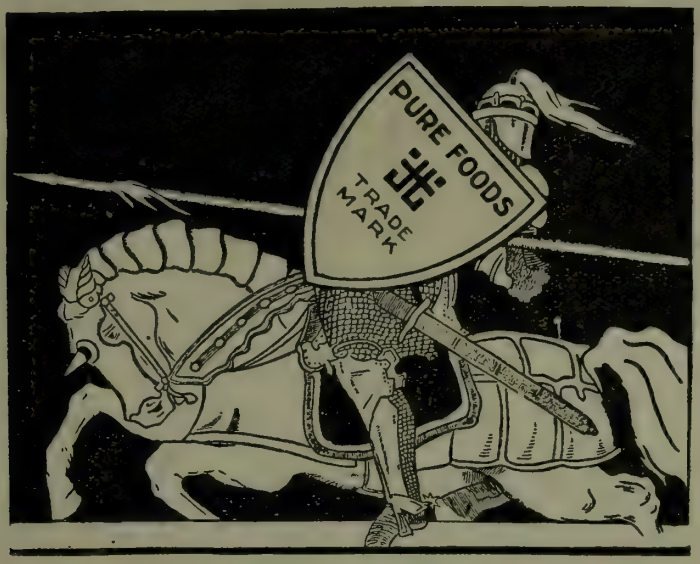
IMPERIAL EXTRACT COMPANY

8-10-12 Matilda St., Toronto

Ontario Representative, R. B. Neil.
Western " H. F. Ritchie.

Eastern Representative, W. H. Lyne-Usher.
Quebec City " Albert Dunn.

The Champion of Pure Foods



PURE FOOD LITSTER'S

If you knew all there is to know about food adulteration you would be increasingly careful what kind you bought in the interest of your customers. The name "Litster's" on a food package of any sort is a guarantee of absolute purity and satisfaction. The quality is there to "make good," and merchants who want the better class of trade will find it well worth while to feature the Litster line.

THE LITSTER PURE FOOD COMPANY, LIMITED

1297-1301 QUEEN ST. WEST TORONTO

DONNELLY, WATSON & BROWN, Limited
CALGARY AND VANCOUVER

H. H. LIVINGSTONE, Manager Eastern Agencies
MONTREAL

LITSTER "PURITY AND SATISFACTION" FOUND IN

Half-Minute Puddings, Jelly Powders,
Extracts, Salad Dressing Powder, Spices
Coffees, Baking Powders and other lines

CONCENTRATION IS

BY CONCENTRATION

of our efforts on the handling of high-class specialties we succeed in keeping the trade supplied with goods that are unquestionably some of the best and most constant sellers. Take advantage of our long experience, perfect facilities and intimate connection with producers in all parts of the world.

Here are some very

Interesting News Items—Read Them

NUT MEATS---We are now representing the most reliable shippers of these goods in all parts of the world, and are prepared to quote for import or from stock on: Jordan, Valencia, Alicante, Majorca, and Blanched Almonds; Chaberts, Bordeaux and Broken Walnuts; Spanish, French and Levant Filberts; No. 1 Spanish, Java, French and Chinese Peanuts; Cashew Kernels; Pistachia Nuts; Pignolia Nuts; Brazil Nuts; Pecans; Persico Kernels.

PEELS---For your very finest trade there's nothing equal to our Perfectly Drained Sugarless.

CANNED PEAS---We bought these goods right; that means YOU can buy right. Acme Brand is certainly the finest obtainable. We offer you: Sur Extra Fine, Extra Fine, Sur Fine, Fine and Moyen Grades.

MUSHROOMS---Extra Choice, First Choice, Choice and Hotel; prices very low.

MARISCHINO CHERRIES---Stocks abroad are very low and our own stock is moving rapidly; order quickly. Quarts, Pints and Half-Pint Bottles; Quart Tins.

FRENCH FRUITS---Fine lines for fancy Xmas trade have just arrived. One and two-lb. boxes Glace and Crys. Cherries and Assorted Fruits.

SARDINES---The Crossed Fish Brand is unquestionably the finest Norwegian line; our sales have more than doubled in the past year.

MIDLAND VINEGAR PURE PRODUCTS---You know these, the celebrated H.P. Sauce. Pure Malt Vinegar in 12½ and 25-gal. casks; Rep. Pints, Imp. Pints, Imp. Quarts.

We have just received, also, large shipments of Coffee, Essences, Olive Oil, Sardines, Mustard, etc.

It Will Pay You to Get Our Prices

454 St. Paul St.
MONTREAL

W. G. PATRICK &

THE KEY TO SUCCESS

Nut Meats
Macaroni
Canned Peas
Mushrooms
French Fruits
Sardines
Olive Oil
Coffee Essence
Vinegar
Mustard
H. P. Sauce
Cerebos Salt

ACME
REGISTERED

ACME
REGISTERED

CO., IMPORTERS

77 York Street
TORONTO

How to put the Tea Peddler Permanently out of business

IF we were merely going to tell you to spring a well-advertised line of package tea hooked up to a high-quality talk, we would deserve your emphatic "pooh-pooh."

Because, when a woman buys tea from a peddler two or three times in succession it is safe to conclude that she MUST be very well satisfied with the quality.

Our aim here, Mr. Grocer, is to point out where YOU possess a distinct advantage over any PEDDLER and to suggest a means by which you can make the most of it.

The advantage is this:

When YOU are talking to a customer, she is in your store VOLUNTARILY and is open to suggestion. On the other hand, when she opens the door to a PEDDLER her attitude is usually ANTAGONISTIC.

Now it is obvious that if, when you have a customer voluntarily in your store, you can offer her as good a tea proposition as the peddler can, you can practically bank on getting her order.

That's reasonable, isn't it?

And we think we can put you in the way of offering your customers a MUCH BETTER tea proposition than any peddler in the country. That is:—

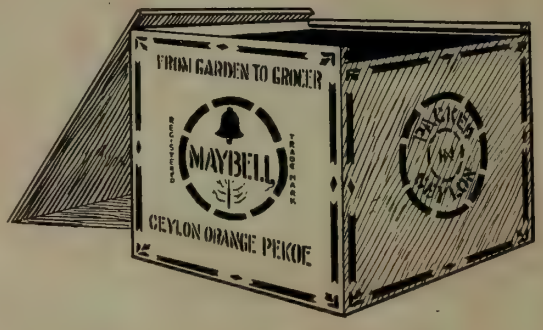
"Maybell" Ceylon Tea

in 5 and 10 lb. Lead-lined Decorated Chests.

The prices at which you can get "Maybell" Tea, the splendid quality of it, together with the specially attractive chests, containing just the quantity country housekeepers prefer to buy, make this Maybell Tea Chest Proposition the ONE SURE METHOD of regaining your tea trade from the peddling fraternity.

Following are the prices of Maybell in 5 and 10 lb. boxes respectively:

5 lb. boxes (8 to a case) 22½c. lb.
10 lb. boxes (4 to a case) 22c. lb.
50 lb. half chests - 18½c. lb.



These prices enable you to meet the average peddler in price, if you want to; and they certainly DO yield you a better margin of PROFIT than any line of package tea on the market.

If you are interested in putting tea peddlers out of business in your locality, just give this "Maybell" Tea Proposition a fair trial. You will be amazed at the good results.

Canada Brokerage Company, Limited

Toronto - - Ontario

On Top



To Stay

Every tin of this Coffee is sealed with the Government Approved Form of Warranty as to purity

WHITE SWAN COFFEE

TRADE MARK REGISTERED

If you are not now handling this brand
It will pay you to start now

"QUALITY COUNTS"

Mathewson's Sons

Wholesale Grocers and Importers

MONTREAL

1834 1910



QUAKER BRAND

PURE BAKING POWDER

NO ALUM

A satisfactory baking powder for dealer and housewife.

MATHEWSON'S SONS

MONTREAL

P.O. Box 2360

WIN AND HOLD TRADE WITH BORDEN BRANDS

The selling power of a grocer who thoroughly understands his business, applied to the well-known Borden's Brands of Condensed Milk and Evaporated Cream, is one of the greatest of business boosters.

And a grocer whose selling power is a real force in his business can see in every housekeeper a prospective buyer of Borden's Brands.

A timely word or two as to the convenience and absolute purity of Borden's Brands often creates a new and permanent customer for

Borden's "Eagle Brand" Condensed Milk
Borden's "Gold Seal Brand" Condensed Milk
Borden's "Challenge Brand" Condensed Milk
Borden's "Peerless Brand" Evaporated Cream

BORDEN'S BRANDS ARE MADE IN CANADA
by the Borden Condensed Milk Co. - Est. 1857

Originators of Condensed Milk and the largest manufacturers of milk products in the world.



UNSWEETENED

William H. Dunn

MONTREAL and TORONTO

MASON & HICKEY
WINNIPEG, MAN.

SHALLCROSS, MACAULAY & CO.
CALGARY, EDMONTON, VANCOUVER and VICTORIA, B.C.



THE ORIGINAL



A STEADY PROFIT MAKER



Quaker Oats

THE ONE OATMEAL

WITHOUT A RIVAL

To the grocer who wishes a cereal package that gives him a quick turnover, real actual profits in his cash register, not profits figured on paper only, none can equal QUAKER OATS.

It will pay you many times over to push the package that will repeat in its sale every day of the year. That package is QUAKER OATS.

SOLD BY ALL WHOLESALERS

Regular 10c. package, half case, 18/s - - - - $1.45
Family 25c. package, full case, 20/s - - - - $4.00
(EXCEPT IN EXTREME WEST)

The Quaker Oats Company

PETERBOROUGH, ONT.



IF WE DID NOT BELIEVE IN IT IMPLICITLY WE WOULD NOT ADVERTISE IT LIKE THIS.

Ram Lal's Pure Tea Co, Limited

Montreal



The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

SPECIAL OFFERS

Here are a few lines of saleable staple merchandise which we wish to sell before the extremely cold weather sets in. We will give bargain prices to all immediate purchasers:—

300 cases "Sun Ray" TABLE WATER
200 cases "Trayder" Brand GINGER ALE
200 cases "APPETIZER TONIC WINE" Bacchus
500 cases BANYULS WINE
200 cases ASSORTED BURGUNDY WINES, of MORIN PERE ET FILS
1 carload MILLER HIGH LIFE LAGER
1 carload MILLER MALT EXTRACT

WE WILL PAY THE FREIGHT from to-day until the 10th of November, only, on lots of five assorted cases, or of the same sort of any product, to all railway stations, or boat landings, in Quebec and Ontario.

CANNED GOODS---Victoria Brand

We have just received:—

4,000 cases of TOMATOES, "Victoria Brand"
2,000 cases of SWEET CORN, "Victoria Brand"
2,000 cases of RED SALMON, "Victoria Brand"

We recommend all goods packed under this name as being of a SUPERIOR and UNEQUALLED QUALITY.

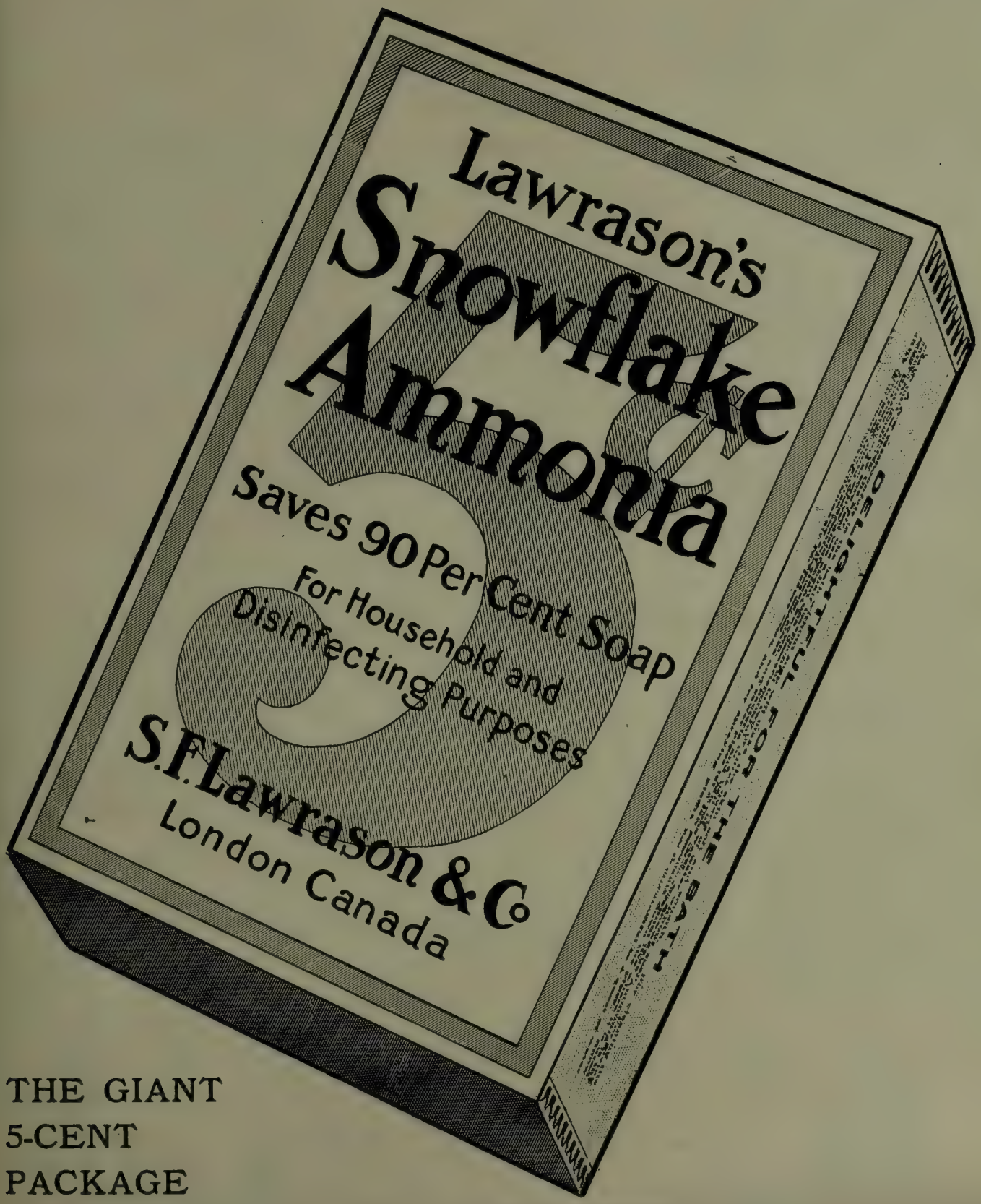
OUR PRICES ARE ATTRACTIVE.
PLACE YOUR ORDER WITHOUT DELAY.
ASK FOR SAMPLES AND QUOTATIONS.

LAPORTE, MARTIN & CO., Limited

Wholesale Groceries, Wines and Liquors, MONTREAL

BIGGER SALES

BETTER PROFIT



THE GIANT 5-CENT PACKAGE

How Does Your Product Look When It Arrives at Its Destination?

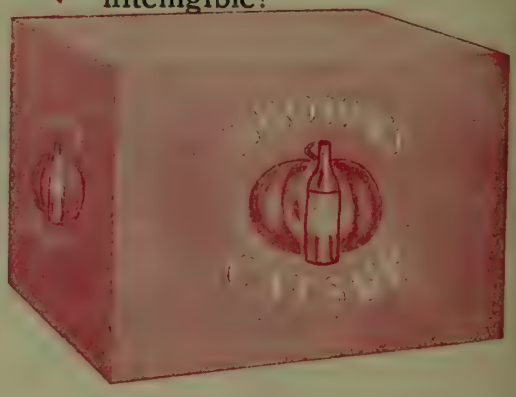
Do you want it to reach your customer or agent in a battered, splintered case, bruised and damaged—do you want your to customer get that kind of first impression? Do you like to be always negotiating over the replacement of damaged goods and return freight charges?

H. & D. Corrugated Fibre Board Boxes

Or do you want you product to arrive in a condition that will draw further trade instead of repulsing it? Clean and fresh—just as attractive as when it was packed? Don't you want your printed label on the package to be fresh and readable and the consignee's name perfectly legible and intelligible?



will protect your shipment against water, damp, damage—and the goods will be removed by your customer in just as good condition as when packed. Wood has become so expensive that it is not economy to use it for packing cases. But even if H. & D. Corrugated Fibre Board Boxes were not cheaper, they would still be vastly superior for any package weighing less than 100 pounds. Although they cost less and are a great deal lighter, they are five times as strong and have greater carrying power. The cellular construction of the board makes the cases so resilient that they will stand most extraordinary rough handling and abuse.



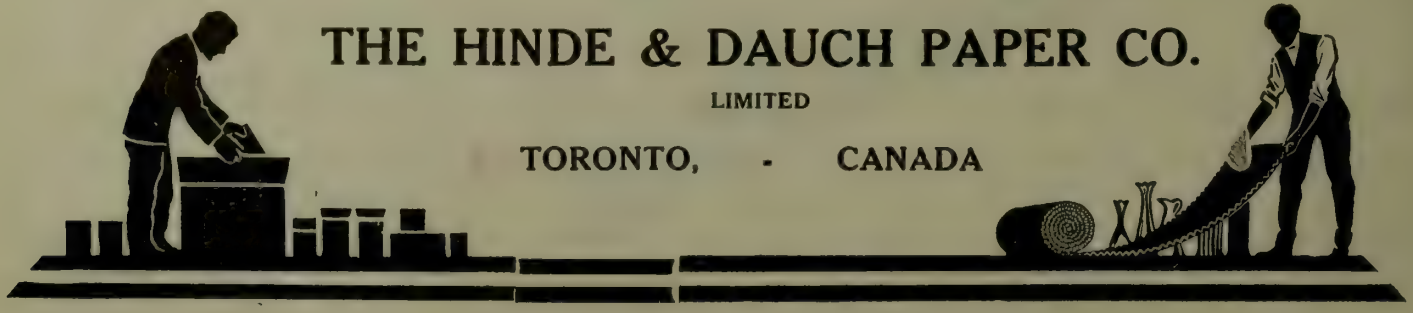
Trim Down Your Freight Bills

Save on each shipment the unnecessary expense occasioned by the greater weight of wood. H & D Corrugated Fibre Board Boxes will help you to make this saving and will put the shipment into your customer's place of business in better condition. Not only do the contents of the case go better in H & D Corrugated Fibre Boxes, but the box itself, with its attractive monogram in colors, retains its freshness and attractive appearance when a wood box would be cracked and battered and not fit to be receipted for at the customer end.

Write us what you ship and ask for our free booklet "How to Pack It." We want to prove to you that you need H & D Corrugated Fibre Board Boxes in your business.

Let Us Design a Sample For Your Product

No matter what you have for shipment, we can design a better, cheaper, more satisfactory packing case than you are now using—a case that will save you 10 p.c. to 87 p.c. in freight charges—25 p.c. to 50 p.c. in packers' time—90 p.c. of your storage space. A saving in freight charges because the H & D Corrugated Fibre Board Cases are so much lighter than wood. A saving in packers' time because an H & D Case can be set up and sealed in one-half the time a wood box can be procured and nailed. A saving in storage space because a thousand H & D Cases can be stored in the space ten of your wood cases now occupy. We will gladly design a specimen case for you to specially fit your needs—that you may examine and test and prove. This will cost you nothing—involve no obligation. It will illustrate not only the economy and efficiency of H & D Cases, but the better advertising value. Write us to-day for full information.



THE HINDE & DAUCH PAPER CO.

LIMITED

TORONTO, - CANADA

MACARONI

WE OFFER THIS LOT, DIRECT FROM ITALY, EX. S.S. BELLONA,

20,362 BOXES

(447,964 LBS.)

"ALFONSO GAROFALO" BRAND

Absolutely the largest shipment ever brought into Canada

This event emphatically confirms our repeated statements that this is the leading imported Macaroni, and consequently the brand for you to feature.

It MUST meet the demands of the country, else we could not sell 100,000 boxes a year, as we do.

As sole agents for Canada we would ask you to secure prices immediately. This lot will move quickly, much already being sold, and owing to uncertainty of obtaining further supplies without trouble through Port of Naples.

Other Italian Specialties:

Because we thoroughly know conditions in Italy, and have a wide and strong connection there, and through our having made a special study of the wants of the Canadian market, we are qualified to judge what will "go" here, and what will not. As the largest importers and jobbers of Italian groceries, we have no hesitation in urging your critical consideration of these lines. (Every particular as to package, prices and samples cheerfully furnished.)

ANCHOVIES in tins
MORTADELLA OF BOLOGNA
PEELED TOMATOES

Hors d'oeuvre
ESTRATTO "ORSI," Tomato Sauce
TUNNY FISH in oil

PARMESAN CHEESE
ROMANO CHEESE
GORGONZOLA CHEESE

Vergine Brand OLIVE OIL
(Guaranteed absolutely pure)
MANZANILLA and BLACK OLIVES

KINDLY ADDRESS DIRECT INQUIRIES: FROM ONTARIO—TO OUR TORONTO OFFICE.
REST OF CANADA—TO OUR MONTREAL OFFICE.

The Charles Ciceri Company LIMITED
MONTREAL
TORONTO

Probably no other line of Coffees in the world have been made so easy and so satisfactory for the grocer to sell as the products of : : : :

Chase & Sanborn,

Montreal

Apply Your Selling Power

If you have not already done so—the first thing you will do after reading this number, with its practical studies in selling power, will be to say to yourself—

"Among the hundreds of articles on my shelves, what select list shall I decide upon for exerting my selling powers?"

This will be the practical way to put to work this great force on the road to prosperity. Make such a list—and on that list place prominently

Pure Gold Goods

(Trade Mark Registered)

Perhaps at the very start you won't want to make your list so large as to include all Pure Gold Goods with the many other good lines that should be represented. Then suppose you select for special effort, Pure Gold Jelly Powders, Quick Puddings—any one feature of the line, whichever you choose, will repay the effort you put into it.

The profit is there for you. The time and labor-saving qualities brought to any woman's attention will bring a sale. The goods themselves will back up in every particular your endorsement.

Suppose You Write Us

for a little intimate information and suggestions for making prominent in your "list" Pure Gold Goods.

And Remember

If the goods are not satisfactory, or do not sell satisfactorily, they may be returned at our expense and your money will be refunded.

This is your assurance of safety—it means that an investment in Pure Gold Goods is like money put in bank—subject to your call at any moment.

These goods can be had of all jobbers and can be shipped from Pure Gold stocks at Victoria, Vancouver, Winnipeg, Montreal, Toronto and Calgary.

PURE GOLD MANUFACTURING CO., Limited
TORONTO







The Constantly Increasing Sale

of Mathieu's Syrup of Tar and Cod Liver Oil and **Mathieu's Nervine Powders** obliged us to erect this large new building. Our aim has ever been to make the best possible products. The increase in our business—the lasting success achieved by our preparations—are due to our constant efforts to satisfy our customers.

Mathieu's Syrup of Tar and Cod Liver Oil

This is a perfect combination for strengthening and building up constitutional weakness. It is particularly effective in preventing, alleviating and curing all chest and throat troubles. It not only cures the cold—but so tonifies the system as to make its return almost impossible.

MATHIEU'S NERVINE POWDERS

This is a magic cure for all headaches, nerve pains, neuralgia, etc. They contain no opium, morphine, chloral or any other dangerous narcotic or poison. Hence their safety for family use. They relieve insomnia, soothe the nerves and give restful sleep. When taken in conjunction with Mathieu's Syrup they are the quickest cure for any feverish cold.

SOLD BY ALL WHOLESALE DEALERS

J. L. Mathieu Co. (Props.) Sherbrooke, P.Q.

FOLEY BROS., LARSON & CO., Wholesale Grocers and Confectioners; Winnigeg, Edmonton and Vancouver; Distributors for Western Canada.

L. CHAPUT FILS & CIE, Wholesale Depot, Montreal.

Kids' Delight



We Want Your Popcorn Business.

Our Specialties are original and fast sellers

	Case Packed	Shipping
Hully Gee (Toy in each pkg.. Xmas trade only)	144—5c. pkgs. to c/s.	40 lbs.
Popcorn Balls (3", largest in country)	144 1c. " " "	20 lbs.
Popcorn Balls (3", Ribbon Noose for Xmas Trees)	144—1c. " " "	
Popcorn Bricks (Wrapped, New Line)	144—1c. Bricks.	20 lbs.
Popcorn Bricks (Wrapped, Tied with Colored Ribbon)	36—5c. "	10 lbs.
Crispetts (Delicious, Entirely New),	36—5c. pkgs.,	10 lbs.
Sugared Corn (Measure and Bags Supplied)	40—5c. pkgs. "	20 lbs.
Nut Butter Crisp (New, it makes you smack)	25 lbs. in case.	25 lbs.
Pea Nutcornico (Crisp and Dainty, Entirely New)	45 lbs. " "	45 lbs.
Kandy Kid, Always a Seller. The More You Eat, The More You Want	144 5c. pkgs. to case,	40 lbs.

These goods are packed in Corrugated Cases ready for shipping. Trade supplied by Jobbers only. Write for Samples.

E. R. Fuller & Co.

WINDSOR, - - - - - - ONT

A Toy in every package for Xmas trade only.

The West India Co., Ltd.

ST. NICHOLAS BUILDING

MONTREAL

THE CANADIAN HOUSE OF

Sandbach, Tinne & Co., Liverpool, Eng.

Sandbach, Parker & Co., Demerara, B.G.

And with Agents and Correspondents in all British West India Islands

WE SOLICIT ORDERS AND ENQUIRIES FOR ALL DESCRIPTIONS OF WEST INDIA PRODUCE

Sugars	Molasses	Cattle Food
Cocoa	Coffee	Arrowroot
Pimento	Ginger	Nutmegs
Jamaica Cigars		Rums, etc.

Prices furnished on application. We shall be glad at all times to furnish complete information regarding exports and imports, freight rates, customs duties, etc., etc.

The report of the Royal Commission on Trade Relations between Canada and West Indies will undoubtedly result in considerable increase of business between these two parts of the Empire, and Canadian Manufacturers will do well to get ready to share in same.

We shall also be pleased to consider proposals re representing Canadian firms in the West Indies and Demerara. If you have anything to sell in these colonies our services are at your disposal.

Our Demerara firm has for many years been doing considerable trade with Canada. They are agents for the Pickford & Black line of Canadian Mail Steamers, and also for Elder, Dempster & Co.'s Steamers, and are particularly well placed for the handling of Canadian business.

Your correspondence will be promptly attended to

WEST INDIA CO., LTD.

Why You Should Push "Essex" Canned Goods

¶ Chiefly because "ESSEX" Brand Canned Goods will please all those of your customers who are particular about quality. We pack a full line of high grade fruits, vegetables and side lines; and every can is guaranteed pure and perfect in quality. There is Nature's own unbeatable flavor to "Essex" Brand goods—a flavor that comes from properly grown stock, cooked and sealed under ideal conditions of skill and cleanliness.

Essex Canning & Preserving Co., Limited — Essex, Ont.

CANNED GOODS

"PRIMUS" 1910
BRAND

The finest goods ever put on the Canadian Market.

Attractively packed.

Every can contains selected fruit or vegetables.

We guarantee every tin.

Full assortment now in store.

L. CHAPUT, FILS & CIE.

WHOLESALE IMPORTERS AND
SOLE OWNERS OF "PRIMUS" BRAND

MONTREAL

TEA PERFECTION



What we would like you to answer for your own satisfaction, as well as ours, is this: Would BLUE RIBBON TEA ever sell so steadily and largely as it does if it did not possess these two outstanding characteristics?

Most economical to the housewife

Best value for the dealer to recommend

You cannot sell tea to-day unless it possesses these features to some extent, and you cannot sell tea as largely as we sell BLUE RIBBON TEA unless it possesses these outstanding qualities in a very marked degree.

There are other features favoring BLUE RIBBON TEA that we need not dwell upon, but we would gladly tell you about them.

The Blue Ribbon Tea Company

Montreal

Canada

CURRANTS

IN JUSTICE TO YOURSELF—IN JUSTICE TO YOUR CUSTOMERS—YOU SHOULD BUY AND SELL CURRANTS OF GOOD QUALITY—CURRANTS WHICH ARE SOUND AND CLEAN AND SWEET. THE OTHER KIND—THE RED, SOUR, RAIN-DAMAGED KIND, MAY BE A LITTLE LOWER IN PRICE—YOUR PROFIT MAY APPEAR TO BE A LITTLE LARGER — BUT, OH, HOW UNCERTAIN, AND HOW FLEETING. THE SUPREME TEST IS IN THE PUDDING, AND IT IS YOUR CUSTOMER WHO EATS THE PUDDING AND JUDGES YOU BY THE CURRANTS IN IT.

WE DO NOT BOAST OF ANY MONOPOLY IN THE CURRANT BUSINESS. FAR FROM IT. WE DO PRIDE OURSELVES ON PACKING SOUND FRUIT ONLY AND THE BEST THAT MONEY CAN BUY IN THE DIFFERENT DISTRICTS OF GROWTH. WE REFUSE FIRMLY, BUT RESPECTFULLY, TO EXPORT CURRANTS OF INFERIOR QUALITY. FOR THIS REASON THERE ARE SOME FEW IMPORTERS IN CANADA WITH WHOM WE CANNOT DO BUSINESS, AND FOR THE SAME REASON YOUR WHOLESALE GROCER MAY NOT BE ABLE TO SUPPLY YOU WITH "MEYER'S" CURRANTS, AND MAY SPRING ON YOU THE "JUST AS GOOD" ARGUMENT. THERE ARE OTHER WHOLESALE GROCERS (AND THEY ARE THE MAJORITY) WHO, LIKE OURSELVES, FIND A LASTING PROFIT AND AN EVERLASTING SATISFACTION IN DEALING IN GOOD CURRANTS ONLY. YOU WILL FIND THIS A PROFITABLE POLICY, TOO. THERE IS A CERTAINTY IN BUYING OUR BRANDS, THEREFORE, DO MORE THAN ASK FOR MEYER'S CURRANTS, INSIST, AND SEE THAT OUR NAME IS ON THE CASE.

W. MEYER & CO., LIMITED

Packers of sound, high-grade Currants

PATRAS, GREECE

THE W. H. ESCOTT COMPANY

WHOLESALE GROCERY BROKERS

Commission Merchants and Manufacturing Agents

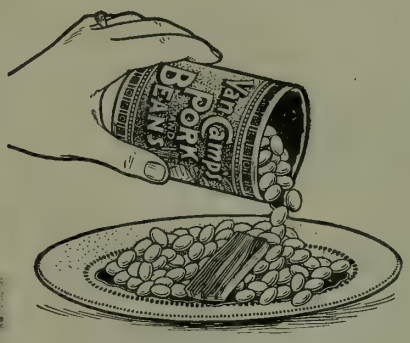
WE REPRESENT



It is the food that makes brains and muscle and rosy-cheeked girls.---THE QUAKER OATS COMPANY.



Camel Brand Figs are washed before packing and have the largest sale of any brand in the world. They are the best.---THE HILLS BROS. CO.



No Home-Baked Beans Have the Flavor and the Zest of

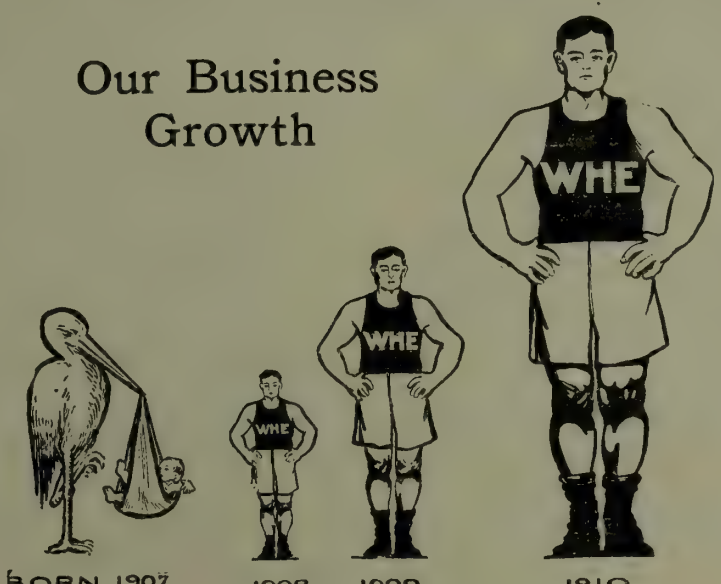
Van Camp's BAKED WITH TOMATO SAUCE
PORK AND BEANS

THE VAN CAMP PACKING CO.

And several other high class lines for Manitoba and Saskatchewan which now have the largest sale of their kind.

Our Business Growth

¶ Mr. Manufacturer and Shipper, if you enjoy good company join us. We *can get results* for you.



BORN 1907 1908 1909 1910

¶ We make a specialty of consignments, storage and forwarding and straight carload business for the 3 prairie provinces.

Office and Track Warehouse—
137 BANNATYNE AVE., WINNIPEG, CANADA

CORRESPONDENCE SOLICITED

WINDSOR TABLE SALT



Have you ever had a customer ask, by name, for any other brand of table salt but Windsor?

We venture to say you have not.

But every grocer knows scores of women who ask for, and insist on getting, Windsor Table Salt.

Because Windsor Salt is pure salt—all salt—that never cakes or hardens—that shows no trace of grit or bitterness—it has come to be the only salt used in nine out of every ten Canadian homes.

WINDSOR DAIRY SALT

Countless tests have proved it—scores of Fairs have demonstrated it—that to make the best butter Windsor Dairy Salt must be used.

Practically every butter prize awarded at the Fairs this Fall went to those who used Windsor Dairy Salt.

The cheese-makers who understand their business best have settled, almost to a man, on Windsor Cheese Salt.

They say it dissolves slowly, salts the curd evenly, and makes a smooth, rich cheese that will "keep."

Are you catering to this steady and insistent demand for WINDSOR Salt?

The Canadian Salt Co., Limited

WINDSOR, ONTARIO

WINDSOR CHEESE SALT

GIVE THE TOMATO A CHANCE

Pack your Tomatoes in the Tomato Can made for Tomatoes.



Adapt the OPENING o the size of the TOMATO, not the TOMATO to the size of the OPENING

Pack WHOLE TOMATOES, not Crushed Fruit.

Sanitary Can Co., Limited

Niagara Falls, Ontario

TEA
MELAGAMA
COFFEE





We have always had a strong faith in the ability of the retail grocer as a salesman, and while we have put into "Melagama" Tea and Coffee superior quality that gives entire satisfaction to the consuming public, we have allowed for a profit to the dealer that makes it well worth his while to give us the benefit of his salesmanship. This combination has proved very successful. We regard the grocers of Canada as real partners in the work of giving to the general public the best Tea and Coffee their money can buy—

MELAGAMA
TEA and COFFEE

Every grocer should recommend these lines. They are genuine satisfaction-givers and profit-producers.

MINTO BROS.

Direct Importers, Packers and Blenders

TORONTO and BUFFALO

GOOD SOUND REASONS WHY YOU SHOULD SELL "Kootenay" Jams and Jellies



¶ When you ask your customers to try these lines you can know that your selling ability is being exercised in favor of goods that carry with them distinctive quality, as well as satisfactory profit to yourself.

¶ Only the most luscious of British Columbia fruits, and pure cane sugar, are used in "Kootenay" Jams and Jellies.

¶ In the space of a few months their superior flavor and guaranteed purity have won for them an extensive market that is expanding rapidly.

¶ "Kootenay" Jams and Jellies are put up attractively by experts in a modern, sanitary factory.

¶ Tell your particular customers about these really distinctive goods made from the famous British Columbia fruits.

FEATURE OUR 5-LB. TINS. THEY ARE SELLERS.

Donnelly, Watson & Brown, Ltd.

AGENTS

CALGARY and VANCOUVER

BLACK KNIGHT STOVE POLISH



Don't use as much "Black Knight" as you have been using of other stove polishes.

You don't need as much, to bring a brilliant, glittering, lasting polish to the iron-work.

A little of "Black Knight" goes a long way.

And you get a bigger box of "Black Knight" than of any other stove polish that sells for 10c.

If, for any reason, you can't get "Black Knight" Stove Polish at your dealer's, send 10c. for a large can postpaid.

THE F. F. DALLEY CO. LIMITED, - HAMILTON, Ont.

Makers of the famous "2 in 1" Shoe Polish. 20

The Most Brilliant and Durable Stove Polish!

Winter is almost with us and it is very important what line of Stove Polish you are selling?

BLACK KNIGHT STOVE POLISH

has 'made good' with the particular housewife and we are increasing the demand for it by our extensive advertising (see sample above), and widespread billboard publicity.

'BLACK KNIGHT' gives the most lasting and brilliant polish with a minimum of labour, will not soil the hands in use and is very economical to apply.

'BLACK KNIGHT' is packed in a very attractive box, does a lot of work with a small amount of polish, and leaves an excellent profit margin for the dealer.

ORDER FROM YOUR JOBBER.

The F. F. Dalley Co., Limited

Hamilton, Ont. Buffalo, U.S.A.





GAZELLE

The Brand of the Very Finest

CANNED

VEGETABLES

and

CANNED FRUITS

HUDON, HEBERT & CO., LTD.

MONTREAL

"THE MOST LIBERALLY MANAGED FIRM IN CANADA"

From Top to Bottom

of this list each and every article is benefited by a liberal use of BON AMI, the cleaner and polisher at one operation.

These articles are to be found in every home, which shows the wide field of utility of BON AMI.

Therefore you run no risk in ordering BON AMI. It is bound to sell because every one wants it.

CAN BE HAD FROM ANY WHOLESALER FROM OCEAN TO OCEAN

Cases of 3 doz., $1.19 per doz., or $14.28 per gross

F.O.B. wholesaler's shipping point.

Lots of 5 gross, $13.40 per gross

Delivered to any railway station from Halifax to Vancouver.

Terms: Net 30 days.

Agents in Canada

HUDON, HEBERT & CO.

LIMITED

MONTREAL

The most liberally managed firm in Canada.



GLASS and PORCELAIN
- Windows
- Mirrors
- Show Cases
- Lamp Shades
- Chimneys

METALS
- Brass
- Nickel
- Copper
- Tin
- Silver
- Gold

CELLULOID

MARBLE WORK

WOOD WORK

OILCLOTH

PAINTED SURFACES





McCREADY'S UP-TO-DATE PLANT

Our facilities enable us to supply the trade with pickles and vinegar of the highest quality at reasonable prices.

All our goods are neatly packed and labelled and bear the appearance of excellence which we guarantee in the contents.

Also Grinders of Spices
Cream Tartar, Icing Sugars

Packers of Fruit Juices
and other Specialties

Our products are known and sold throughout Canada.

Thos. McCready & Son, Limited

St. John, N.B.

Canada's leading bonded pickle and vinegar factory

The NATIONAL CASH REGISTER

has revolutionized the method of doing business in 900,000 Retail Stores.

THE OLD WAY



Poorest method in existence for handling money.

No record of money taken in.

No record of money taken out.

Under the counter and hidden from view, the old-fashioned cash drawer is not even a safe place to put money.

You never know how much money should be in the cash drawer.

Money can be put in and taken out without your knowledge.

A constant temptation.

Even after you count the money in the drawer, you have no way of telling whether it is all you should have.

Affords no means of protecting yourself against claims of making wrong change.

No Protection.

THE "NATIONAL" WAY

Stops losses. Stops mistakes. Increases trade. Increases profits.

Gives a total of each clerk's sales.

Gives total of charge sales, total amount paid out and gives total amount of money received on account.

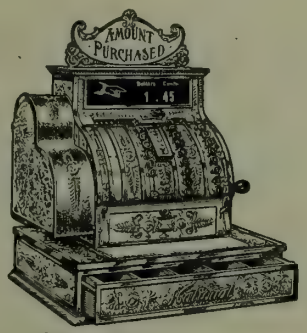
Tells number of customers waited on by each clerk.

Tells which clerk made mistake.

Tells which clerk makes the most sales.

Prevents unjust suspicion.

Removes temptation.



Thorough Protection.

How is Your Business Handled?

Have you ever had goods go out without being charged? Have you ever sent a customer a bill and then had her come in and claim she had paid it? Have you ever sat up "till all hours" trying to balance your cash, or recall items you forgot to charge? Are you wasting time on details that ought to be spent building up your business? Think it over — seriously — and you'll quickly realize how a National Cash Register stops losses, saves time, prevents costly mistakes and increases sales and profits.

REMEMBER:
The successful merchant gives every customer a *printed* receipt or puts it in the parcel. That's protection.

And remember: We guarantee to furnish a better cash register for less money than any other concern in the world. Send for booklets.

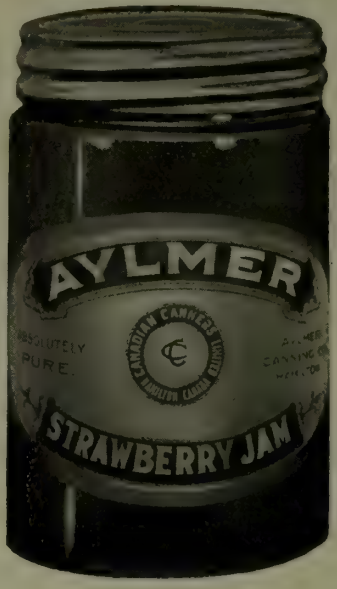
The National Cash Register Co.

FRANK E. MUTTON
Manager for Canada

285 Yonge Street, Toronto









Some Products
OF
DOMINION CANNERS
Limited

"Well worth pushing hard."

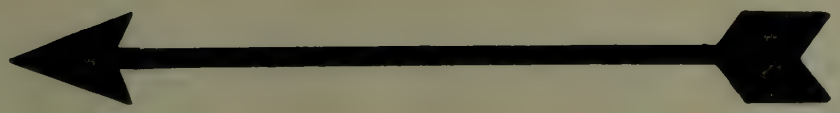












Look at the opposite page—

Most grocers know these brands to be among the most profitable lines in the trade.

Your selling power is greatly enhanced by handling goods of such consistent high quality as the lines of the Dominion Canners, Limited.

By a concentration of effort and standardization of method, this organization is able to produce goods that eliminate all risk of a grocer losing trade through selling goods of inferior quality.

Our range includes something in canned fruits and vegetables and high-grade fruits in bottles to suit practically every class of demand.

It pays to push the brands that people know to be as good as good can possibly be.

Dominion Canners, Limited

HAMILTON **CANADA**

A Faultless Product

¶ There is no better factory in the world adapted solely to the production of Macaroni and similar pastes than that of Felix Codou in Marseilles, France. Every modern appliance is there—it is scrupulously clean—the original has been enlarged several times to meet the steadily increasing demand from particular people.

Codou's Macaroni

¶ Vermicelli, Spaghetti, Fancy Letters and Figures, as well as Macaroni, are the specialties produced—each one has a national reputation for high quality.

Taganrog Russian Wheat is used exclusively—the wheat that yields the BEST results—the wheat that is peculiarly adapted to the desired purpose. "Codou's"—that is the name to think of when the best is wanted.

Arthur P. Tippet & Co.
Agents
8 Place Royale, Montreal 84 Victoria St., Toronto

"PRIDE OF CANADA"

Maple Syrup and Maple Sugar

"Absolute Purity"



Another Triumph for "Pride of Canada"

Last Spring and Summer Dominion Government Inspectors collected samples of Maple Syrup from all parts of Canada. These were turned over to the Inland Revenue Department and analyzed.

20 "Pride of Canada" samples were tested. Each one was pronounced genuine; absolutely without adulteration.

(See Bulletin No. 214—August 12)

This is a unique honor; but it is always the official report.

You can always freely recommend, for purity, maple syrup and maple sugar branded

"PRIDE OF CANADA."



Never has a sample of our brand been found adulterated. That is a record few can claim!

Quality always uniformly good.

The Maple Tree Producers' Association LIMITED

MONTREAL

REPRESENTATIVES

W. J. Dack, 512 Dundas Street, Toronto; W. L. Mackenzie & Co., Winnipeg; F. R. McIntosh, Vancouver.





JOSÉ SEGALERVA

Malaga, Spain

Unless we ourselves were thoroughly satisfied that "Beaver" Brand fancy quality, and "W. Abel" Brand standard quality raisins were all that the packers claim, we would not have temerity to offer you these

Valencia Raisins

But we are convinced that in offering these brands for your consideration, we are placing before you fruit that for quality and uniformity of packing, are absolutely unsurpassed. Put up by the reliable firm

MAHIQUES, DOMENECH & CO. - Denia, Spain.

For several years we have been advising you to specify this brand when ordering Malaga Table Raisins. Because our sales have increased enormously we know that our suggestion has been followed by a greater number of merchants annually. Now, these

Malaga Table Raisins

must be what we have represented them to be, year after year, else this could not be. There must be growing a warranted confidence in the brand. These raisins assuredly meet all requirements—quality, price, and package.

STOCKS SHOULD BE IN YOUR POSSESSION NOW.

Rose & Laflamme Limited
Montreal - Toronto





Goodwillie's Fruits in Glass

If freshly-gathered fruit stands for an extended period, or is shipped to a distance, the quality must deteriorate. The packer who wishes to put up fruits so as to retain their full, rich, natural flavor, must operate where the fruits are grown.

It is because Goodwillie's factory is located near Welland, in the heart of the Niagara fruit belt, and the fruits are bottled a few hours after being gathered, that they possess that delicious fresh fruit flavor.

Quality Meats in Glass

As a progressive retailer, you supply your customers with goods not only highest in quality, but packed in the most sanitary and approved fashion as well. **POULTON & NOEL'S** range of meats in glass has an established reputation for quality, and represents the last word in modern packing. The line is a large one, permitting a judicious assorted order, that will prove to your satisfaction and profit the truth of our statements.

Rose & Laflamme Limited
Montreal - Toronto

Increase your selling power with "Walker Bin" Fixtures

Your selling power is seriously hampered if you are doing business in a store with "old-fashioned" equipment.

But Walker Bin Fixtures increase your selling power.

They give your store a tone that inspires the confidence of your customers —a clean, bright, roomy look, with the stock displayed in a way that acts like a tonic on prospective buyers.

THEY MAKE PEOPLE FEEL MORE LIKE BUYING
AND LIKE BUYING MORE

Walker Bin Fixtures are so convenient—they make everything so handy. And they certainly do save waste—both of time and stock.
Don't get the idea that they are costly. Lots of grocers—we can show you the proof of it—have been astounded that Walker Bin Fixtures, considering their manifest superiority cost so little to install. And remember this: Once installed, Walker Bin Fixtures repay their cost in a very short time by the waste they save and the increased business they create.

As a progressive merchant, we invite you to investigate. Begin by writing for our catalog and see photos of Walker Bin Fixtures in active service. Write to-day.

Walker Bin & Store Fixture Co., Ltd.
BERLIN, ONTARIO



How can you be a good salesman



when your natural optimism is drowned by the worries incidental to book-keeping?

Your selling power can never be completely forceful so long as you keep accounts with books.

And the logical way out of this difficulty is to "cut out" book-keeping worries by keeping accounts in the modern way.

That is, use the only practical, thoroughly tested one writing system of keeping accounts on the

McCaskey Gravity Account Register

But don't allow the bogey of initial cost to blind you to the main considerations—eliminated worry and overwork, absolute accuracy, unoffended customers, permanent economy.

The only books required are ordinary counter check books. With every credit sale you hand the customer a duplicate slip and file the original under the customers' compartment, after adding to it the total shown on the last slip filed. That's all your book-keeping amounts to with a McCaskey System.

It takes care of all your accounts with wholesalers in just as simple a manner. It also gives you the simplest and and most effective check against slow-paying customers and makes mistakes impossible.

You will be amazed at the simplicity and effectiveness of the McCaskey System when you come to use it—and eventually you will use it, if you are in business in real, dead earnest.

Our illustrated catalogue would "let the daylight in" on your account-keeping problems. Better sit down now and write us for a copy.



The above cut represents Combination Account Register and Kant-Fo-get Cash Attachment.

Dominion Register Co., Ltd.

TORONTO, CANADA

Packed in sacks of

7-14-24-49-98 LBS.

and in half and full barrels.

Our advertising helps you

to make the *first* sale of PURITY Flour—the flour that's advertised to the people *you* want as customers—people who will have the very best.

Keep it in stock

PURITY FLOUR



"More bread and better bread"

Its quality brings the buyer back to you—

for it is surpassingly good for every flour purpose. Try it in your home and you'll know.

ORDER FROM

Western Canada Flour Mills Co.,

LIMITED

Toronto Montreal Goderich St. John
Brandon Winnipeg Ottawa

STIMPSON Improved 100-lb. Automatic Scale



No. 75—For General Use

Weighs and Computes to 100 Pounds

The only Automatic Scale capable of handling All your business. Your fixture equipment is not complete without a

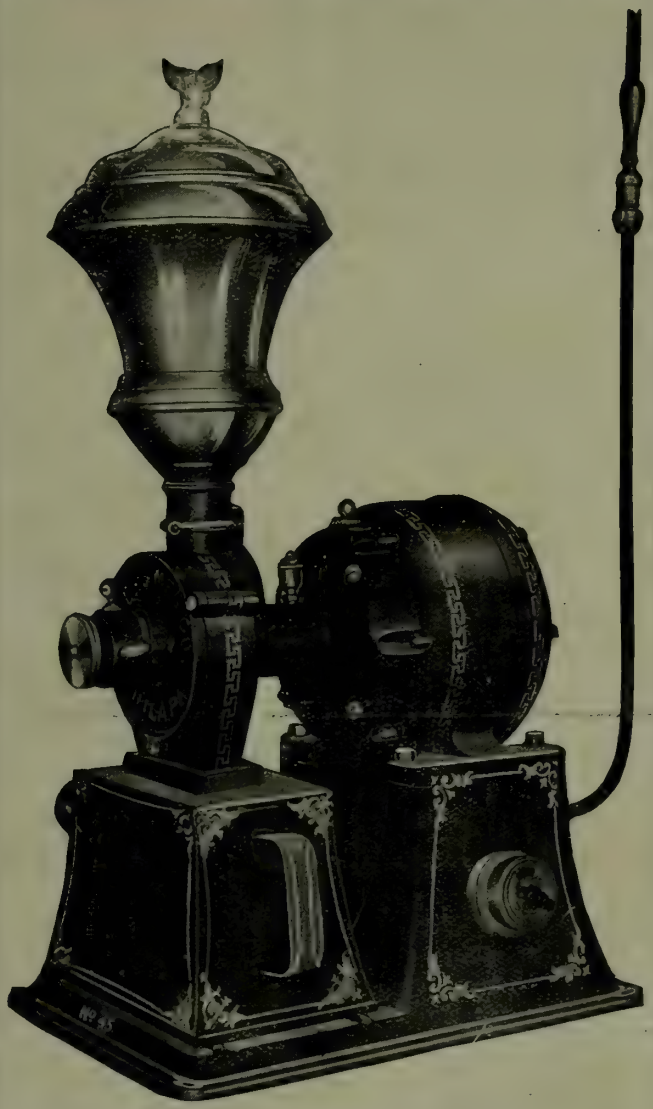
Stimpson Automatic

Write for Catalogue, giving full description of all sizes.

Stimpson Computing Scale Co.

Detroit, Michigan

The Ideal Mill for the Grocer



In compactness, neatness and stability, no less than in attractiveness, finish and beauty of design

Coles' Electric Coffee Mill

has no peer at any price.

It will granulate 2 lbs. of coffee per minute, and is connected direct up to your lamp socket, saving cost of wiring. The price cannot fail to attract you.

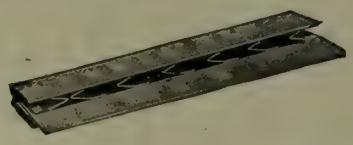
$65 for D.C. current ($75 for A.C. current), and we guarantee each machine perfect. Write for details.

COLES MANUFACTURING CO.

1625 North Twenty-third St., Philadelphia

AGENTS:

Chase & Sanborn, Montreal
Todhunter, Mitchell & Co., Toronto and Winnipeg
Young Bros., Vancouver, B.C. Wm. Braid & Co., Vancouver, B.C.
L. T. Mewburne & Co., Calgary, Alta.





SAFETEE EGG CARRIER

THE HANDIEST, NEATEST, MOST COMPACT

Can be shipped folded---saving freight.
Can be set up in an instant---saving time.
Is very low priced---saving money.
Is handiest yet---saving patience.
Can be left in kitchen on delivery---saving cook's good nature.
Can be fitted in 30-dozen egg case---saving the finding of an extra package.
Can be fitted in 12-dozen Humpty Dumpty case---saving the finding of an extra package.
Can be printed with advertisement---saving energy by making sales.

SEND FOR SAMPLES

AN AGENT WANTED IN EACH LOCALITY---FIRST RESPONSIBLE PARTY TO APPLY GETS THE AGENCY

SCHOFIELD PAPER CO., Limited

Sole Selling Agents for Canada : : : ST. JOHN, N.B.

"Ontario" Lantern Footwarmer!

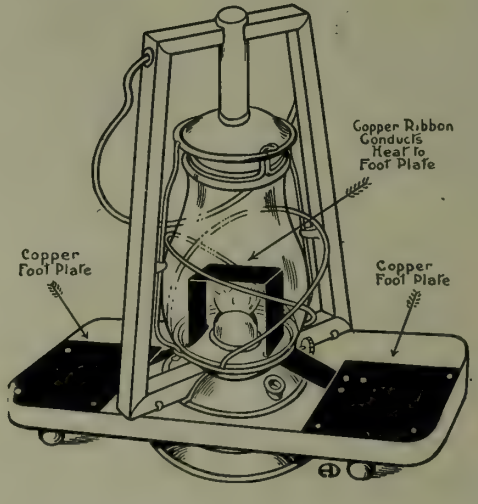
No More Cold Feet

The

Entire Body Kept Warm

Also

A Light Whenever Needed



Indispensable

To

Farmers, Doctors ; Travellers

No

Danger to Lap Robes

A Novelty! Useful!! and A Seller!!!

Have YOU seen one? For sale by all Jobbers.

Manufactured by

Ontario Lantern & Lamp Co., Ltd., Hamilton, Ont.



Cut of 100 Book ize, without hood, showing alphabe.ical arrangement of books.

The Trial Tells the Tale



Cut of 100 Book Size, when not in use, showing hood locked to cabinet.

Supposing we were to say that there are 75,000 Keith Systems in use that probably would not be misstating the facts, but that would not convince you that you should have one.

Supposing we were to say the Keith System has been upon the market for the past 15 years, twice as long as any drop-leaf loose-slip system, and that it has been improved from time to time so as to meet every requirement of the retail merchant, we would be telling the truth, but that wouldn't be giving you any of the advantages of the system.

HERE ARE THE THINGS YOU WANT TO KNOW:

1. Is the Keith System Fire-proof? Yes.
2. Is there any danger of bringing forward a wrong past account or losing slips? No. The original slips remain permanently bound in the book, giving you a consecutively numbered record of the account, and only one account is before you at a time.
3. Can more than one clerk work over the register at the same time? Yes, any number, without the least confusion.
4. Will it place a check on forgotten charges? Yes, the best in the world.

Ask for Catalogue "G" and let us explain fully

THE SIMPLE ACCOUNT SALESBOOK COMPANY

Sole Manufacturers
also Manufacturers of Counter Pads for Store Use

1926 Depot Street FREMONT, OHIO
and HARTFORD, CONN.



"ENTERPRISE"

"ENTERPRISE" Easy-running Coffee Mills do not crack or crunch—they ***grind*** to any desired-size fineness.

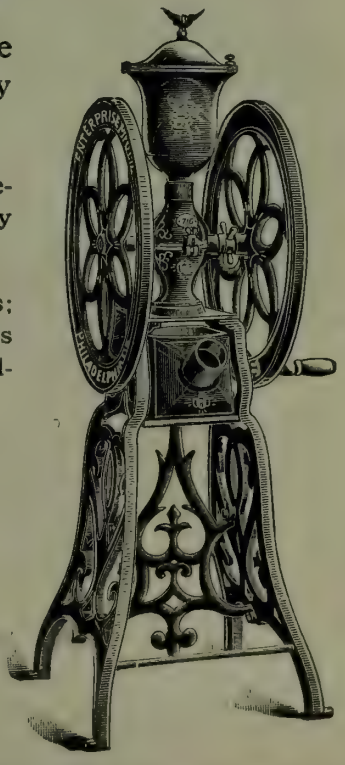
All parts are interchangeable, and when required, a new set of grinders can be readily put in at small cost.

Every Mill is built under our own patents; by our own experienced, expert mechanics and carefully inspected, resulting in the well-known, dependable "Enterprise" quality.

We manufacture mills to meet every possible requirement—hand steam or electric.

You cannot afford to install a mill without first studying our comprehensive line.

Complete catalog mailed on request.



The Enterprise Mfg. Co. of Pa.

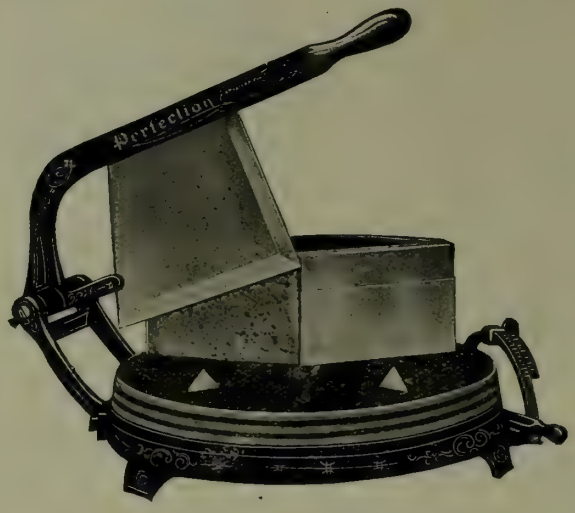
PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York

544 Van Ness Avenue, San Francisco

The Perfection Cheese Cutter



Saves the grocer money, as thousands using them will tell you.

Get one and see how it attracts customers.

It pays for itself every three months.

Glass shield, wire splitter and card of instructions with each cutter.

There is no other "just as good."

Accurate, simple, durable.

Any information about the "PERFECTION" will be gladly and promptly given.

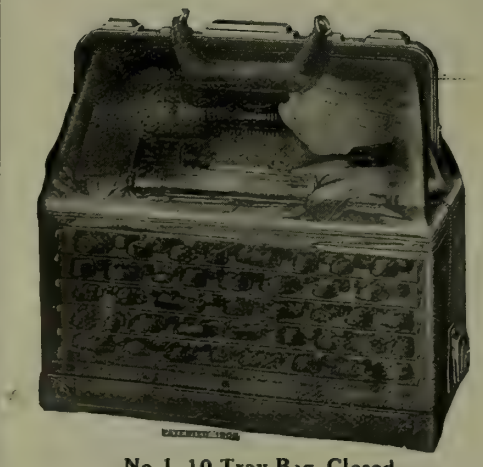
The "PERFECTION" has a Perfect Computing Scale, saves cutting over-weight and saves cheese.

Manufactured only by

AMERICAN COMPUTING CO. *of* CANADA

HAMILTON, ONT.

SOLD BY WHOLESALE GROCERS EVERYWHERE



No. 1, 10 Tray Bag, Closed

ONE OF OUR SPECIALTIES

96 other different kinds

SAMPLE CASES, BAGS, ETC.

To conveniently carry in a practical manner and attractively display **Groceries, Crackers, Cakes and Biscuits, Confectionery, Teas and Coffees, Extracts, Spices, Soaps, Toilet Goods, etc.**

Trays in this No. 1. Bag quickly extended, and as instantly covered up, one at a time or all together. Wearing apparel or large samples can be carried in the top, independent compartment, and samples in the bottom, thus combining a **Travelling Grip and Sample Case.**

Our line is so extensive, and of such a character that it would be impracticable for a traveler to carry samples, therefore we issue a very complete and comprehensive catalog with full detailed information, and will gladly mail same, together with prices, if requested.

We either have in stock, or can make to order, anything whatsoever in a case, bag, scope pocket, etc., required for salesmen or travelers.



No. 1, 10 Tray Bag, Open

Knickerbocker Case Co.

Specialists and Original Designers

Knickerbocker Bldg., Fulton & Clinton Sts.

CHICAGO, U.S.A.

YOUR BEST BUSINESS ASSET

Nothing has so big a say in influencing trade your way as a bright, cheerful, well-lit store interior; and no artificial light is at once so brilliant, safe and economical, as our



Can be carried any place.

Independent Table Lamp.

Price, complete, $7.50

Gasoline Light

GET OUR CIRCULAR



It is absolutely safe, better and many times cheaper than electricity, gas, coal oil or any other known illuminant.

AGENTS WANTED

SPECIAL PRICES DIRECT TO MERCHANTS.

MacLaren & Co., -- Merrickville, Ont.

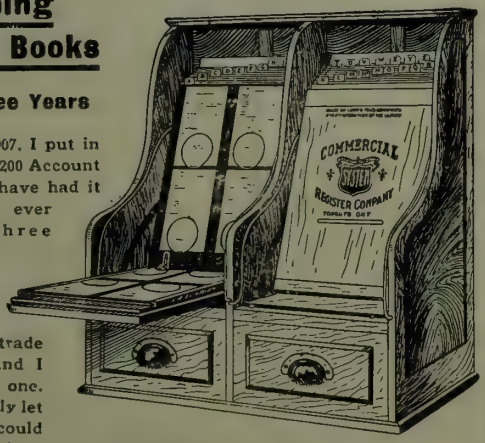
Commercial Account Register

Bookkeeping Without Books

Used It Three Years

"In August, 1907, I put in one of your No. 200 Account Registers, and have had it in constant use ever since—over three years.

The Register is in first-class condition now, but trade has increased and I need a larger one. Would you kindly let me know if you could make any kind of exchange with me?



Sheets lift out and fit any safe.

After examining several systems, I satisfied myself that yours is the best, and I would not care to do business without it."

Yours truly,

G. E. COON, Groceries, Flour and Feed.

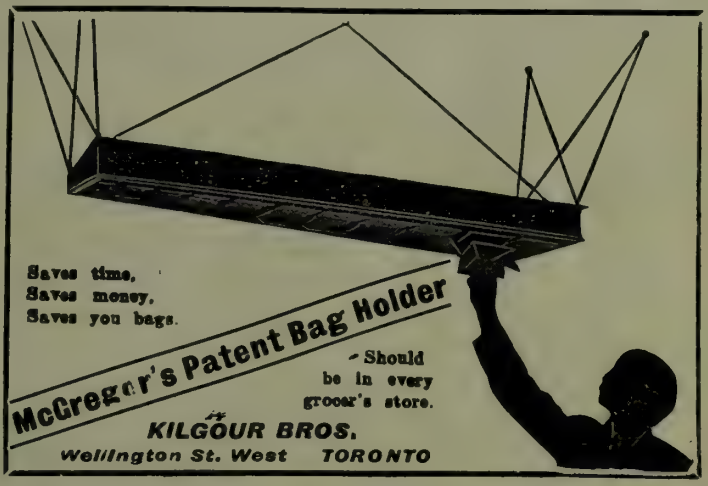
Eglinton, Ont., Oct. 1st, 1910.

INDISPENSABLE TO ANY MERCHANT DOING CREDIT BUSINESS.

Send us postal for Catalogue and full information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.



Saves time,
Saves money,
Saves you bags.

McGregor's Patent Bag Holder

Should be in every grocer's store.

KILGOUR BROS.

Wellington St. West TORONTO

—BUY—

Star Brand

Cotton Clothes Lines

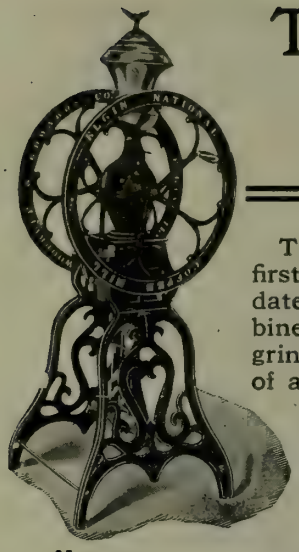
—AND—

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.



THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable, and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following jobbers for our descriptive catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B. G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches.)

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.

CENTURY
Ho!
Mr. Grocer.

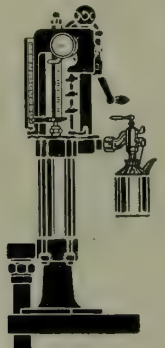
The Salt your Customers will call for again and again---if you'll just stock it---is the purity-sure

CENTURY SALT

We're advertising it brightly. We're shipping it promptly. Just get our price list and try us.

Dominion Salt Co., Limited
Manufacturers and Shippers
SARNIA, - ONT.

SALT



Note the Editor's Remarks

Increase your selling power
Increase your capacity
Increase your prestige
Increase your profit
Increase your business

Do it now with a

BOWSER
Self-Measuring Oil Tank and Pump

This means a square deal for yourself and patron. Just hang the can on the nozzle and get accurate gallons, half-gallons and quarts. No measures, no funnels, no smell—clean hands, clean floors and clean goods—quick-acting, space-saving, fire-proof.

We demonstrate and prove our statements.

JUST ASK FOR BOOKLET No. 5.

S. F. BOWSER & CO., Limited
66-68 Fraser Ave. : : TORONTO

Don't worry over "bad debts."

Worry won't avoid the loss. But THERE IS A WAY to eliminate "bad debts" and still accommodate and please your credit customers.

Allison Coupon Books

systematize credit accounts, simplify collections, and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

YOU CAN SELL GOODS IN NEWFOUNDLAND!

¶ This territory is large and not always appreciated by exporters in Canada, United States and Europe, simply because they do not realize the opportunity there is for establishing a paying trade. Manufacturers properly represented can do a fine business because the colony imports largely from these countries.

¶ Write us about your line. Our many years' experience here, and exceptional facilities for introducing your goods, make us your logical representatives.

T. A. Macnab & Company

Manufacturers' Agents, Commission Merchants, Importers and Exporters.

Cable Address: "Macnab," St. John's. Office and Sample Rooms: Cabot Buildings.

ST. JOHN'S, NEWFOUNDLAND

Codes used: A.B.C 4th and 5th Eds. and Private. Warehouse: Tessier's Wharf.

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 Phone Uptown 5962

"KITCHENER" BRAND OF CANNED GOODS

At this time of year this subject should have your consideration.

WE ARE PACKERS of full lines of FRUITS and VEGETABLES, and guarantee the quality of all goods.

Write us before placing your order.

The Oshawa Canning Co., Limited

OSHAWA : : ONTARIO

FINEST IN QUALITY

WHITTEMORE'S POLISHES

LARGEST IN VARIETY



Oldest and Largest Manufacturers of Shoe Polishes in the World

"GILT EDGE." The only Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful finish. Once used, always used. LARGEST QUANTITY. FINEST QUALITY. Po ishes without rubbing. 25c.

"SUPERB" POLISHING PASTE. For giving all kinds of Patent or Shiny Leather Shoes a quick, brilliant and waterproof lustre, without injury to the leather. Put up in 5 sizes.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. 25c. "Star" russet combination (10c. size). "Dandy" russet paste, put up in 5 sizes.

"ELITE" COMBINATION for gentlemen who take a pride in having their shoes look A-1. Restores color and lustre to all black shoes. Polish with a brush or cloth, 25c. "Baby Elite" size, 10c.

"BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. 25c. "Boston Junior," 10c. size.

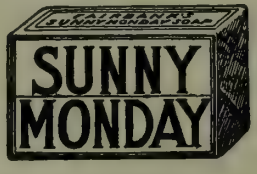
Order Whittemore's Shoe Polishes if you want the BEST.

FOR SALE BY ALL WHOLESALE GROCERS.

SUNNY MONDAY

LAUNDRY SOAP

"Contains No Resin"



You are taking no risk when you recommend Sunny Monday Soap.

Sunny Monday Soap is as absolutely pure as soap can be made, only the highest class of materials enters into the manufacture of it, and best of all it contains **no resin.**

Sunny Monday Soap gives the grocer a good profit, and a satisfied customer.

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA

P.O. Box 1137

MASON & HICKEY

Phone your orders at our expense
Phones Main 3576 4588

MANUFACTURERS' AGENTS

AGENTS FOR

Dominion Sugar Co.

Gorman, Eckert & Co., Ltd.
Coffees, Spices and Olives

Brackman, Ker Milling Co.
Rolled Oats

Foster & Holtermann
Extracted and Comb Honey

Ingersoll Packing Co.

Standard Computing Scales and Cheese Cutters

Suchard's Cocoa and Chocolate

E. D. Smith's Canned Fruits and Vegetables

Beatsol Silica Co.
Floor Cleaners

Crescent Manufacturing Co.
Mapleine

E. D. Smith
Pure Fruit, Jams, Jellies and Preserves

Borden's Condensed Milk Co.
Eagle Brand Milk, Gold Seal Milk, Peerless Cream

Nicholson & Brock
Bird Seed and Mince Meat

Sarnia Salt Co.

Wethey's Mince Meat

Ingersoll Cream Cheese

Wm. Rogers & Co.
Raisins

T. M. Stevens & Co.
Canned Pineapple

108 Princess Street - - - - WINNIPEG



Cameron & Heap, Limited

Importers and Wholesale Grocers

REGINA, Sask. FORT WILLIAM, Ont. KENORA, Ont. PRINCE ALBERT, Sask.

Prompt Attention to all Orders at Best Prices.

Trian Brand Goods

Purity Guaranteed

Business Bringers!

You can cater for and satisfy the most particular housewife if you are handling the full line of

RICHARDS PURE SOAPS

They always prove steady and profitable sellers because their quality never fails to satisfy. Here's the complete line—

Richards Pure Soap, Quick Naptha Soap, Snowflake Soap Chips, Ammonia Powder, 100% Pure Lye, Toilet Soaps.

Agent for Toronto and Hamilton:
A. HUTCHINSON



OMAND MFG. CO.
76 Colborne St., Toronto

Richards Pure Soap Co., Ltd.

Woodstock, Ontario

Strength | **Purity**

Your guarantee for profit lies in

"COW BRAND" Baking Soda



because of its popularity with the housewife!

Order from your jobber

CHURCH & DWIGHT Limited

Manufacturers

Uniformity | **MONTREAL** | **Reliability**

Brunner, Mond & Co.'s

WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 "	Bags,	224 "
"	112 "	"	112 "
"	100 "	"	100 "

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

Large Quantity of New Crop Teas For Sale at Interesting Prices

We want to sell over thirty tons of Tea between now and the first of next year and have arranged our prices accordingly.

		PER POUND		
China BLACK and GREEN Teas	at	12½	15	to 18 c.
Japan Teas of good CUP QUALITY	at	17½	18½	to 20 c.
HIGH GRADE Early Picked Japan Teas	at	25	28	to 30 c.
Ceylon Green Hyson (2) Gunpowder Style	at	18½	20	to 22 c.
Ceylon BLACK and GREEN Teas, good style and cup quality	at	16½	17½	to 18½c.
HIGH GRADE Ceylon BLACK and GREEN Teas	at	25	28	to 30 c.

We will be glad to submit samples to prospective buyers.

Ro-si-co BLENDED TEAS in half chests and chests to retail at 30c. and 40c. per pound. Our wholesale prices show handsome profits and the quality is guaranteed. WE control the wholesale agency for Ro-si-co blends. You will find our teas difficult to match at the prices quoted. We get the business because we have the values.

Mail orders and inquiries promptly attended to.

Robert Simpson & Co.

IMPORTERS OF TEAS, COFFEES, SPICES, etc.

Phone No. 3541 COR. GORE AND HUGHSON STS., HAMILTON, ONT.



CARTER'S

STANDARD

British Wines

LIQUID GREEN GINGER AND OTHER FLAVORS

Big Wheel Custard Powder, Jelly Crystals, Lemonade Powder, etc., etc.

H. W. Carter & Co., LIMITED

THE OLD REFINERY

BRISTOL, : : ENGLAND

LEAD FOIL

For Tea Packing

INCORRODIBLE BRAND



GREY & MARTEN

Limited

Tea Lead Rollers

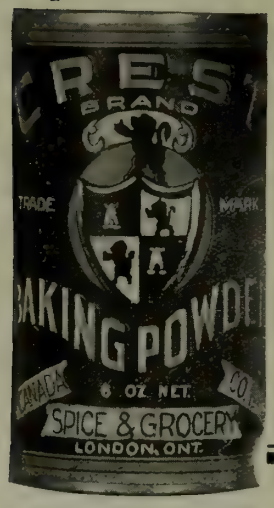
SOUTHWARK BRIDGE, LONDON, S.E., ENG.

CREST BRAND TRADE MARK REGISTERED

HERE ARE TWO STRONG SELLERS!

"CREST" BRAND
BAKING POWDER

which never fails to please the women by its uniform quality. Makes best light pastry, and can be relied on to be always of the same strength.



"CREST" BRAND
FRENCH MUSTARD
IN BOTTLES

which has the full strength and flavor of the best imported brands. Our Dry Mustard in Tins is also of superior quality and moderate in price.



SEND TO-DAY FOR OUR LOWEST PRICES
IT'S WORTH YOUR WHILE TO HANDLE OUR LINES

MADE BY THE

Canada Spice and Grocery Co. LIMITED

LONDON, ONTARIO

A Genuine Trade-Builder

Quality goods are those that attract and hold trade and

Wonderful Soap

will prove a profitable proposition to every grocer because it is unrivalled in quality and purity.

It is moreover attractively packed and made up, and proves a rapid and profitable seller

We have a dealer helper-selling plan that cannot fail to interest you. Send for details of it to-day.

The Guelph Soap Co.

GUELPH, - ONTARIO

Toronto Agents—MacGreegor Specialty Co.

Home, Sweet Home

is never so attractive as when clothes, dishes, walls, floors, etc., have been washed with

ASEPTO
SOAP POWDER

This Soap Powder is a sure seller. A 5c. packet makes 2 gallons of soft soap, or 4 gallons of liquid soap. Try a case. You will be astonished how soon it is gone.

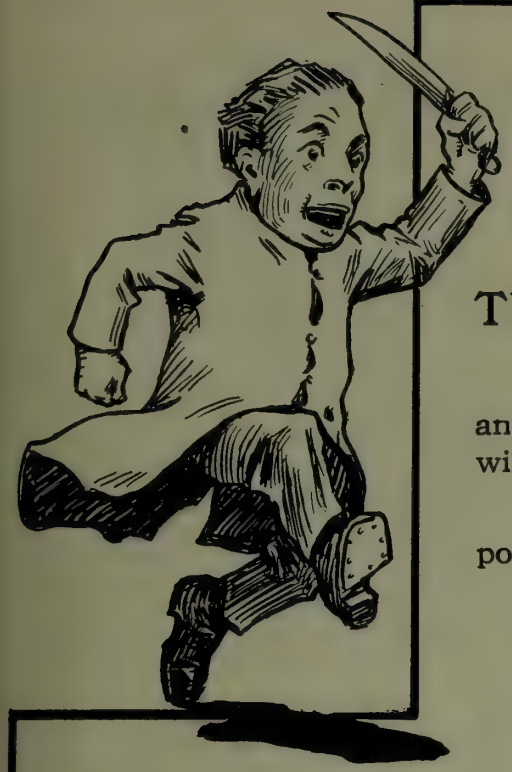
Order from your Jobber

Manufactured by the

ASEPTO MFG. CO.

ST. JOHN, N.B.

Agents—Rose & Laflamme, Limited, Montreal.



Poultry Wanted!

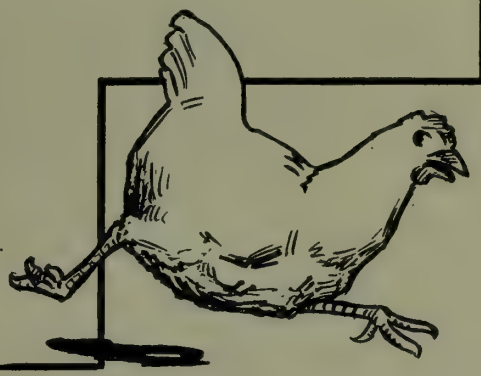
Ship us AT ONCE any supplies you can lay hands on. We want (live or dressed)

TURKEYS, GEESE, DUCKS, CHICKENS, FOWLS

and we will pay CASH, highest market price. We will want a great deal in the next few months.

Have your farmer customers bring to you their poultry. You can make a nice turnover.

Drop us a card TO-DAY telling us you are shipping or that you will have supplies for us later on.



P. POULIN & CO.

BONSECOURS MARKET - MONTREAL

Do you want live representation? We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence Solicited

Highest References

McLEAN'S

WHITE MOSS

COCOANUT

You should handle McLEAN'S, because it is nearest perfect of any shredded cocoanut. We are Canadian pioneers, and can GUARANTEE our line, as it has proved pre-eminently the most satisfactory in every way for this market.

Some specialties for Bakers and Confectioners:

Extracts	Colorings
Shelled Nuts	Glaced Fruits
Fruit Pulps	Icing Powders
Egg Powders	Ice Cream Improver
Essential Oils	Marshmallow Powders

Our prices on these specialties will interest you.



THE

Canadian Cocoanut Co.

MONTREAL

PICKLING SEASON

ORDER FROM YOUR JOBBERS TO-DAY

Purnell's Pure Malt Vinegar

THE BEST FOR PICKLING AND THE TABLE

Renowned for its delicious flavor and aroma.

THE OLDEST AND LARGEST VINEGAR BREWERY

SOLE PROPRIETORS OF THE CELEBRATED B.V. SAUCE
AND FINEST ENGLISH HOME-MADE PICKLES

PURNELL & PANTER, LIMITED

BRISTOL, ENGLAND

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA

The West Indies

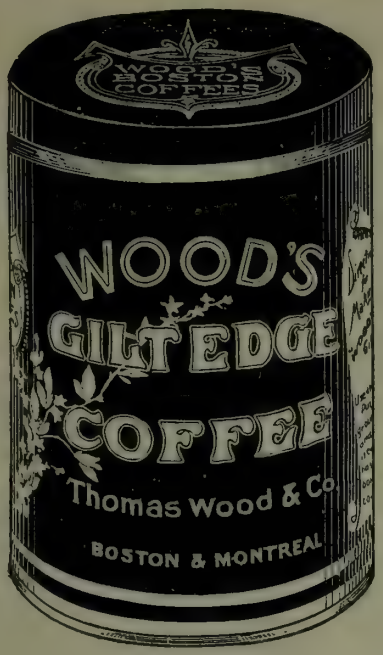
If you have anything to ship to the West Indies we will handle it promptly and get you the top price.

If you are a manufacturer and wish to place your goods on the West Indian markets our travellers will do it for you.

If you want information of any kind about the West Indies do not hesitate to write us for it.

T. Geddes Grant

Port of Spain - Trinidad



1 and 2-lb. Tins

THE BEST
THE WORLD
AFFORDS

SOLD IN BULK

Wood's Hollander

TRADE MARK BRAND



REGISTERED 1909

Coffee

Fragrant, Pungent, Delicious.
The Choicest of the Choice.

THOMAS WOOD COMPANY, Limited

Importers and Jobbers — 428 ST. PAUL STREET, MONTREAL

GERMAN

SAUER-KRAUT

Pickles in Brine
Vinegar

For Lumber Camps

The largest Sauer-Kraut Manufacturers in Canada.

Taylor & Pringle Co., Ltd.

Owen Sound, Ontario

MASONS
WORCESTERSHIRE
SAUCE

A line you can handle with profit

Without a doubt the finest relish on the market, for use with fish, flesh or fowl, is

MASONS
WORCESTERSHIRE SAUCE

It retails at 10 cents a bottle, leaving a good margin for the dealer. Prepared from the choicest ingredients only, and bottled in our up-to-date sanitary factory—a model of cleanliness.

Send for samples and prices.

MASONS
LIMITED
25 Melinda Street
TORONTO

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N S.; C. E. Jarvis & Son, Vancouver, B.C.

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By
GORMAN ECKERT & CO., Limited
London & Winnipeg

Wake Up!!! and Sell Baird's Sauce

"The Best



of All Sauce"

Agents:—Maclure & Langley, Ltd., 12 Front Street East, Toronto—604 Lindsay Building, Montreal; W. L. McKenzie & Co., Winnipeg; R Robertson & Co., Vancouver and Victoria.

Mr. Grocer—here's 50% profit for you!

WONDER-SHINE

means increased business — makes permanent, satisfied customers.

WONDER-SHINE cleans silver, gold and plated-ware without rubbing.

Simply dip in **WONDER-SHINE** rinse and dry.

That's all.

Saves both time and toil for the busy housewife, and—

Makes the silver just like new.

Send for your sample package, full particulars, and our new "Selling Plan."

Remember, every sale means 50% clear profit.

Write to-day.

Household Convenience Company, Limited
TORONTO, ONTARIO. 2765





ARE YOU STOCKED

with these four well-advertised, "Made in Canada" brands, which constitute



THE TRURO LINE

If not, place your order NOW. Otherwise, you're not in a position to take advantage of the demand we are creating through our advertising. Get the goods on your shelves and let us help you sell them.



Truro Condensed Milk Co.
LIMITED

Factories: Truro, N.S. Huntingdon, P.Q.



Keystone Brooms

TRADE MARK KEYSTONE BRAND REGISTERED

At this season every Grocer is interested in Brooms. The new crop of Corn is now on the market and we are pleased to be able to say that our prices are such that every housekeeper can now obtain **a good Broom at a reasonable figure.** As we use nothing but the best grades of Corn, dealers who handle our line may rely upon getting the best the market affords. The great saving which we effect in the manufacture and marketing of our goods enables us to give the best possible value, and the **Keystone Brand** on a Broom is recognized from east to west as a **guarantee of quality.** It is to the interest of every Grocer, wholesale and retail, to handle only the best goods **manufactured under a registered trade-mark** instead of the so-called "just as good" lines bearing no marks of distinction and manufactured by concerns having no reputation to maintain. It is the sure way to **satisfy customers and make selling easy.**

WE STAND BACK OF EVERY "KEYSTONE" BROOM WITH A GUARANTEE OF QUALITY.

Stevens-Hepner Company, Limited

Port Elgin, Ontario, Canada

O·K

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

1000 GUINEAS

Sells at 15 cents and 25 cents

BE WARY OF IMITATIONS

SAUCE

George Mason & Co., Limited

Sole Manufacturers - - - LONDON, ENG.

Sole Canadian Agents

S. T. NISHIMURA & CO.

MONTREAL

SUB-AGENTS:—

Toronto, Ont.—Geo. Stanway & Co
Hamilton, Ont.—James Somerville
Ottawa, Ont.—H. D. Marshall
London, Ont.—Wm. G. Coles & Co.
Quebec, Que.—A. Francois Turcotte
Kingston, Ont.—James Craig

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

"I am not going to buy any more of your tea. I make more profit selling bulk tea," said a grocer two years ago. : : : : :

"Hold on a minute," I said, "Let us talk this over a bit. Look up your invoices and see how often and how much bulk tea you have bought during the past year. Then do the same figuring on "SALADA."

Shortly after he called me to the rear of the store. Before him was a list showing the dates and amounts of his purchases and his stock on hand.

"Look here," I said, "You have 656 lbs. of bulk tea in stock now and 94 lbs. of 'SALADA.' You have bought bulk tea twice and 'SALADA' nine times this year. *By selling bulk tea you have just seven times too much money tied up. On your bulk tea you have turned your money over twice in the year—with 'SALADA' nine times.* It seems to me that by stocking bulk tea you are running a storage warehouse."

"I see the point," he said.

To-day this grocer owns the finest store in his town. When I called on him a few days ago he said, "I wish to thank you for the idea you gave me two years ago. I am not selling a pound of bulk tea now. I find my customers are better satisfied with 'SALADA,' and certainly I am.

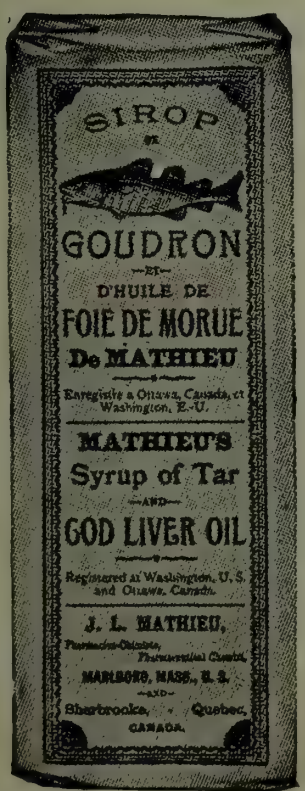
"I am careful to sell only goods of undoubted quality—goods that can be turned over quickly and often. My stock is always fresh and clean.

"I put my goods out where people can see them—where they will suggest purchase. I am doing more business on less capital—my net profits are lengthened on the year's turnover."

I looked around his store a minute and then recalled the crowded, dusty, musty, unattractive place of two years before. "You certainly have transferred that idea to your bank balance" I said.

"Yes," he answered, "I realize now that successful merchandizing simply means keeping stocks moving quickly and often—action is the life of business."





MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers.

AND

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath





REPUTATION BUILDING

The wise buyer looks for his reputation in every purchase he makes. It has cost him time, money and thought to build up his good name—every unsatisfactory article that he sells lessens his reputation.

Some Grocers are substituting other Wafers for Frou-Frou when asked for the original.

The great success of Frou-Frou has been the means of bringing other *similar shaped* Wafers on to the Canadian market, but—





THERE IS ONLY ONE

FROU-FROU

The Dutch Wafer of International Fame

Every tin of Frou-Frou strives to enhance the reputation of the manufacturers, and thousands of dollars have been spent in introducing these delicious Wafers to the public.

Our price-protection plan ensures a profit that enables the dealer to handle Frou-Frou on as advantageous terms as any other biscuit sold.

Always of uniform quality and flavor, they make friends of every customer. Link your own prosperity, Mr. Grocer, to the Frou-Frou reputation by keeping it always to the front.

Frou-Frou is the result of Dutch ingenuity, and the despair of imitators.

Taste the Taste of Frou-Frou
IT'S SOLD FROM COAST TO COAST





MacGreegor Specialty Co.

CANADIAN DISTRIBUTORS

TORONTO, - - ONTARIO

Cable Address—"Specialties," Toronto Code—A.B.C., 5th Edition

EXCLUSIVE CANADIAN DISTRIBUTORS FOR FOREIGN MANUFACTURERS

MacGregor Specialty Co.

DAVID GRIERSON
MANAGER

FOREIGN AND DOMESTIC SPECIALITIES INTRODUCED TO THE GROCERY, DRUG AND CONFECTIONERY TRADE

Toronto, Can., Oct. 28, 1910

TO MANUFACTURERS ABROAD:-

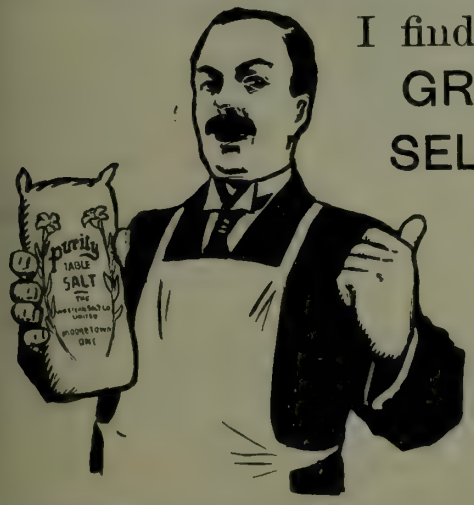
We invite correspondence from manufacturers and others having High Grade Specialties to offer the Grocery and allied trades, throughout the whole or any part of the Dominion.

Direct representatives successfully cover the Wholesale and Retail Trade in every Province.

Our twenty years' experience in introducing Specialties in this and other countries, places us in a position to advise manufacturers as to the possibilities for their product on the Canadian market. If you have a Specialty with merit, which you are desirous of introducing, or further devoloping on this market, submit it to us.

Highest European and American references.

MacGREEGOR SPECIALTY COMPANY.
D. GRIERSON, Manager.



I find this a GREAT SELLER

PURITY SALT

It is **pure.** The women say it is the most satisfactory salt they know of

The Western Salt Company, Limited
MOORETOWN, ONTARIO

BAWLF, DAVEY & COMPANY
WINNIPEG, CANADA
HOLLAND---Wy Vargen do agentschaf voor de beste huizen.
ITALIAN---Italia sensale.
GERMAN---Agenturen erstee deutscher Haeuser erwuensht.
FRENCH---Desire representation premieres maison.
ENGLISH---Agencies solicited.

WINES! WINES! WINES!
Port, Sherry, Malaga, Burgundy, Moselle, Madeira, Native, etc.
DRAUGHT OR CASE GOODS
We are Specialists in Clarets and Sauternes
Write, Wire or Phone.
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

Nation's Custard Powder

5c. Packets
½-pound Tins
1-pound Tins

Always in season. A dainty, delicious dessert sold by leading grocers from coast to coast.

GREEN & CO., Toronto

Sole Agents for Ontario and Quebec

Will you spend two cents to learn how to increase your Cash Sales 50%?

Then write us to-day for full particulars of our tried-out and thoroughly practical plan of boosting sales. This plan will wean your customers from the mail-order habit. There is absolutely nothing about our proposition but will appeal at once to every shrewd, practical merchant. Read the accompanying letter from SHEPARD PEERS & CO., General Merchants, Selkirk, Man. What our plan has accomplished for them it will accomplish for you.

It costs you a two-cent stamp and two minutes of your time to find out all about it, after which you may accept or reject our plan as you see fit.

OFFICE OF
SHEPARD PEERS & CO.
GENERAL MERCHANTS
Telephone 72 SELKIRK, MAN.

B. C. C. CO.

Gentlemen:—Please rush the order given your traveler for premium ware to-day, as we have run out of several lines. We find that giving away crockery as premiums to our customers has increased Cash Business 35%. Any dealer taking up this proposition will find it a cheap way to advertise, and we find it an excellent system to compete with the mailing-order houses.

Very truly yours,
SHEPARD PEERS & CO.

(The order above is for two crates.)

—SO SIT DOWN AND WRITE US NOW.

The British-Canadian Crockery Co., Limited

25 Melinda Street : : : : Toronto, Ontario

OXO



in cubes

We invented OXO Cubes to make a new big trade, and our advertising campaign is making this trade fast. Let us help you to get your share of it.

CORNEILLE DAVID & CO.

25 Lombard Street, TORONTO
334 Clarence Street, LONDON, ONT.
52 Nicholas Street, OTTAWA
41 Common Street, MONTREAL

SNAP



SELLS

¶ You, Mr. Grocer, are judged by the goods you offer as well as by the service you render. ¶ For a delightful, smooth, easily applied and positively cleaning product there is nothing like SNAP. ¶ It does its work well and thoroughly. There are never any complaints about it. The handling of SNAP means many repeat orders and a liberal profit. : :

BUY FROM YOUR JOBBER.

SNAP CO., Limited
MONTREAL : CANADA

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.
INGERSOLL, ONT., CANADA

CCCCC

PERFECTION

Five C's stand for

The Canadian Condensing Co., Limited

Chesterville - - - Canada

"PERFECTION" is the brand of

EVAPORATED CREAM

That Company manufactures. and it stands for all the name implies.

The quality cannot be surpassed for excellence.

That smooth, velvety taste, which is so striking a feature of this brand, is not there by chance, but is the result of the intelligent application of the most modern methods known in the evaporation of milk.

It is pure and germless. Every can guaranteed.

AND IT SELLS

BRADSHAW'S LIMITED



MANUFACTURERS OF

WAXED PAPER AND
CHEWING GUM



Selling effort on behalf of Cowan's Perfection Cocoa brings large returns, in satisfaction to customers and actual cash profit. We make it worth your while to co-operate with our advertising. Don't merely fill demand that comes to you—sell Cowan's Perfection Cocoa to people who have never used it—display it on your counters and in your windows—help us to **BROADEN THE DEMAND.**

THE

COWAN CO. Limited

TORONTO

You Can't Afford

To Lose Good Money---

With the KEITH BOOK SYSTEM this is impossible. You have all your accounts at hand for immediate reference. Safeguarding your credit business means saving money.

Here are a few of the cardinal points of the Keith Book System:

It is fireproof and self indexing.

Each account is journal and ledger at once.

No mixed or strayed account slips.

Absolutely checks a dishonest clerk.

Is a one writing system.

Is confidential and always up-to-date.

Substantial, will not get out of order.

You cannot afford to be without it. Let me send you illustrated catalogue. Write, do it *now, at once, before you forget it.*

I AM SALES AGENT.

MANUFACTURERS!

I can sell your goods in the rich Eastern Townships. Have A-1 connection with wholesale and retail trade. Long experience in groceries. If your line is a good one you should be selling here.

Write Me For Facts.
Highest References

Victor Archambault

SHERBROOKE : : QUEBEC

Smoked Herring in Bouillon

A Line For Profit.

We have just introduced this new line put up by Chr. Bjelland & Co. of Stavanger, Norway, packers of the "King Oscar" Sardine, and recommend it very strongly to you. It is a wholesome and delicious combination, tasty and appetising, and leaves a splendid profit in retailing at 10c. a tin.

Composed of finest small herrings and purest spiced bouillon only.

ASK YOUR WHOLESALER.

John W. Bickle & Greening
(J. A. HENDERSON)
HAMILTON - - - ONTARIO

"Pansy" and "Daphne"

SEEDED RAISINS and EVAPORATED FRUITS

are fancy and choice brands, and are unexcelled. Packed by

GUGGENHIME & CO.

California



AGENTS:

ROSE & LAFLAMME, Ltd. Montreal
E. D. ADAMS Halifax, N.S.
W. S. CLAWSON & CO. St. John N.B.
H. D. MARSHALL Ottawa, Ont.
C. L. MARSHALL Toronto, Ont.
GEO. H. GILLESPIE London, Ont.
G. B. THOMPSON Winnipeg, Man.
SHALLCROSS-MACAULAY & CO., Calgary, Alta.
DOMINION BROKERAGE CO., Edmonton, Alta.
H. DONKIN & CO. Victoria, B.C.
H DONKIN & CO. Vancouver, B.C.

Northern Ontario Merchants!

You can

SAVE FREIGHT

by dealing with us!



WHY should you wait a week or ten days for your goods

WHEN we can deliver them in less than half the time?

WHERE time is money, this means a big saving to you—it means more profit and fewer disappointed customers. Let us show you ***HOW.***

WRITE US TO-DAY—IT WILL PAY YOU.

The Young Company, Limited, North Bay and Sudbury

JAPAN TEAS

S. T. NISHIMURA & CO.

can always interest jobbers in the best of values. All grades now in stock at different points in Canada and United States.

Head Office: Montreal. **Japan Office: Shidzuoka**

American Can Co.

MONTREAL : : : HAMILTON

Tin Cans of all kinds for all varieties of food products, dry or liquid. Plain or Decorated Composite Cans, fibre bodies and tin ends, for Spices, Coffee, Baking Powder, Soap Powder, Etc.

Submit your requirements to the nearest office.



The Grocer Who's Building

—The man who wants the steady trade, not alone to-day's, will find

"Canada's Best" Soap

A line to which he can devote more than passing attention. It is a soap that he can make his leader. Here are five good reasons why—there are others, too. (By the way, you can use these pointers for selling talk to your customers.)

1. **Contains no resin, like the average laundry soap. This is because it is a white soap, not yellow.**
2. **Does the work unaided. No borax or washing powder is required.**
3. **Absolutely pure. Contains no injurious ingredients.**
4. **Best value on the market.**
5. **Can be used effectively for all household cleaning.**

When you stock and feature "CANADA'S BEST" soap remember that you are buying a soap that is made by experts, in a modern, splendidly equipped factory. The process of manufacture is entirely our own. And do not forget that we are advertising to the consumer to assist you.

FOR SALE BY ALL WHOLESALERS

The United Soap Company

of Canada

MONTREAL

CANADIAN GROCER



Special Feature—The Selling Power of the Dealer

CANADA—
MONTREAL - - Rooms 701-702, Eastern Township Bank Building Telephone Main 1255 J. J. Gallagher
TORONTO 143-149 University Ave. Telephone, 7324 Main
WINNIPEG - - - 511 Union Bank Building Telephone 3726
VANCOUVER, B.C. - - - - - H. Hodgson, 11 Hartney Chambers
ST. JOHN, N.B. - - - - - W. E. Hopper

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED
JOHN BAYNE MACLEAN - PRESIDENT

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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MEDALS FOR SALESMANSHIP.

This number of The Canadian Grocer deals particularly with the selling possibilities of the retail dealer.

The merchant recognizes that his selling power is the principal feature of his business to be nurtured and developed. Without the methods that will dispose of goods beyond the actual everyday requirements of consumers, the buying of these goods at even the very minimum price availeth little. Buying must be secondary to selling.

In this issue, therefore, are many methods which have been successfully used to create new business; there are many experiences illustrating how successful men have foreseen their possibilities in bringing salesmanship in its various forms to bear on the selling of profitable and quality goods.

On page 182 of this issue are to be found the details of a competition on "Constructive Salesmanship" which has been instituted by The Grocer. Our aim in offering medals for the best examples of "Constructive Salesmanship" is to encourage every retailer to realize more thoroughly his own possibilities.

The announcement of this competition on the most prominent feature of a dealer's business deserves careful consideration. It ought to be read by everyone.

ONE SALE LEADS TO ANOTHER.

There are many retailers who expect simply a fair profit on each article sold. Yet there are others who can do more. If one will stop to think, he will find there is a class of article which not only yields a profit on its own sale, but which goes further and helps to sell other goods.

Oysters, for instance, lead to the sale of crackers; a sale of ham means nearly always a sale of mustard, catsup or meat sauce of some kind. Bacon leads up to sale of eggs, fruit to sugar, and so on.

It's the salesman who can diplomatically call attention to these extra articles that is worth his salary, and an occasional raise. The ordinary demands of customers will not, as a general rule, turn over the stock many times in the year. Salesmanship to create the extra demand is necessary.

ART OF CHARACTER STUDYING.

The question of salesmanship should claim the close attention of every ambitious clerk. In this issue there is some particularly interesting stories from real life of how grocers have attained success.

In the case of one special dealer he recognized while still a clerk the value of salesmanship and to enable him to secure it the more quickly he, with a fellow clerk, studied phrenology in order that at a first glance he would be able to know the customers' peculiarities of character.

That this later proved of valuable assistance is vouched for by this grocer himself, now one of the most prominent members of the trade in the Dominion.

The aspiring clerk should remember that the men who are the owners of stores to-day will gradually pass, making way for the younger generation. Other opportunities are being presented by the west. A clerk should therefore not become discouraged. His apprenticeship will prove its worth in after years. It is now his duty to himself to make the best of his position acquiring a good business sense and a thorough knowledge of retailing groceries.

To this end the art of salesmanship should be ever before his eye for it is admittedly one of the most important business assets a grocer or his assistant can possess.

AN APPEAL THAT WON.

The other day a handsomely-dressed woman went into a photo gallery in a certain Canadian city to have her picture taken. The photographer believed she had at least a thousand dollars' worth of clothes on her back. He declared the coat alone would cost her five or six hundred dollars.

This particular artist quoted her $8 per dozen. To this she objected on the grounds that she could obtain pictures elsewhere for $5. The photographer readily agreed that this was true; he could, in fact, direct her to four or five different galleries where she could get that price.

He himself could make pictures for that sum, but he wouldn't allow them to bear his name nor leave his store; his reputation would be impaired. His price was greater because the work was guaranteed.

He said to the beautifully-dressed woman: "When you go into a dry goods store you buy a dress that has some quality to it, some distinctiveness, even if it costs you twice as much. You are now buying photographs of yourself which, you expect, will last longer than a dress; you don't want an inferior article? But if you insist on getting your pictures for $5 I'll be glad to direct you to where ————."

But no more was necessary. The woman thought she would have him look after her wants and he secured her order without further parlance.

That was a good example of salesmanship. The photographer appealed to the customer's finer sense in a manner that caused no offence—he was a student of character.

VALUE OF MODERN FIXTURES.

Many dealers do not fully realize the importance interior arrangement and store fixtures have on their selling power. If they heard, however, the criticisms flung against dirty stores where the plaster is hanging from the walls and ceiling, where dust covers the entire stock, and where the floors are habitually unclean, they would awake to the importance of cleanliness and order in the store.

To obviate one of these unsightly conditions scores have installed sanitary metal ceilings which can be kept in good order at little expense. To improve the service facilities others have neat and attractive display receptacles for spices, biscuits, etc. Modern fixtures for promoting and aiding the dealer's selling power include the computing scale, the cash and credit registers, the silent salesmen, display stands for vegetables and fruit, cheese cutters and meat slicers, self-measuring oil and molasses pumps, coffee grinders, etc.

All these tend to make the dealer a better salesman, because they increase his efficiency in serving his customers. They assist in making sales, with greater ease, gracefulness and rapidity, all of which are valuable in retaining trade.

RAISED STANDARD OF A DELICACY

A retail grocer tells us that he has during the past year induced 90 per cent. of his customers to use a 25 cent delicacy, the purity of which was absolutely guaranteed by the manufacturer, whereas before the same percentage used a 10 cent article of a similar character but of inferior quality.

This was accomplished by advising his customers at every opportunity to use the better article. One by one he got them converted, until the above result was obtained.

The consequence is he is selling an article guaranteed to give perfect satisfaction, that is sure not to lose a customer, and that produces a better profit.

That is but one instance of this dealer's salesmanship. He has been in business only about 7 years in a large Canadian city, he has been able to purchase considerable property, which is very expensive in his locality, and with an exclusive grocery store he has now an annual turnover of about $45,000.

He attributes most of his success up to the present time to salesmanship.

STUDY THE STOCK IN STORE.

The dealer equipped with the best selling force is the one who knows his goods.

Almost every dealer who has attained any degree of success, unless he was merely a fortunate "victim of circumstances," will say that it was through gaining the confidence of his customers that he has extended his trade.

To get and hold his customers' confidence he sold quality goods, which returned him fair profit, and he never attempted to misrepresent them. This would have been a suicidal policy.

The point is this: that to talk about your goods in stock intelligently you must study them. Their selling points are what are required at your tongue's end the moment you see your opportunity for a possible sale. While cost and selling price are important features to have in your mind, it is your ability to talk about your goods at the vital moment that counts. When what is important is said it is time to stop; overrun the mark and you lose the sale.

But if you wish to sell delicacies you must know what they are for; and if you wish to raise the standard of a staple, you must know why it is superior to the article you sold before.

INFORMATION IN THE ADS.

A close study of the advertisements in this issue is recommended to every reader. There are fully as many pointers in them on increasing profits and selling more goods as in the reading matter, and therefore it will be to the dealer's own advantage to analyse them carefully.

These advertisements contain selling points which can be used with profit in turning over stock. They contain material which will increase the dealer's selling power, and anything that will bring about such a result is worthy of his time and close attention.

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THE SELLING POWER OF THE DEALER

The Grocer wants every dealer in Canada to realize the importance of his selling power. We want every manufacturer to realize the possibilities of the dealer as a salesman.

That in brief is the object of the campaign we are starting with this Fall Number.

The dealer now exercises a large force in the distribution of goods. He can make that force immensely greater.

As the dealer strengthens his ability as a salesman, and as the manufacturer appreciates more thoroughly the tremendous possibilities that lie in the dealer's co-operation, the relations of the two will become more satisfactory.

When we announced that the main feature of the Fall Number would be "The Selling Power of the Dealer," a few manufacturers, for some unaccountable reason, were inclined to think that we were combatting their policy of extensively advertising to the consumer.

We want to say, as emphatically as possible, that consumer advertising—providing it be made part of a well planned general merchandising campaign—has no stronger advocate than The Canadian Grocer.

We believe the retailer has a right to expect that a manufacturer advertise to the consumer. It is quite legitimate to require that he bear a fair share of the work of creating and sustaining demand.

But we do say that the manufacturer is unwise who figures that he has gone far enough when his merchandising campaign takes seriously into account only quality of the goods and advertising to the general public.

When a fair margin is not provided for the dealer, and when his co-operation is not sought on a reasonable basis, the manufacturer can never secure more than a fraction of the *possible* demand for his goods, no matter what amount of money he may spend to arouse interest among consumers.

Let us illustrate this point.

Say the manufacturer of a table delicacy of splendid quality has advertised it extensively for several years, yet every dealer in Canada sells it to only a small percentage of his customers.

Why is this?

If the manufacturer has provided a fair profit for the dealer, and has honestly tried to secure his co-operation, the latter has failed to take advantage of an opportunity to build up good business for his store.

If, however, the manufacturer has followed the policy of cutting the dealer's profit to an unfair percentage, and foolishly imagines that consumer advertising alone will create the maximum demand for his goods, we say he has only himself to blame for a restricted market.

Let us even go so far as to allow that every one of a certain dealer's customers has seen and read the advertising of this manufacturer. Let us say that it is strong, attractive advertising. Yet the fact remains that dozens and dozens of the people who patronize the store in question do not ask for the goods. They regord the line as unnecessary—as beyond their means—as an extravagance.

In only a small percentage of cases will advertising *alone* overcome their prejudice. *Personal* salesmanship is necessary.

And because a large proportion of these people *could* afford to use this line, and *would* become good buyers of it were they persuaded to make the first few purchases, it is essential that this personal salesmanship be brought to bear on the situation—the salesmanship of the dealer.

At the vital moment of sale it is the dealer, backed by his personality and his flesh-and-blood power to persuade and suggest, who stands face to face with the customer. And that is the time when selling work counts for most.

That is the time when the dealer can broaden the scope of demand for goods which do not come under the head of necessities, and, as well, raise the standard of the consumer's purchases of tea, coffee, flour and most of the other staple articles.

Some manufacturers tell us bluntly that the dealer will not give them the benefit of his salesmanship under any conditions. To prove that they are wrong we have only to point to a number of splendid businesses—and you all must know some of them if you think a moment—that are being built up largely through reasonable, persistent cultivation of the dealer's co-operation, coupled with consumer advertising.

A few manufacturers have somehow got the idea that in talking to the dealer about the development of his selling power we might encourage a policy of substitution. We need only touch briefly on this point.

The only substitution that can logically be condemned is that by which a dealer induces his customers to accept an inferior article to the one asked for. And a dealer who does that is foolish, for he is bound to lose standing—and trade.

However, as a merchant conducting his own business, and realizing his responsibility to the people who buy from him, the grocer has a perfect right to sell one line in preference to another, providing he has satisfied himself that his recommendation goes behind goods of right quality.

In figuring the margin which he gets on goods sold over his counter the dealer should estimate—and the manufacturer is justified in asking him to estimate—the profit received on the turn-over as well as on the individual sale. Some lines move more readily than others, because of their quality plus liberal advertising, and providing a fair profit is allowed, these are goods it will pay the dealer to push. These are goods on which it will pay him, by his personal salesmanship, to broaden the scope of demand beyond the point which it is possible for consumer advertising to go.

Again we say that The Grocer wants every dealer in Canada to realize the value of his selling power, and we want every manufacturer to realize the possibilities of the dealer as a salesman. Consider the tremendous influence that can be set in motion by a determined and systematic effort on the part of the majority of Canadian dealers to organize and develop to a greater degree the forces that go to make up their ability to sell—to really create demand and broaden the market for worthy goods.

There is no dealer who cannot, by good salesmanship, considerably increase the quantity and variety of the purchases of the greater number of his customers.

Salesmanship Reduced to a Science

A Remarkable Instance Showing How One Dealer Disposed of a Car-Load of Good Sugar at 18 lbs. for the Dollar When He Had Advertised Second Grade at 26—Other Experiences Illustrating the Confidence His Customers Have Learned to Place in Him—The Value He Places on Salesmanship and the Dealer's Power to Suggest.

Can anyone produce a better example of salesmanship than this?

A retail grocer in a western Ontario town while relating some of his methods for raising the standard of the staple goods he sells to his customers tells of an interesting sugar incident.

"Some time ago one of my competitors cut the price of sugar; the regular price was 18 pounds for a dollar, but he started in at 20 for a dollar.

"I began to wonder how he could do this because I knew he couldn't buy sugar any cheaper than I and it therefore looked as if he were losing money.

"A few days later I happened to be up at the station when a shipment of sugar came in for him. Making a few casual inquiries I found he had bought a carload of second grade sugar and 2 barrels of No. 1.

"This, of course, explained the whole situation; he was selling No. 2 grade sugar at the cheap rate.

Sugar Sold Rapidly.

"That very day I ordered a carload of No. 1 and 2 barrels second grade—just the opposite to him you see—and when it arrived I advertised sugar at 22 lbs. for the dollar. Of course this meant the cheaper grade; No. 1 still sold at 18 lbs.

"He went up to 23, I went to 24, he to 25 and again I went him one better, to 26. Inside of a week I learned that he had sold out his entire carload of second grade sugar, and of course at a loss.

"During the same time I had sold practically the entire carload of good sugar at 18 pounds for a dollar and had some of my second grade left.

"How did I do it? Simply by persuading my customers to buy the better quality even if they had to pay more for it. I explained to them the inferiority of the other kind.

"As soon as my competitor discovered my method he went back to No. 1 sugar at 18 pounds; so you see a dealer can if he has salesmanship qualities about him quite easily raise the quality of the goods he sells and at the same time be more sure of satisfied customers."

This dealer claims that salesmanship is everything to success.

"If a merchant can get the confidence of the public he can sell them what he wishes, only, of course, he must be diplomatic and he must be careful not to palm off something which he cannot safely and conscientiously guarantee."

Against the Customer's Wishes.

Here is an instance told by himself of how he sold a brand of tea instead of the one called for.

"Travelers for a certain tea house had been calling on me for years trying to sell me tea. I had always refused. Finally I was told the company was going to sample the town and that I would have to stock it.

"I claimed I wouldn't because I had more faith in the brand I was then selling.

"They sampled the town all night and there was one family in particular which liked their tea. A couple of weeks later the housewife, among her other purchases, asked for this tea.

"I told her I did not carry it and advised her to try something else.

"'No,' she said, 'my husband won't drink anything now but that particular tea, so there's no use of my taking the other home.'

"I told her that I could safely guarantee the brand I was offering and asked her to try it. I suggested that without mentioning the fact to her husband, she serve him three or four days with the tea and them ask him what he thought of it. After assuring her positively that she could make no mistake in quality and pointing out that it was better value, she accepted the proposition.

"Some days later she was in the store again and I questioned her about her experience.

"'When I asked my husband how he liked that tea he said that those ——— folks were doing better than ever, and when I explained to him what tea it was and that it was cheaper he decided to have me buy it always,' she replied. That woman became a continual user of that tea. She has bought it ever since so you can again readily understand what a dealer can do with customers who have confidence in him."

Scientific Study of Heads.

That salesmanship is a gift that can be developed, is another idea of this dealer. It is almost 30 years since he decided to become a merchant. When he began his business career he soon discovered the value of personality. With another young clerk he commenced studying phrenology from a book, but the words were too big and this method was abandoned for one of personal observation and character studying.

To such a science was this reduced that the youths almost invariably knew when to shake hands with customers, when to say, "How do you do," etc., as they approached the counter. They had secured such an insight into human nature that they became valuable men.

Bought in Spite of Herself.

To substantiate this the story is told of one occasion when he was selling drygoods. A woman called at the store to do some purchasing. She brought another with her, asking her to sit down until she had concluded her shopping. Her seat happened to be near the drygoods counter and having no one else to wait upon at the time, the merchant showed her some drygoods a little above the ordinary in quality and fashion which he knew would interest her.

"That is very, very nice," she replied, "but I do not wish to purchase anything to-day you know, I just came in with Mrs.———."

"Oh, no," he assured her, "I know you don't and I don't want to sell you anything; but as you were sitting there I thought perhaps you would like to see the goods."

After pointing out the quality and the outstanding features of the goods, he showed her something else. A somewhat similar conversation ensued and it was repeated two or three times, each time the woman becoming more and more interested, because a better and more attractive class of goods was shown each time. The outcome was that before her friend had returned the woman had invested a considerable sum in dressgoods.

Was She Mesmerized?

"That young fellow must have mesmerized me," she said when the street was reached, "when I went in there I hadn't the slightest intention of buying."

The fact was his manner, his intimate knowledge of the quality of the goods and his unassuming address, and his ability to read her fancies, made her spend her money. That was salesmanship. Another visitor he would have left entirely alone.

Protected His Customers.

A jelly powder manufacturer had been selling this dealer everything he purchased in that line. On one occasion he noticed that the quality was not so good as he considered it ought to be. He was independent and wanted to give his customers a guaranteed article so he shipped back the stock. The manufacturers were not anxious to lose his custom so they devised various methods to put him on their list again, but without avail. He was buying another jelly powder.

The manufacturers then determined to force him to handle their product. They demonstrated in an opposition store for a considerable time and advertised in the local press. They came to him again pointing out what they had done and advised him to "stock up for a sure demand."

"I was asked for that special brand of jelly powder just twice," he affirms, "and I had no difficulty in selling the other."

Later the manufacturers improved, to his satisfaction, the quality of their product and he is now one of its strong friends.

Not only has he been independent in stocking goods, but by consistent quality and by his innate ability to suggest and persuade he has created a large demand for goods that are not staples and he has raised the quality of practically every household article—he is now one of Canada's foremost retail grocery dealers and a prominent citizen of his town.

To Fail in Three Months.

Yet when this man began business about a quarter of a century ago he was given three months to fail.

When he moved off the main street some years ago to larger quarters, according to many views, he had a "white elephant" on his hands. His present establishment—and it is a bright, sanitary and commodious store—has again grown too small.

He had such confidence in himself and his salesmanship abilities that he knew he couldn't fail. He has some 25 employes and they are continually learning salesmanship through hearing him make sales. At least they have the opportunity.

"If I had depended on the actual demands of my customers," he recently remarked, "I would not have been where I am to-day; its the goods I sold over what were asked for that has built up my business."

He prides himself upon not being a price-cutter and the fact that he never handles anything "free."

A Strong Advocate of Early Closing

This Dealer Would Not go Back to Old System Under any Consideration—Has More Time With His Family and Enjoys the Grocery Business, Which Formerly was Drudgery — Takes off Another Hour During Winter Months—The Circular he Sent Out.

By A. A. Martin.

I have always read with great interest the articles in The Canadian Grocer on the subject of early closing—a feature in which I am now a strong advocate.

There was a time when I kept open until 10 o'clock every night, and even until 12 o'clock on Saturday night.

Just about a year ago, in fact, on Nov. 1, 1909, I decided to close my store at 7.30. Now you could not get me to keep open under any consideration. My trade has increased and I get more time at home with my family.

Late Closing a Drudgery.

I am more contented and I like the grocery business, which before was a mere drudgery. In fact, I often wonder how I stood the strain.

Lippincott Street, City.

Dear Madam—

We take this opportunity of expressing our thanks to you for your thoughtfulness during the past in helping us in our business. We appreciate what you have done very much.

And now, we are going to ask your assistance in another step which we are contemplating.

Beginning November 1st, 1910, we are going to close our store at 6.30 every week night—except Friday and Saturday—until May 1st, 1911.

As you are aware, our hours are rather long—from 7.30 a.m. to 7.30 p.m.—and as we have no Wednesday afternoons now, we feel that we are justified in taking this step, and we are going to ask you if you will assist us by doing your shopping as early as possible, so as to enable us to close at 6.30, and we will endeavor to serve you to the best of our ability.

Yours respectfully,

A. A. MARTIN.

And yet I am not satisfied; on Nov. 1, this year, I begin closing at 6.30 for the winter months, as will be seen by the accompanying circular letter I have just had printed. I sent this out about two weeks ago to all my customers. One of my competitors is doing the same thing.

Yet there are quite a number of stores in our locality which still remain open until all hours of the night; in fact, there is one which never thinks of closing, until, I am satisfied, the light bill amounts to a great deal more than the profit on the goods sold.

Would Like Compulsory Closing.

It seems to me it would be a splendid act if the city passed a by-law to compel stores to close every week night at 6.30, and 10 o'clock on Saturdays..

I am now thoroughly convinced that retail dealers should be friendly towards one another, for I maintain, in fact, I know, that money can be saved by working together as friends, buying together and getting the discounts on goods which allow special quantity prices.

* * *

Editorial Note.—A study of Mr. Martin's circular is worth while. He has used good judgment in his choice of words, and phrases, and he begins and ends it in smooth style which will cause no offence. Mr. Martin is, too, an appreciative reader of The Grocer. He writes: "I scarcely ever read your very valuable paper without finding something that is useful, and that leads to money. I have made many improvements in my store from suggestions found in your paper, and I have several times made money—or saved it, which is the same thing, in the end—through following your market reports. I assure you that so long as I am in the business I shall not fail to not only subscribe to, but to read, The Canadian Grocer with profit and pleasure."

Conference with Clerks on Selling Goods

By This Method Quebec Grocer Teaches Them to be Better Salesmen—They Get Pointers on New Goods, Which Increases Their Selling Power—Five or Six Profitable Articles Talked up Each Day—Customers Taught to Use a Higher Grade of Tea—Other Practical Methods.

"I do not think that there can be any doubting the fact that it is a man's individuality that makes him or breaks him in the grocery business, as in any other field of endeavor."

This was one of the trite observations made by J. Savard, Quebec, who conducts a paying business on St. John St.

Mr. Savard is fortunate in possessing a trade that stands by him from January to December, and he is never at a loss for something to do. Be it said to his credit that his connection is not a will-o'-wisp one, but a substantial "stand pat" sort, which has been built up by painstaking effort and care.

To-day a majority of his customers order by telephone, and he does not come into such close personal contact with them as he did a few years ago, but even now he makes it possible to meet all his customers once in a while.

Modern merchandising has been given a great deal of attention by Mr. Savard, and he is practising ideas which prove their value in winning and holding trade, and promoting sales that otherwise would not take place.

Practised His Ideals.

Speaking of personal salesmanship, Mr. Savard admitted having given a great many hours' study to it at various times, and said that he owed much of the success he has attained to a practical application of ideals.

"I have educated my clerks along similar lines," said he, "with noticeably excellent results. Take, for example, the scope there is for a good man in cleaning out stickers. If he is a salesman he need have no stickers in that department for which he is responsible.

Daily Talks on Selling.

"For some years I have made it a practice to have a daily talk with my clerks. We have little discussions at these informal gatherings, and I encourage the staff to place before me their difficulties in selling one line or another. We talk over daily problems.

"I study each clerk; endeavor to pick out his strong points, which I praise, and encourage him to spot his weaknesses behind the counter, which I assist him to overcome. I believe the average merchant, from his large fund of experience, could greatly benefit his assistants by keeping closely in touch with them along similar lines.

"Results of these daily consultations have been numerous. We rarely have stickers on our shelves. And here is something to note particularly, we have been successful in introducing and selling in quantities a number of high-class specialties bearing large profits, which we could never have sold in the ordinary way. Each day we take up five or six profitable lines, including, frequently, a new and expensive article. We go into the merits of the goods, talk over their good and bad features, and plan, in a general way, how to most effectively push them.

"Then we all go at the day's work with vim and energy. We have a definite programme, some hard work ahead of us, but success looming ahead as a reward for conscientious effort.

"It would really surprise you were I to tell you the annual sales of some lines which are not even stocked by many grocers. I attribute this business entirely to salesmanship of the highest order.

"None of our staff will ever talk a new line at an inopportune moment," said he, in response to an enquiry as to methods. "When a customer comes in and appears to be anxious to get through we facilitate her shopping. But when a woman enters and seems to be in no especial hurry we make it a point to bring before her notice some article she should be buying, and is not. Very tactfully we offer a suggestion. We never appear eager to make the sale—we are simply interested in serving her more than usually well, you see. That's the impression we create. If we do not make a sale the first time we keep persistently at it, and generally sell what we undertake to market. But we have to be very tactful.

"Many of our present good selling specialties have been successful because of our knowledge of the wants of our trade, and the efforts we have put forth to meet them. Now, for example, we have one line, a high-class imported specialty, rather expensive, which serves as an entree for dinner. We saw that we could sell this line for such a purpose, and featured it.

Raising Standard of Goods.

"Good salesmen can raise the standard of goods sold, even in staples. I do not know how many customers we have switched from a 30c tea to a 40c, or even a more expensive grade. Salesmanship entirely; a thorough knowledge of the goods, not only as they interest the grocer, but as they are interesting to the consumer. I mean by this that a clerk who knows something about making tea is a better salesman than the one who knows only the sizes of the packages and their prices.

"Manufacturers give us more or less assistance in marketing new goods. They could do more for us. They could give us greater co-operation, take us into their confidence a little more. They should tell us about their new lines, that we may know of them when enquiries for the new brands are made of us by consumers.

"I rarely order a new line until it has been called for by at least three customers in fairly quick succession, but I find myself often stocking new brands on first call when I have been made acquainted with them by the manufacture while they have been educating the consumers.

Reads Trade Papers.

"Like most good grocers, I read good trade papers. When I see a new line advertised I make a mental note of it, if I do not happen to need it. The result: when a customer asks for the goods my mind harks back to that advertisement I saw. I feel I know something more about the article. I can talk intelligently. And when I receive an inquiry I do not wait until I have been asked several times for the line. I know other people will be in for it, because in the trade paper advertisement the manufacturer has shown that he has 'gone after' the consumer, and that the retailer can expect inquiries.

"Closer relations between manufacturer and retailer are very desirable," maintains Mr. Savard.

DOUBLED THEIR SALES.

London Grocer Assigns a Special to Clerk's Care, With Good Success.

By C. W. Summers.

I find that the best way to sell an article is to ask each clerk to push the sale of that article to likely purchasers, but not to push the sales of more than one particular line at one time.

I recall to mind one which I purchased about three years ago which allowed a good profit. The article was entirely new and had to be introduced to customers, but by recommending it to likely purchasers we soon had the whole stock sold, as well as creating a demand for it for the following season, when we doubled its sales. And it has steadily increased since.

I could go on and enumerate numbers of such cases. My plan is to ask the clerks to recommend an article, but I do not give them more than one special at a time.



The present store of Jacob Janzen, Rosthern, Sask. Somewhat suggestive of his success since he started business twelve years ago in a building which was little more than a shack. Mr. Janzen has a second store in Waldheim.

Adopts the Latest Business Methods

Saskatchewan Merchant Attributes His Success to This as Well as to Hard Work and Economic Dealings—A Rapid Growth in a Dozen Years—Has Stores in Rosthern and Waldheim—Sells Profitable Goods and Adds His Salesmanship to Them.

Jacob Janzen is a general merchant in Rosthern, Sask. He began 12 years ago in a small store and to-day he has an extensive business, the importance of which may be easily judged from the large accompanying illustration.

In 1898 his establishment was 18x24 feet; to-day it is 50x80 feet, or ten times as large, and he owns 2,240 acres of Saskatchewan land as well.

He attributes his success to the study and adoption of the latest business methods shown by trade papers, to careful store management, economic habits, hard work, and to the general favorable conditions of the country.

Mr. Janzen has always aimed to educate his customers to have confidence in him and in the merits of his suggestions. In this way he has sold goods which returned him a fair profit, and at the same time he handled manufacturers' products, which he could rely upon and conscientiously recommend to his customers.

His present business is an example of the comparatively quick response to well-directed efforts in the west. There are many merchants in every section of the Dominion who through lack of business ability and personal salesmanship have met with failure and yet who were hard workers. Jacob Janzen was different; he possessed the faculty of using good judgment in his trade dealings, whether buying, selling or booming his business.

Began With Small Capital.

This man began his career as a merchant with little money, but with a strong desire to study the details of merchandising and to master them.



This was Jacob Janzen's third store.

His small store soon became too cramped for his business, and evolved into the present building. This is fitted up throughout with the latest and most improved fixtures to facilitate the handling of his customers and to give them the best of service. He believes that this equipment increases his selling power, since it provides for good service which is recognized by many to be half the battle. For instance, he has modern cash carriers, with a cashier employed to handle only the cash.

Mr. Janzen has another store at Waldheim, where he employs three clerks, and in addition to this, as stated above, he owns more than two thousand acres of land. He is a strong advocate of the value of study to improve the mind and methods, and he urges his clerks to take every advantage of new ideas, because he knows that if they become better salesmen his business will advance accordingly.

Act as Advisers on Customers' Purchases

One of London's Retail Grocers Gives Experiences to Confirm This—Says That the Merchant Who Can be Relied Upon by Patrons of the Store Can Sell Practically What he Wishes—Tells a Story of a Young Deliveryman Who Evolved Into a Real Grocery Salesman—Methods for Obtaining New Customers.

"One time I had a clerk employed who was, I believe, the best young salesman I ever saw," remarked E. J. Ryan, a London, Ont., grocer recently.

"He worked for one of my competitors as deliveryman and was general-purpose boy as well around the store. I used to meet him occasionally over on the market and saw that he always took a deep interest in his work.

"So I made up my mind that if ever I got an opportunity I would employ him, providing he cared to work for me.

"Not long after I heard that his employer was going out of business, so one day on the market I asked him how he would like to come over and work for me.

" 'All right, Mr. Ryan, I'll work for you,' he replied, and I engaged him right there.

"He had been doing, as I said, all jobs around the other store, was regular deliveryman, stock mover and occasionally worked behind the counter.

Made Friends With Everybody.

"I set him at clerking and in a week that young fellow was the second best clerk I had; he simply made friends with everybody. His manner was almost perfect and he certainly was a born salesman.

"Why, one day a woman on whom he had been waiting said to me, 'Where have I met that young man before; I known his face, and it seems to me I've met him but somehow or other I can't place him?'

"I told her I didn't think she had ever seen him before, that it was just his manner. But that was the impression he made on everybody; it seemed as if you had known him all your life after you had been talking to him for a few minutes.

"He was always suggesting something to a customer and he did it so diplomatically that he never caused any offence. He used to sell a lot of goods which would not have gone out but for his salesmanship.

"Where is he now? Why I don't exactly know; his father took him off to Michigan and I think he has not made the best of his ability. He would have made, I always maintained, a superior salesman."

Mr. Ryan is a strong believer in salesmanship as a power to be used in moving out goods. This little story he tells proves that he recognizes a selling power even when it is not behind the counter. His opinion is that the clerk who makes the worth-while salesman can only develop by close observation and study.

A Point in Salesmanship.

"One of our local travelers who has read considerable on the subject told me of a mistake that a clerk often makes and I think he is right. The clerk in his zeal to get a further order after he has filled the actual demands of the customer will say: 'You don't want any fruit, etc., to-day?' Nine times out of ten she will say 'no,' because that is the natural answer to the question asked. If he had said: 'Wouldn't you like to get some nice fruit to-day?' the probability is that she would buy.

"So you see," added Mr. Ryan, "a merchant or clerk often defeats his own aim by the words he uses in asking the question, and sometimes too by his manner."

Mr. Ryan maintains that the selling power of the retail dealers would be increased wonderfully if the clerks employed could be taught to be better salesmen. One method would be to invite the clerks to the meetings of the Retail Grocers' Associations and have them listen to addresses on salesmanship from the best qualified men procurable. If clerks were to make a study of this most important problem dealers say they would be worth more money to them. There is no doubt that clerks who do use their selling power to dispose of extra goods are usually recognized by their employers, but when a clerk sells a basket of peaches for 40 cents, when the price is 50, he cannot expect very rapid advancement.

Mr. Ryan tells a story to illustrate this point—an actual occurrence.

One time a certain store proprietor bought favorably a block of peaches on which he stood to make a little money at the prevailing price of 50 cents. He told the clerk the price, but the latter had forgotten it when a customer called to make a purchase. The dealer was absent, so the clerk looked up the invoice and found that the cost was 30 cents and he sold the peaches at 40.

One of Mr. Ryan's principal methods for creating demand for goods not requested and for getting new customers is personal salesmanship, face to face with the customer or prospective customer at the counter.

"When I buy eggs from a woman at the market I give her an order on the office at a certain price. The eggs are counted out when she takes them to the store and she is paid accordingly. If nothing is said she accepts the money and leaves.

"But if I'm here and pay her I ask her if she wouldn't like to try this or or that, quoting a price on an article which I think will appeal to a farmer's wife. She may at first say 'no', but I explain the quality and other features of the article and recommend it. The chances are she buys and probably before she departs she has spent half of her egg money with me. If I didn't suggest I would lose that much trade as well as the profits connected with it. It often happens that some of the goods she buys appeal so much to her that she comes back again and eventually becomes a regular customer.

"Of course, I sell goods which net me a fair return, for I do not believe that the dealer should be made a tool of by any manufacturer who neglects to consider our interests in the matter of profits."

Buy Whatever Dealer Advises.

That customers soon learn to have confidence in the grocer who uses them right, is illustrated every day in Mr. Ryan's store.

"You see those lines of sardines?" he asked, pointing to various brands on the shelves.

"Well I can eliminate any one or all but one of them from my shelves any time I wish," he said.

"Ninety per cent. at least of my customers buy the goods I recommend no matter what they have in their minds when they come into the store. In many cases I have changed the brand of an article in order to stock something which I considered to be of superior quality, and which returned a better profit.

"Many customers use us dealers as a sort of advisory board. For instance we have them ask us every day: 'Which soap would you recommend, Jones' or Brown's'; 'Do you think that baking powder is the best on the market?' or, 'What about that flour, is it better than Smith's?' etc.

"In this way we are often given opportunities to raise the standard of goods we sell and get a better price for them."

This London grocer is typical of many others in the forest city. They have a strong association there and they talk over business matters and methods which are useful to them in adding to their individual selling power. It has taught them to create demand and sell worthy goods.

Goods Are Sold From Sample Only

New Idea Being Tested by H. J. Munro—All Goods Kept in Bulk in Large Warehouse and Sold From Sample—No Goods Taken Away by Purchaser—Small Mail Order Trade Worked up With Places Where There are no Stores—Catalogue Issued Every Month—Cash Business Only.

New ideas are continually being evolved in the retail trade which tend toward the advancement of the system of merchandising.

It has been often repeated that the world is ever in search of a man with ideas. Ideas, when worked out into actuality, often bring stupendous results. In fact, all our present-day schemes and systems of management, and operation, were, in the first place, ideas, with energy enough behind them to put them into practice.

We often hear of new systems and methods being adopted and the credit may not always be properly placed.

The individual who conceived the system—the one that made the practice possible—may be quite unknown. but the business which follows the system depends. in reality, upon the man with the idea.

Idea Put Into Practice.

A new system of retailing has been instituted in Winnipeg by H. J. Munro. For some years Mr. Munro was in the grocery business of Munro & Campbell, but, conceiving the idea of a new method, he left the firm to open a business for himself. His intention was simply to conduct a retail grocery business, but at present he is conducting a small mail order trade, with customers in such outlying points where there are no retail stores. As the country develops and the home business increases, the mail order trade will naturally diminish.

Goods are Sold From Sample.

The main feature of the system is that, there is no stock carried in the store, as is ordinarily the case.

The stock is all carried in bulk at the back, and the front of the store, as seen



H. J. MUNRO, Winnipeg, Man.,
Who Sells Goods From Sample Only, and Demands Cash in Every Case.

by the accompanying plan, is merely an office with sample goods on display.

It is the intention of Mr. Munro to conduct the major part of the business by correspondence and by phone. Customers, however, will be welcomed into the front of the store, where their orders will be received by the attendant at the desk. The customer selects the goods from the samples that are displayed in the front of the store, or may select the goods beforehand from the catalogue, which is mailed to her home.

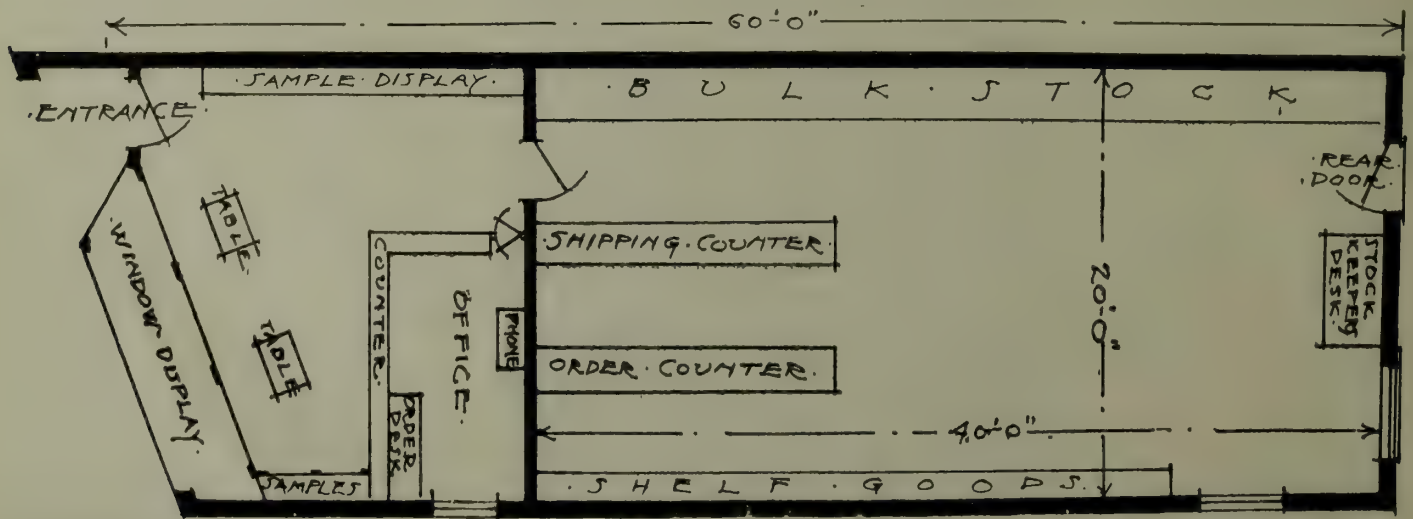
Catalogue Every Month.

Each month a catalogue is issued, listing the goods in stock, with prices, and these are given a liberal mailing list throughout the city. In mailing the catalogue, however, the district in which the store is situated is favored. The last two pages of the catalogue is ruled as an order sheet, and the customer is expected to fill out the list of goods required, and either mail, or hand it to the delivery man.

Cash Must be Paid.

An outstanding characteristic of the system is that all orders must be accompanied with the cash. From this it is evident what the impression of the proprietor is of the credit system. Mr. Munro states that he is surprised at the way customers respond to the cash principle.

Another unique feature is that customers who call for goods cannot take the goods with them. All goods are delivered. The reason for this is that when the order is taken by the girl or attendant at the front desk, the clerk is busy at the back putting up orders. And as each order is treated in turn, the clerk cannot leave the order counter to do up a separate article for a customer that calls.



Ground Plan of Munro's New Method Grocery Store. Note the Size of the Front Section in Comparison With the Stock Room, Etc.

Mr. Munro declares that should a customer call for a cake of soap to take away with her, she could not get it; that soap must be delivered. If the customer is not satisfied, the order is declined at the office.

This latter method is considered by Mr. Munro as the only way to get over the difficulty of having a clerk leave an order half done up to wait upon another customer.

Stock all in Bulk.

The stock is all kept in bulk in the spacious store room at the back. The order counter is where all goods are weighed and parcelled, the goods being taken from the stock in the shelves, which stock is put in fresh from the bulk goods each morning. The shipping counter is used chiefly for the mail order list.

Little Tendency to Overstock.

The feature of having goods in bulk only is that it facilitates the control of stock. There is not as much tendency to overstock when all goods are kept in bulk, where they can be checked over in a few minutes.

Every merchant is aware of the difficulty of keeping stock under proper control. Overstocking has been a long-standing abuse of the retail trade, and, no doubt, any feasible remedy will be welcomed.

The stock in Mr. Munro's store is checked every month, and a balance sheet of goods bought and sold is accordingly made out. At present Mr. Munro has six clerks and two delivery outfits in his employ. The number of deliveries will be increased shortly.

Relation of Retail Merchant to His Banker

To the Interests of the Former to Live up to Rules and Regulations of the Latter—The Handling of Drafts, Cheques and Deposits—Bank Prefers That Payments be Made by Cheque—How a Merchant's Credit Can be Benefited.

By F. C. Williams.



The retail merchant does not always fully realize what an important factor his banker can be in ministering to his prosperity, or he would give more attention to having his relations with his bank on a firmer, better basis.

Many merhants do not acquaint themselves with the rules of the bank. The first step of a dealer should be to make himself thoroughly familiar with the fundamental rules of the bank, and always strictly adhere to them. His banker is one of his best friends; therefore he should be treated as such. The merchant should adhere strictly and religiously to the rules and regulations of the institution of which that banker is in charge.

Collecting and Discounts.

The matter of looking after the collections in a retail business is of great importance. Learn to be a firm collector. Don't let your debtor run away with the idea that accounts can run for ever. Have a thorough understanding, and let each party follow out his part of the agreement fully. Many merchants cramp themselves and fail to make a success of business by having too much capital tied up in the shape of accounts. In the matter of discounting, careful judgment should be exercised in selecting accounts from which to take cash discounts. Give the bank good paper, that which you know will be met promptly and fully. Then when the bank sees your paper is always taken up when due, it will have a reflex influence on your credit and standing with it. In applying for a line of credit with the bank only ask for an amount in consideration of your actual financial standing, and after securing this credit be careful not to over-run it from time to time. Much better be under the amount of the credit than over it, thus showing the bank you do not wish to abuse any consideration conceded by them. Be careful in your promises made and be careful to fulfill them.

Handling Drafts.

In connection with drafts coming from other points, the merchant must bear in mind the fact that the bank is only acting as a collecting agent. It may be that another of its branches has discounted the paper, but in most cases the bank acts merely as a collecting agent. The bank has no direct interest in getting its customer to accept drafts which are not as they should be. But a merchant should, of course, before accepting drafts, be careful to see that a draft drawn on him conforms to the bargain made with the seller's representative. After a draft is accepted, even though the bank is only a holder for collection, the merchant should give it the same consideration and respect which he accords his other obligations. He should have a continuing record of all drafts accepted and notes given, wholesale and others. Properly, he should also run a diary, having a record of notes and bills coming due on these successive days so as not to overlook any maturing paper. If by chance he should be unable to meet acceptances at maturity, timely arrangements should be made with the drawer so that it will be recalled.

Deposits and Cheques.

Of course, it goes without saying that deposits taken to the bank should be arranged in such a manner as to give the officials the least possible trouble. The cash should be in proper order following the specifications printed on the deposit slip. One thing that a depositor should bear in mind is that the bank prefers that he should remain in front of the teller's wicket, while he is checking the deposits. For when the teller discovers a mistake, he likes to feel that the depositor having watched from the time of handing in the parcel, knows absolutely that he has not pilfered a bill. If there is included in the deposit and document or bill which the teller has not authority to accept, the depositor should get the manager or accountant to initial it before handing his parcel in. With regard to the pass book, all banks have a rule that the teller shall not enter deposits in them. However, in branches where the staff consists of but two persons, the rule is not always observed.

In drawing cheques, care should be taken to have the writing legible and to draw them in such a way as to prevent raising or alteration. For example, empty spaces should not be left before or after the amount of the cheque, as written in the body or specified by the figures. A heavy line should be drawn to fill up these vacant spaces.



So far as having acceptances and matured promissory notes charged to the account, as cheques are concerned, the customer can do as he pleases. The bank has little interest in the matter. Usually the bank will prefer that its customer deposit the whole of his cash receipts and make such payments as may be necessary over the counter by means of cheques on it. In this way the bank's interests are promoted and the customer who gives some attention to promoting the bank's interest in this way, will, no doubt, establish a claim to its regard.

From Ground Up in Grocery Business

Story of an Ottawa Youth Who Began His Business Career as Cellar Boy at $1.50 per Week and Who Has Been Successful—Made Many Friends When Delivering Parcels—Methods He Employs to get Business Outside of Regular Every-Day Demand—Makes His Windows Talk for Him.

By G. E. M. Hunter.

Industry, diligence, determination and application evidenced in any commercial undertaking will lead to success. The young man of to-day does not, it seems, realize the importance of these factors, and look upon them with sufficient seriousness.

To the young man who has any idea of entering the grocery business, and for that matter to those who have experienced a considerable measure of prosperity, the course adopted by T. W. Collins, 319 Wilbrod St., Ottawa, should prove interesting.

Began at $1.50 Per Week.

At thirteen years of age, after just a public school education, he joins Page & Co., Wellington St., as cellar boy at $1.50 per week, and although the labor was menial, yet performed it with sincerity and to-day is not ashamed to refer to his first days in commercial life. From this start he was promoted to the position of order clerk, but later took that of driver. Two years were spent with this firm, when he engaged with Andrew Shaw, who kept a grocery store on the site of Collins' present stand. Here he drove and worked for two years. Shaw then entered the 5, 10 & 15-cent business and Collins took charge of the inside end of the grocery department under his employer's direction and in six months practically had complete management of the business. He severed his connection with the Shaw business, but only for a week's time. Shaw sold to J. G. Greenwood, conditionally, upon Collins becoming manager.

Paid off Indebtedness.

Later on the business was offered for sale by Greenwood and a friend of Collins offered to buy it for him. The boy was not possessed of means, but gave four notes to his benefactors for the purchase price and in fifteen months paid off his indebtedness, together with interest.

The business at the start figured at about from five to eight thousand annually, and at the present, four and a half years since Collins took it over, the yearly turnover amounts to about twenty-five thousand.

Now how was this accomplished? What methods of buying, selling, accounting, store management, etc., were pursued?

Figures Out His Own Profit.

In the first place, since he has been in business for himself, he has never endeavored to ascertain the selling price of goods from other grocers. He figures his own prices, allowing what he deems a fair profit, and from this he never departs. Price-cutting he considers an evil which will eventually spell commercial ruin. His prices, he acknowledges, may be higher than those of other grocers, yet he obtains them, and in return provides fresh, dependable quality goods, and this compensates for any extra charge which may be apparent. To buy goods and feel that you are getting them fresh and of repute, and to rest contented that no one else is securing a better price than you are paying, is a great source of satisfaction to a customer. An aim of this grocer is to get exclusive lines of high-class products, and thus present to his customers the best that is purchasable.

Add 10 Per Cent. for Shrinkage.

In pricing perishable goods, such as fruits, ten per cent. is always added first on account of the invariable loss attendant upon the handling of such goods, and then the selling price is fixed. Fruit and vegetables are picked over every night, and all tainted goods discarded. It is thus maintained that a stock of vegetables will keep longer than in cases where they are not so sorted out.

Store arrangement obtains careful consideration. Goods are so placed that the clerk never has to leave the store alone, in order to supply a demand. Besides this, all package goods are placed together, and evry section of shelves is covered with net which ensures absolute cleanliness.

Shop equipment as regards modern devices, calculated to assist in the attention to custom and promotion of trade, are given due consideration and upon proof of value, adopted. Giving general satisfaction here are a vinegar cabinet, bacon slicer, double electric coffee mill, supplying both granulated and pulverized coffee, and computing scales.

Shop appearance Collins pronounces to be of utmost importance, believing that everything should have its place and be in its place. Appearance has a great deal to do with the impression on a customer as he enters the store, and this grocer aims to keep his shop in harmony with the quality of his stock—first-class. In this connection he suggests that where fruit is carried, for example, bananas, would it not be better to cut off the few one often sees hanging to the end of a long stem, rather than have the unsightly stock disfiguring the store?

Figures Profits on Sales.

"How do you figure profits?" Mr. Collins asked. "Supposing I buy four dozen pears for one dollar and sell them for $1.60, what percentage profit have I made? You will say, doubtless, sixty per cent. Well so say many others, but according to my way of figuring I do not agree with you. It cost me something to sell those pears, so that the sixty cents over and above the dollar was not all profit. I believe a man should figure his profits on his selling price, and as proof of this I instance the statement that a grocer makes when he says his year's business has been thirty thousand and his profit thirty per cent."

Mr. Collins would like to hear the opinions of other grocers on this point.

Promptness Adds to Sales.

'Phone orders receive first and paramount attention and as a result of this, nine-tenths of his trade may be so classed. The moment an order is received over the telephone, it is prepared for delivery, and no order is thought too small for attention. A concrete example of this might be given, namely: 29 deliveries were made in one month to the same house, the total bill being 58 cents, or two cents per order, and these were for yeast cakes. Now to the prompt handling of these orders, Mr. Collins attributes the acquisition of three good accounts. This is a strong point and an important one.

Prompt delivery is one of the chief characteristics of his business and as his trade is purely local as regards the district in which he is situated, it means much towards his success. He can deliver an order to his remotest customer within one hour after its receipt. Two horses are kept, so that a fresh one is always ready for service.

The general appearance of the store is a point which obtains a great deal of

consideration, and one cannot but observe this upon even a cursory glance around the premises. And in connection with this store appearance arises the matter of the proprietor smoking during business hours. T. W. Collins seriously objects to such a practice, not only from the looks but from the attendant uncleanliness.

Windows Talk up the Goods.

The store is thoroughly cleaned every Monday and he gives this his personal attention, not taking any part in the trade transactions unless absolutely required. The three windows are dressed the provisions always on exhibition while the stock is out of the way, yet easy of access.

Suggests Fresh Goods to Customers.

Whenever any fresh fruit and vegetables are received he telephones all his customers who have 'phones, and in this way receives several orders he otherwise would not receive. At maple syrup time this practice is pursued, the result being that as many as forty tins have been disposed of in one day.

Mr. Collins never goes out collecting on accounts nor sends anyone else. He has only been out three times in three

Now what staff is there to handle this business? Two and a driver. These two comprise Mr. Collins and his sister, the latter being a bright business woman who can successfully handle the affairs of the business allotted to her supervision.

One thing Collins considers essential and which is no doubt by some considered of small importance, is a clock placed in a conspicuous place in the store. He has had several remarks about his clock and he believes it to be a means to securing trade. People passing any time of the day or night can obtain



Note the Artistic Effect Produced by Means of the Labels on the Canned Goods in This Display. Modern Fixtures, Including Coffee Grinder, Computing Scale and Metallic Ceiling, are Also to be Seen.

once a week and one always contains fruit. The display method employed to dress them is from the corner, so that a good view is obtained inside and outside of the store. Also this method permits of a good view of the store.

During the winter, butter boxes are used for displaying vebetables, etc., being cut on the slant. The stock is kept in the cellar. He thus has a sample of years. His method is to mail all accounts on the first of each month, then on the fifteenth check up all that are paid and those still owing are sent a second account. This plan works to his satisfaction in every way. Of course, conditions always govern the working of all such schemes.

Fish and oysters are handled in season.

a good view of the time-piece and also of the store and its contents.

And lastly, The Canadian Grocer stands high in the esteem of T. W. Collins. He claims to have learned much from it and reads each issue from cover to cover. He says any grocer who will do this carefully cannot but obtain valuable information.

Departmentizing a Grocery Business

A Laudable and Practical Method Originated by a Good Merchant in a Small Town—He Knows the Receipts for Provisions, Confectionery, etc., Which he Sells in Any Day, Month or Year—How he Traces Monthly Increases and Decreases to Their Respective Departments and Discovers the Causes for the Same —Has Absolute Knowledge of Every Phase of His Business — Turnover More Than $50,000.

J. L. Squire, of J. L. Squire & Sons, Norwood, Ont., has a method of his own whereby he departmentizes his grocery business.

This method he has simplified to make it within reach of every merchant who wishes to know exactly what he is selling from the various classes of stock which he carries in his store.

A study of this method, which is illustrated here, shows exactly what Mr. Squire does and what he knows about his business.

He believes in keeping in the closest touch with his transactions, because he maintains that only then can he discover the weak and strong parts to his business system from year to year. He therefore divides his grocery business into six parts. The departments include Provisions, Confectionery, Groceries, Flour and Feed, Seeds and Bread, as indicated by the accompanying drawings. It would be an easy matter, of course, for a merchant to add on as many more departments as he desired.

Sales Marked in Proper Books.

On the counters of the store he has cash books, or whatever you care to call them, in which he and his salesmen mark the totals of every sale, whether cash or credit. There is a cash book for each department; of course, one book could be divided or ruled so that it would be adequate.

In the provision cash book, is marked the total of each sale in provisions. These include eggs, butter, cheese, ham, bacon, lard, etc. The sales go down whether cash or credit. The same thing is done with confectionery, general groceries, flour and feed, etc.

Mr. Squire, Sr., attends personally to the bookkeeping. At the end of each day, or in the morning of the next, he totals up the sales for each department,

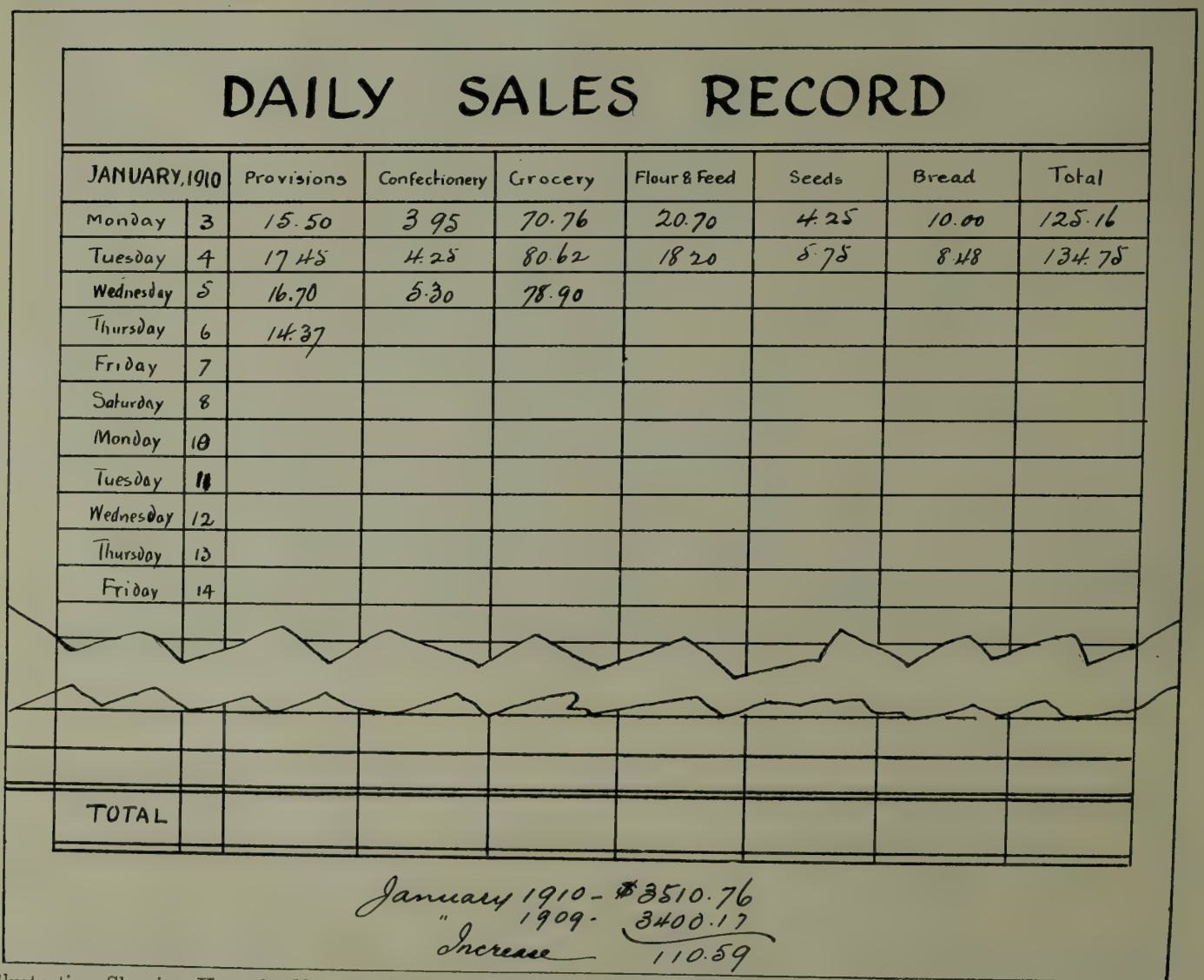


Illustration Showing How the Norwood Grocer Divides His Business Into Departments, and How He Keeps Track of Sales in Each.

as laid down in the cash books on the counter.

System is Simple.

"This might seem to be a lot of work," said Mr. Squire, "but it isn't. When a sale is made of flour or feed, for instance, it is a simple matter to jot down the sale price in the proper column."

If it is a cash sale, the trouble is over; if credit is given, it will have to go into the daybook anyway.

Use of Daily Sales Record.

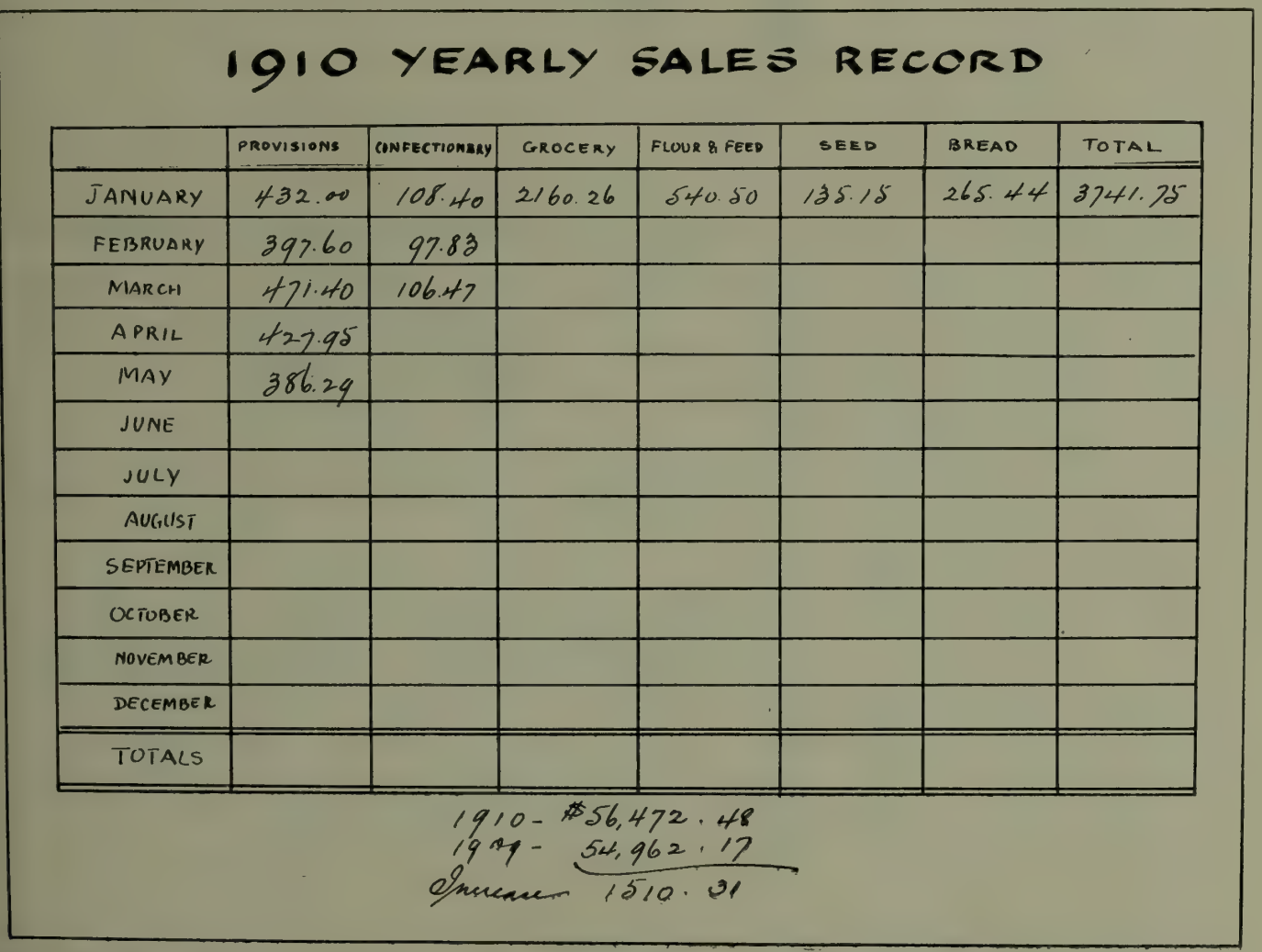
Then Mr. Squire brings his "Daily Sales Record" into commission. This visions, confectionery, groceries, etc., which he sold every month in the year since he began business.

Traces Decrease to Proper Place.

The benefit of knowing this comes in here: At the end of January, 1910, for instance, let us say his total sales amounted to $3,510.76 for the month. By consulting the record book of 1909, he knows in a minute whether his total sales have increased or decreased; sometimes one occurs and occasionally the other. If there should be a decrease, he looks at the totals of each department to find in which department of his business the falling-off occurred.

not divide my business into departments the only thing I would know that during a certain month our total sales dropped below the corresponding month of the year previous. I could never or seldom be able to find the exact reason.

"If our grocery department shows a decline I use every means to find out why, and I may discover it is because a competitor was cutting prices that month. In this way I can lay my finger on the cause, and, therefore, do not blame it onto something else. If there is a remedy I apply it to the department that requires it, but if it has been due



1910 YEARLY SALES RECORD

	PROVISIONS	CONFECTIONERY	GROCERY	FLOUR & FEED	SEED	BREAD	TOTAL
JANUARY	432.00	108.40	2160.26	540.50	135.15	265.44	3741.75
FEBRUARY	397.60	97.83					
MARCH	471.40	106.47					
APRIL	427.95						
MAY	386.29						
JUNE							
JULY							
AUGUST							
SEPTEMBER							
OCTOBER							
NOVEMBER							
DECEMBER							
TOTALS							

1910 - $56,472.48
1909 - 54,962.17
Increase 1510.31

This Drawing Shows How J. L. Squire Keeps Track of Monthly Sales in each Department and also the total Yearly Sales.

is kept in a book bound with leather and ruled similarly to the first illustration shown here. On Monday, Jan. 3, 1910, he sold $15.50 worth of provisions; $3.95 of confectionery; $70.76 of groceries, etc. His total sales during that day amounted to $125.16. (These figures do not, of course, represent his actual sales; they are merely used to represent his method).

One page is devoted to each month, so that he knows exactly how much pro-

When he acquaints himself with these facts he looks about to discover the cause.

"Sometimes I find a big falling-off in flour and feed, and that this is the cause of the shortage," he remarked. "I figure out the reason in my own mind why my sales of these goods decreased, and I likely find that in the particular month of the past year the farmers were short of flour and feed, and they had to come to me to buy baled hay, etc. If I did

to peculiar conditions prevailing I let it pass—but I always know the cause."

Monthly and Yearly Totals.

Not only does Mr. Squire keep a "Daily Sales Record," which is also a monthly sales record, but he has a "Yearly Sales Record," as the second drawing will explain.

He totals his monthly provision, confectionery, etc., sales and places them in their respective columns. At the end

of the year these are totaled and compared with the totals of the various departments of the year previous. If one of the departments shows a decrease, he finds out the month or months which were low, and in that way knows why. Knowing why, he sets about to prevent a recurrence during the coming year, if there is any possibility.

He is also able to discover just why increases were made in other departments, and aims to further develop these during the succeeding year. He has the increase or decrease each year marked at the bottom.

He can look back and tell at a moment's notice his turnover in every year he has been in business; he can tell the increase over or decrease from the previous year; he knows the total sales each month in any year, and their comparison with the corresponding months of the year before; he also has the total sales in each department at his finger-end, and how they fluctuated from month to month and year to year.

So much for his bookkeeping system. J. L. Squire has been in the grocery business in Norwood for almost 20 years and he has been successful. A few years ago he established a business in Havelock, a neighboring town. He attributes this success chiefly to his intimate knowledge with each department.

He is not a price-cutter, and he ignores unfair competition—in fact, he pays no attention whatever to competitors cutting prices. He aims to get a fair profit always; to buy right and to work economically. He utilizes practical labor-saving devices and has as little waste in his store as possible. His annual turnover is between $50,000 and $60,000.

PERSUASION THAT COUNTS.

The life blood of business-building is salesmanship—the power to persuade the people to purchase product at a profit. Of persuasion there are two kinds—direct and indirect. The persuasion that counts most of all to the end of permanency of trade is first, quality of goods and second, excellence of service. Patrons are illy served if served with anything but quality goods.—Arthur Frederick Sheldon.

A TALKING POINT FOR CHEESE.

All the nourishing elements in a gallon of milk are represented in a pound of cheese. Beef has less than half the food value of cheese. A pound of cheese yields three times the energy in a pound of beef. A pound of cheese can be purchased for less than one-third the cost of three pounds of beef. These constitute a little talk for the clerk some day when he is selling cheese or wants to sell it.

Sold Three Cases of New Line First Week

A Concrete Example Illustrating How One Retail Firm Uses Its Selling Power to Get New Business—Order-taker is Assigned a Different Article Each Week, Which he Talks up on His Regular Rounds—Gets the Selling Talk From Proprietors—Other Aids Used in Strengthening Sales Force.



The disposal of three-cases of a particular meat-sauce during the first week in which it was stocked in the store of the Barnsdale Trading Co., Stratford, Ont., was the result of the selling power of this firm.

Practically every retailer in Western Ontario and many in other parts of the country are acquainted with the Barnsdale Trading Co. or its reputation. It is a result of the industry of the man whose name it now bears plus the energy and ability of the present managers, B. T. Williamson and C. Wilson, who were schooled while in his employ.

These young men do not content themselves with the actual demands of their customers and transients; they sell goods not asked for but which satisfy, and attribute to this a great deal of the success the business has attained.

Order-Taker Sells Special Goods.

They have one method of introducing new goods to their customers which they claim works out successfully.



A Sample of the Advertising Done by the Barnsdale Trading Co., Stratford, Ont., to Attract New Business.

An employe each day goes out among customers and prospective customers for regular orders. Each week he is assigned a certain article which the firm either desires to introduce or to extend its sales. Mr. Williamson or Mr. Wilson give him the strong talking points in its favor. These, they themselves study carefully, and impart to him all knowledge—including of course the price—which they deem will be advantageous in making sales. Equipped with samples and every point in favor of an article, he has no difficulty in making sales. Articles showing the dealer a good profit are chosen.

Sell Three Cases First Week.

"Some time ago," remarked Mr. Williamson, "a traveler representing a well advertised meat sauce, called on me, as he had often done before, and advised me to buy. I said that we had had absolutely no demand for the article from our customers and that we didn't feel like stocking it.

"He urged, however, that we could sell it quite easily, so I decided to try a case. When it arrived I gave the order-taker a sample, told him all I knew about it and asked him to push it strong while he was getting his regular daily orders. There was a good profit attached to it.

"At the end of the week he had sold 3 cases, so you see that is one good instance of the value of our system for creating extra demand.

"In this way we work up demand for goods that cannot be called staples and this demand continues once our customers discover that we have sold them worthy goods. This leads to their acceptance of other goods talked up because they have learned to place confidence in our suggestions."

The same idea is carried into the store of the Barnsdale Trading Co. Whenever opportunity presents itself new goods are talked up and sold because customers place confidence in the firm. The quality of the articles purchased has also in a great many cases been raised.

Aids to Personal Salesmanship.

Besides the above methods this firm have many other devices which tend to sell more goods. They are very particular about their window and interior displays. In their large windows they invariably use show cards and price tickets. These they know actually sell goods which would otherwise remain unsold. These windows and counter displays act as silent selling agents for the manufacturer's products. So do their advertisements. They are strong believers in printers' ink and the newspapers are used to further create demand for their goods. They have a finely equipped store which facilitates the satisfactory handling of a large number of customers in a short time. Their warehouses are commodious and contain many labor saving devices. They have their own bakeshop and they advertise it extensively. There is system in bringing in goods and sending out orders. For instance they do not put up any orders at the time of sale; these all go to another department.

But all this will require an article in itself and it will furnish some splendid instances of systematic arrangement and the value it is to the business.

Create New Business Themselves.

The Barnsdale Trading Co. sell goods not only by filling the actual demands of customers. They create new business by their methods of suggestion and their abilities as salesmen.

That explains a great deal of the success which this company have experienced.

Food for Thought Done in Brief in Sentence Sermons

By C. C. Lawson.

Be bigger than your business.

Don't argue, its fatiguing and doesn't buy anything.

Don't be grum when waiting on a customer; maybe he feels bad too.

Treat your help courteously; they're human and may have trouble of their own.

Take an afternoon off and pay a social visit to your competitor; he'll enjoy seeing you and you'll both learn something.

If you're sick and can't be pleasant, go home and you will save money; your wife is used to you and won't pay any attention.

Make a friend of the traveling salesman; he knows many things that would benefit you, and he'll tell you about them if you treat him decent.

Remember that every merchant's show windows are among the biggest assets in his business when properly utilized.

Don't allow your eyes to be bigger than your trade or you'll have a surplus stock on hand when the bill matures.

Don't use baits in your business, it creates distrust among your customers, and is a losing proposition at all times.

Be friendly with your competitor; he's a good fellow and has the same things to contend with that you do, and you couldn't handle all the trade if you had it.

The merchant who can smile when misfortune overtakes him possesses an asset upon which a new business will be established; he sees in the wreck the lumber of rebuilding.

If you can't be a Marshall Field or a John Wanamaker, be what you can; the Lord made a million blades of grass before He made one tree, yet both were necessary in the creating of the world.

Don't labor under the impression that your business can't run without you present; the grave yards are full of ex-retail merchants, and people are still buying sugar at the old stands, and in many instances the business has improved since they went hence.

The Necessity of Watching the Store Insurance

The following paragraph on insurance was among the number on the bulletin issued by the National Credit Men's Association:

"A few business men of St. Louis connected with the Credit Men's Association have recently been gathering some information regarding the attitude of local merchants towards their fire insurance. They took the pains to visit thirty merchants drawn from different lines asking in each case whether his properties and stocks of goods were sufficiently covered and what methods had been adopted, if any, to prevent the burning up of his property.

"It was found that only one had been careful enough to see whether his policies were drawn to fit the risk. This merchant had gone to the trouble of asking his lawyer for advice. In three cases it was found that the insured were generating gas without the consent of the insurance companies and were thus vitiating their policies. In all cases it was found that the merchants were glad to get information. A list of the causes of fire was gone over with each merchant and special precautionary means described."

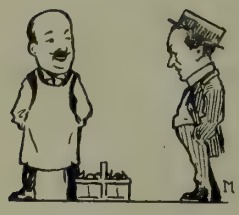
The report is much longer and advises that merchants have their employes acquainted with how to prevent fires and also the essentials of insurance. That is the salesman should not only know how to talk goods but he should be an amateur fire fighter and insurance inspector. The fact is though, that insurance is an important consideration. Every week reports are received from different parts of the Dominion and fire, in most cases, like other things the future springs upon us, comes probably when least expected.

When the coal dealer delivers a ton of coal he gets the coin, but the grocer's money for an order of groceries must usually wait the convenience of the consumer.

The Grocer Studying His Goods Sells More

How an Accident Moved One Dealer to Advertise and Use His Salesmanship in Selling Small Pears—Methods for Learning the Selling Points of New Goods and Extra Ones for Staples—A Cook-Book Given Away Containing Recipes.

By Victor Lauriston.



There are pears — and pears. A young man lounging into a grocery store the other day caught sight of a large basket of the small French pears, commonly used for pickling.

"How much do you charge for those things?" he queried, indifferently.

The grocer laughed.

"Oh, we'll sell them for anything we can get," he rejoined frankly, for the young man was a crony of his. "All the people around here buy the large sized pears for preserving. Small pears are a drug on the market. We sell a few now and then for pickling. One of our customers left these with me to get what I could for them. She'll be tickled to get ten cents a peck. There's absolutely no sale for them."

"Just send them up to the house right away," returned the young man. "I'll take them at ten cents."

"How many?"

"Every pear you've got there. They're the finest pears for preserving that can be got. It's a lot of work peeling them—certainly—but they're away ahead of the big kinds for sweetness and flavor."

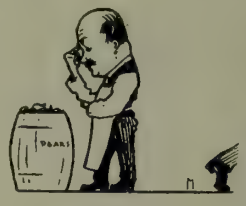
Turned His Thoughts to Action.

The grocer sent the pears. Then he did some thinking. The result was that in the course of the next few days, instead of grudgingly taking from a few favored customers a bushel or two of small pears for sale on commission, he quietly went to work and bought outright for delivery in the course of the ensuing week all the small pears he could reach. On Monday morning he piled his window full of them, adorning the piles with neat and effectively worded show-cards telling about the best methods of preserving them and emphasizing their superior sweetness and flavor. Simultaneously (indeed, on the previous Saturday night) he commenced to push the sale of small pears through the medium of his regular advertising space, at the same time sending out circulars to several hundred regular customers, telling them all about these superior preserving and pickling pears, and about all the most approved methods of transforming them into preserves.

Pears Sold Other Goods.

He bought the pears outright at next to nothing. His pear campaign "caught on," and, since there were practically no other small pears in town till the ensuing Saturday, he turned over pretty nearly his entire supply at a good price, together with sugar, sealers and preserving accessories, including a paring apparatus for minimizing the objectionable hard labor involved. The enterprise was somewhat of a gamble, with a big risk of falling flat. Since it caught on, however, small pears have never sold so cheaply in that particular city as they did before that grocer saw his opportunity and grasped it with both hands.

Which is just an instance of the grocer snatching at new selling points in his goods, and reaping a consequent harvest.



The alert grocer studies his goods carefully for just such opportunities. Every now and then he will discover selling points which contemporaries never dreamed of, and which are unknown either to manufacturers or producers.

When a new line is placed with him for the first time, he will "try it on the dog"—he himself being the "dog." His own kitchen becomes a sort of laboratory where each new food product or preparation that comes into the store is tested out by the cook or housewife.

Most grocers do experiment in this way. Their experimenting is usually, however, prompted by individual curiosity rather than a desire for business advantage. The new product comes in. They are anxious to see what it is like. They find out, and are satisfied. There the matter rests.

Studies its Selling Points.

Here and there an enterprising grocer goes further. The results of his household experiments are turned to advantage in the pushing of his sales. He can assure the customer who regards a new line of goods with mingled curiosity and doubt that he himself has tried it, and found it excellent. He will know from actual investigation its certain strong point, its fine flavor, its food value, its suitability for certain purposes, its economy, the ease of its preparation. He can supplement the ordinary methods of preparing an article by new cooking schemes of his cook's devising. He has right at the start cards and spades over the rival merchant who knows a food product only by the label on the carton, and its method of preparation merely from the printed directions.

Cook-Book to Get Trade.



A grocer who features fresh fruits and vegetables in season and out of season cinches his trade by furnishing to customers a neat little cook-book containing recipes for preparing these products for the table. He doesn't stick to the half dozen old-fashioned methods of preparing carrots which have gone marching down the ages, but whenever he sees a new recipe, clips it and tries it out himself. If successful, it goes into the next issue of the cook book. The fruit or vegetable which can be prepared in a dozen new and attractive ways has an added selling value over tht which the housewife is accustomed to cook in three time-honored fashions. Hence, sales are accelerated to the great benefit of the grocer who sees the point, and snatches the opportunity.

To see such opportunities, a grocer must be continually wide awake, alert, and on the lookout. Every time he hears of a new use for a staple article, he should jot it down. He knows at least one use for every article in his store; but if to each particular use he can add another, he stands to double his sales and add to his customers.

WOMEN STARTED IN BUSINESS.

A mail-order house in Ohio has a new way of doing business. It offers to set women up in business and sales are all made from catalogues. Thus the woman carries no stocks, but she solicits for the house, and turns in any orders she may receive, for which she gets 20 per cent. commission. The house then sends the goods to her, and she passes them on to the purchaser. Thus if there are any repeaters they come through the agent. Journals do not express a high opinion of the success of the plan.

The modern grocers who handle coal oil have now the self-measuring pumps in general use.

Twenty-five Articles In One Show Window

The Idea of a Window Dresser Who Filled His Display Space With a Wide Variety of Articles—Ink, Canned Goods, Mucilage, Biscuits and Twine Were There —Suggestions for Concentrating the Gaze and Selling a Wider Range of Goods.

By Frank H. Johnston.

Imagine a grocery store with a window containing these goods:

Canned peas, several small bags of flour, writing paper, essence of vanilla, ink, three varieties of breakfast foods, twine, musk melons, gem jars, starch, pen-holders, apples macaroni, pickles, bottled jelly, soap,



"The Prospective Purchaser Passes by a Jumbled-up Window——"

mucilage, biscuits, canned tomatoes, envelopes, molasses candy, scribbling books, meat sauce, matches and olives.

Yet this is an actual window in a store on a main street in a Canadian city—25 articles in all.

When one runs across such a display as this he often wonders how the store sells any goods at all. If the store interior is arranged on the same plan as the window the proprietor would have to possess an abundance of salesmanship ability to hold a customer.

Wears Out Little Shoe Leather.

Could this dealer ever have gone out on a hunt for new ideas? Evidently not. And it is just this sort of unsystematic arrangement, combined with other deficiencies which drive custom to competitors or to mail order houses.

Not only were there 25 varieties of goods in the one window—which, by the way, was no more than 6x3—but they were jumbled up almost as if the "window artist" had stood 10 feet away and thrown them in. Ink bottles sat on breakfast foods, and mucilage on canned peas, and the canned peas were lengthwise, crosswise and perpendicular.

This illustration shows the extreme to which a merchant will go in dressing a window. He thinks that if the entire floor space is covered and if he has a representative of every article in the store in his window always, he is going to sell them all.

The Power of Concentration.

This is a mistake. Suppose you were to go out on a purchasing trip, and you saw a window with 25 articles in it. Nothing holds your gaze or attention; you concentrate on nothing, and, therefore, you do not buy. You go further and observe a window containing, say, a meat sauce only, ticketed with a price tag and a display card reading: "Gives an appetizing flavor to the meat." You run your fingers through your loose change and you have a strong desire to purchase. The window trimmer has appealed to you and you are scarcely conscious of it. He has done it by concentrating your gaze.

The prospective customer passes by a jumbled-up window, but her attention is arrested by a neat display and she decides to buy.

Once having created a new demand for this meat sauce, he concentrates on something else the following day or two days later. He gradually and systematically works up a demand for these extra goods—goods which do not come under the head of every-day household necessities. Once his customers have tested some of these articles they continue to ask for them. If their sales ever begin to lag he can quite easily arouse new interest in them by more window displays. He, therefore, has a sound, practical method for increasing his sales of goods which might otherwise only be asked for occasionally. But he must be systematic and particular about his displays. A jumble of goods will not sell themselves. The attention must be concentrated.

Can Sell Better Goods.

In the above list will be noticed flour. Flour is a household necessity. But it must be remembered that housewives are particular about their flour. Through special window displays, backed up by personal, mild persuasiveness, nine out of ten women can be sold a flour of undisputed quality, even if the price is higher than they have been accustomed to pay; and the dealer gets a better profit. Thus the window can be made to raise the standard of household staples by a display which concentrates the gaze.



"As if the 'Window Artist' has thrown them in."

Dealers should be cranks on window-dressing. The window is one of their most effective assets, and the most should be made out of it. While it is admitted that articles associated with one another, such as bacon and eggs, can be displayed together, no successful dealer will contend that a window of mucilage, biscuits, ink and canned peas is worth any consideration; it is merely a waste of time.



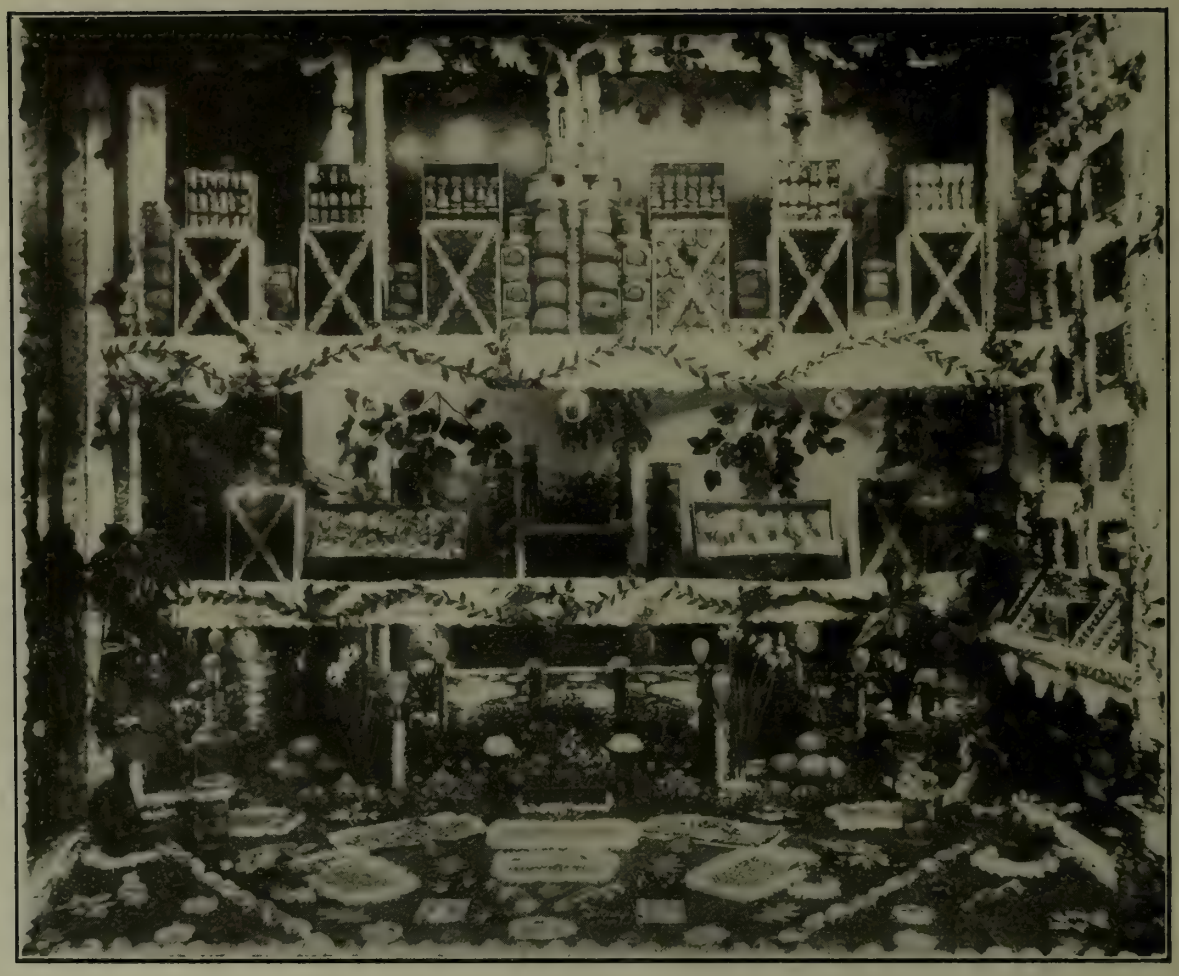
"—— but her attention is arrested by a neat display and she decides to buy."

LIKES A SKILLED SALESMAN.

J. Aubrey Rees, F.G.I., secretary of the Institute of Certified Grocers, England, said recently on behalf of the good grocer: "The woman at Christmas time likes to inspect the samples of raisins or deliberately choose those which will best suit her. The buyer of butter or of tea is, as a rule, pleased to be assisted in making selections by a skilled and competent assistant."

GREATNESS OF ENTHUSIASM.

Enthusiasm is the greatest business asset in the world. It beats money, and power, and influence. Single handed, the enthusiast convinces and dominates where the wealth accumulated by a small army of workers would scarcely raise a tremor of interest. Enthusiasm tramples over prejudice and opposition, spurns inaction, storms the citadel of its object, and, like an avalanche, overwhelms and engulfs all obstacles. Enthusiasm is nothing more or less than faith in action. Faith and initiative, rightly combined, remove mountainous barriers and achieve the unheard of and miraculous. Set the germ of enthusiasm afloat in your plant; carry it in your attitude and manner; it spreads like contagion and influences every fibre of your industry before you realize it; it begets and inspires effects you did not dream of; it means increase in production and decrease in costs; it means joy and pleasure and satisfaction to your workers; it means life, real and virile; it means spontaneous bed-rock results—the vital things that pay dividends.—The Melting Pot.



An Elaborate Christmas Display Used By Dixi H. Ross & Co., Victoria, B.C.

Xmas Windows Add to Selling Power

Sales Influenced by the Displays Behind the Plate Glass—British Columbia and Ontario Windows Which Appeal to the Desires of Christmas Shoppers—The Use of Price Tags and Show Cards—Ideas for the Window Artist.

Brightness and atractiveness should be outstanding features of Christmas window and interior displays. Six weeks from now the world will be entering upon that festive season once again, and in his window designs the grocer should plan to follow the festive spirit of the season.

It is a time for special efforts, for the grocer will find that all his neighbors are putting forth extra endeavors. There are several reasons why the grocer should employ his best ideas in his Christmas windows. In the first place, they add to the brightness of the festive season and it is an actual fact that neglect to put on a Christmas garb is noticed by the public, and not favorably.

Should Influence Sales.

The other reason is that the trade passing at this time of the year is exceptionally heavy in volume, and is of better quality than usual, and the grocer should attempt to secure as much of it as he can. His clerk, or the grocer himself, therefore, should give the windows that touch of salesmanship that will attract the trade. They should arrange the displays in order that they will be of greatest service as a selling influence to the staff.

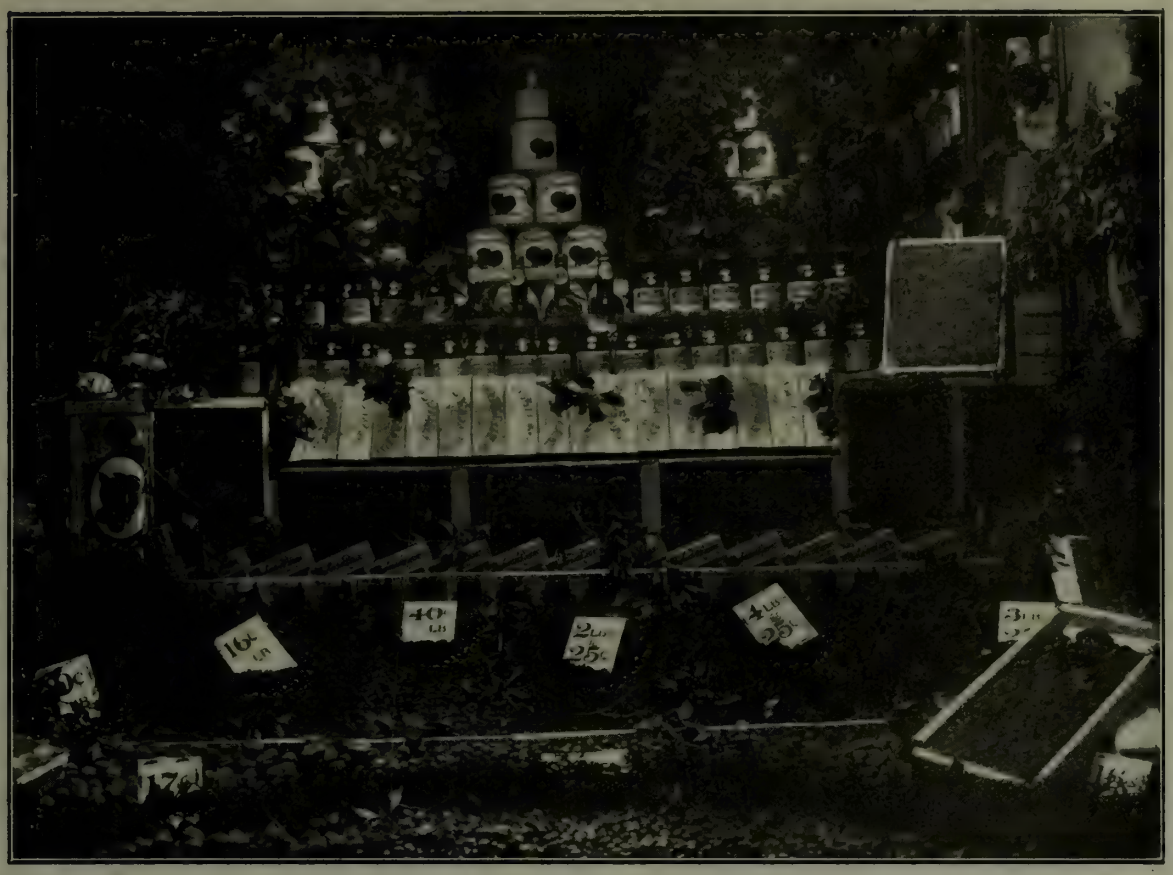
A British Columbia Display.

The accompanying photographs of Christmas windows all suggest more or less the Christmas idea. No. 1 was dressed by Alex. McNeill, of Dixi H. Ross Co., Victoria, B.C., and gives every evidence of painstaking care in its elaborateness of detail. Flowers, lights, and other effects are employed to give the stock a pretty setting, and while it would have been easy to have jumbled a window with so many ideas, there is a uniformity about this one, and the suggestion of an artistic touch in so many of the arrangements that is possesses real distinction.

The floor itself must have been difficult to accomplish, and the mirror at the back and side extending upward a short distance, enhances the effect. Currants and raisins, divided by rows of peel, constitute the most of the floor, but dates and nuts are shown on trays, and the whole is brightened by well-formed leaves added here and there, while at the back are flowers and plants, just enough to add to the window, and not enough to spoil the effect. Colored electric lights back against the mirror in that lowest section will be noticed. The view from the street of such a window must of necessity be enhancing.

Above this are two shelves against a white background. The shelves have been neatly treated, and the goods are displayed to advantage. On the right-hand side are shown dried fruits in boxes and are so arranged that they admirably fit in with the general scheme.

A show card, bearing Christmas greet-



A Christmas Display With Many Good Suggestions—Note the Liberal Use of Price Tags.

ings, in any of the different wordings, would have given the window more of a personal character, and had price cards been used it would have had a greater selling power without the artistic effect being lost.

The stock used, such as currants, raisins, nuts, peel, olives, preserved fruits, dates, figs, etc., are appropriate for the



A Bracebridge Window Showing an Attractive Setting of Fruits Which Would Appeal to the Eye of the Christmas Shopper.

season. The decorator has not stinted his use of extras to form a setting for the window. The lights add to the effect, the flowers are pleasing when used with good judgment, the mirror is a good idea and to secure the entire effect pains were taken. Slipshod methods are never advisable.

Price Tickets Appealing.

Window No. 2 was one shown by J. H. Kerr, Spadina Ave., Toronto. While simpler than No. 1, it is nevertheless an attractive window, and what may be called a good "talker." In the lower part are nuts, currants, raisins, shelled almonds, figs and other dried fruits. Sprigs of holly and strings of other decorations are noticed.

The back and upper part of the window is in keeping with the lower part. Preserved fruits are shown, with other dried fruits. Candied peel is noticeable and the design of the whole window is not complicated, easily arranged and is altogether pleasing. Those wreaths of holly around the pyramids of canned fruit make a great deal of difference to the appearance of the window, which is one that combines maximum effect with minimum labor.

A show card would have been acceptable, bearing the words, "Christmas Greetings," or "Peace on Earth," or "A Bright and Happy Christmas." Any phrase in that strain would have added to the personal appeal. The use of price cards is a splendid feature.

No. 3 was a Christmas window in Kirk Bros.' store, Bracebridge, Ont. It is a fruit window, arranged so as to look the same from the inside of the store as from the out. Fruit plays a large part in the purchases around the last two weeks in December, and the idea of devoting one display to fruit alone was wise.

The arrangement is regular, the apples, grapes, oranges, and pineapples being shown to advantage. Prominence is also given to the table raisins, figs and dates, and it may be termed a good all-round window, showing a quality of fruit that must have tempted everybody who passed the store.

The suspended tray of candies adds to the effect. What was said of No. 1 in regard to cards applies also to No. 3.

These windows ought to suggest new ideas to grocers who can combine ideas used in them with their own.

The Time for Best Windows.

Window dressing at Christmas time is good business. All the other merchants do it, and as the season comes but once in every twelve months, it should be cheerfully undertaken. The grocer should remember that the public admire progressiveness in this direction, and the cheap or tawdry window is "spotted" even by the children.

In every household at Christmas time the merits and demerits of the most prominent stores in the community are discussed and the grocer should make it a point to be classed among the best.



Interior of a Fine Halifax, N.S., Store. Among the Fixtures and Equipment May be Seen a Coffee Mill, Biscuit Display Counters, Refrigerator, Electric Fans, Etc.

Some Methods of Introducing New Goods

An Easy Matter for Proprietor of Gilbert's Grocery to Sell to His Customers—Vanwart Bros. Use Personal Salemanship Over the Counter or Phone, Newspaper Space and Windows—Dealer Maintains That Profits Come From Fancy Goods Rather Than Staples—Wholesalers Criticized for Selling to Consumers.

For many years the retail grocery of Vanwart Bros., St. John, N. B., has been known as one of the reliable, moderate priced stores in that city, where anything purchased in the grocery or meat line can be relied upon, even if the price might sometimes be a little higher than at some of the neighboring places. Doing a good business in a conservative way, the proprietor has been satisfied to get a fair share of trade and make a fair profit. Of late, however, there has been a change, and it is evident now that an energetic effort is being made to get new business.

Believer in Price Tickets.

In conversation with the proprietor, Alderman John W. Vanwart, he said he had become convinced of the value of having goods displayed with price cards attached. "I used to think that it was not necessary to put prices on goods, and I have always done a good business; but lately I have come to the conclusion that in order to compete with the other dealers, some of whom are cutting prices to a large extent, I would use price cards, and I intend making them so attractive that I will get my share of the floating trade and still make a profit.

A Living Out of Discounts.

"When it comes to buying, I know I can do as well as any of them, for I invariably pay cash for all I buy. That has been the practice of the firm ever since we started. When my brother, the late Daniel Vanwart, was in the business with me, we figured that we made our living expenses out of the discounts we saved in this way.

"It has invariably been my practice when getting new goods, on which we made a good profit, to have them introduced to the customers when they came into the store, or to call attention to them to the people who order by telephone. For the past five years I have had an advertising space in one of the daily newspapers, and I use it for calling attention to new goods or to special sales. While I think newspaper advertising is good, I believe more good is derived from having attractive window displays, and prices marked plainly, especially when a store is situated like mine is, on one of the principal thoroughfares, with a constant stream of traffic.

To Fit Up New Store.

"Before the first of May, next, I intend moving to the opposite corner, which I own, and I will have it fitted up after the very latest models. There will be three distinct stores, one for groceries, one for fish, and one for meat.

"The fish department will be so situated that I can keep the store open two nights each week, as the fish dealers do now, without interfering with the early closing arrangement for the grocery and meat departments. I have also arranged for the purchasing of machinery for the manufacturing of sausages, bologna, etc., and it is possible that I may also erect a pork packing factory early next year. I have an option on a piece of ground that would be suitable for such a purpose."

Has Confidence in Ability of a Good Salesman

"A good salesman can sell anything if he makes up his mind to it," said Walter Gilbert, proprietor of Gilbert's Grocery, St. John, N. B., in referring to the science of salesmanship.

"There is nothing I like better than to introduce new goods to a customer, and nine times out of ten, I will guarantee to sell them. I attend personally to the buying of goods, and before I stock a new line I satisfy myself that it is something that I can honestly recommend to my patrons. Of course, before stocking I make sure that we are allowed an honest profit on the goods.

"Invariably when new goods arrive they are placed in a prominent position in the windows and on the counter, and the clerks are instructed to call attention to them. It is a rather delicate matter, this introduction of new lines, and should be handled very diplomatically. It is an easy matter to bore a customer by talking too much, and usually more is accomplished by asking them to sample the goods.

Customers Test the Goods.

"As a rule, when anything new comes in that can be sampled, that is in the way of cooked or preserved lines, I have some opened, so that it can be tasted and seen. Most people when they have tasted will buy.

"Price tickets are a valuable help in selling goods. Oftentimes I have put goods in the window that I feel confident would not sell unless they had attractive price tickets attached.

"An important matter in the selling of goods is to keep the store neat and clean, as I believe that no matter how good stock may be, it will not sell if the surroundings are not attractive.

"There is another matter not altogether in this line, but nevertheless of great interest to retailers, that I think ought to be remedied. I mean the attitude of the wholesaler to the retailer. Wholesalers are always complaining that they are not protected in the buying of goods; that manufacturers sell direct to the retailers, thereby cutting into their trade. This complaint would be all right if the wholesalers protected the retailers, but they don't. As it is now, many of the wholesalers will sell direct to consumers. I know of many instances where customers of mine have gone to the wholesalers and ordered flour, canned goods and various staple lines in quantities from 5 pounds upwards.

Profit From Fancy Lines.

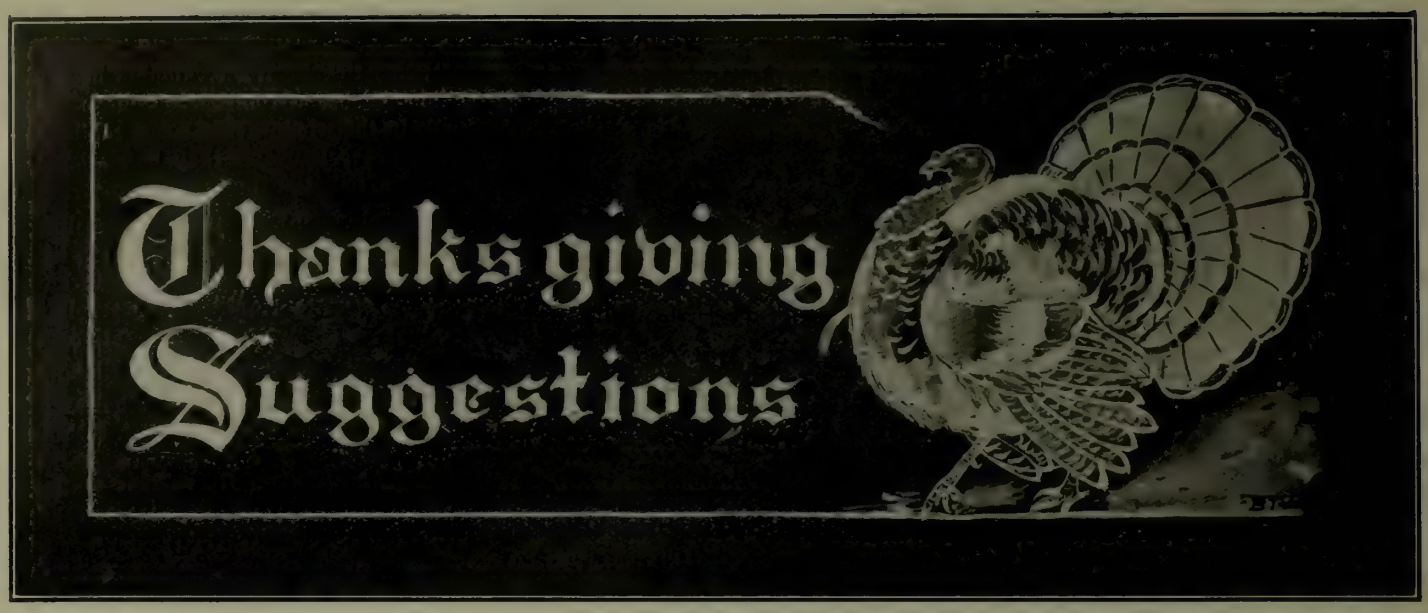
"They do this, and then expect that manufacturers should not sell direct to us. Why, for one thing, they do not carry the line of fancy goods that we want, and it is the fancy lines that keep me in business. As far as the staples are concerned, I don't care whether I sell them or not. It is the fancy lines that give us our profit. If The Canadian Grocer can assist the retailer in working out this problem satisfactorily, it would be doing a great service."

WIELDS A POWER OVER MONEY.

There can be no business success without human support. The man who cannot interest and appeal to men—whose personality repels and antagonizes—is a business outcast, neglected by opportunity and blackballed by fate. His ideas, however brilliant, will wither away, untested—his ingenious plans will never see the light of practical use, if he cannot arouse human interest and cooperation.

Some men seem to fairly radiate power. The moment you come face to face with them you can feel penetrating little power waves that melt your iciest reserve and thaw out any spirit of stubbornness or opposition you may have brought with you.

You can't say "no" to one of these men. You can't make him say "yes" if he doesn't want to. And so these men master customers, control employes, persuade and influence all types and dispositions of human nature, and almost wield a power, it would seem, over inanimate money itself. Power that brings crisp yellow-backed bills out of barren places and turns failure to success.—R.H.



A Good Display Card for the Present Season—The Original was 22x8 Inches in Dimensions, The Card-Board Being a dark gray color.

Display Cards Aid Personal Power

The Selling Value Placed Upon Them by One of Canada's Best Retailers—They Suggest New Goods to Customers and Actually Make Sales—When a Dealer Does Not Use Them There is a Waste of Selling Power—Examples of Good Cards Easy of Manufacture.

Among the many methods used for successfully creating extra demand must be classed the display of show-cards in the store and in the window. They are utilized by some of the best dealers from the Atlantic to the Pacific and those who use them assert that they are real positive business getters. Therefore they are useful as creators of demand for goods, which otherwise would remain unsold or which would be purchased somewhere else.

One of Canada's most scientific retail dealers said recently: "You see those cards in the window and around the walls; well we believe them to be worth good big money to us. We try to have them attractive and we find they suggest goods to the purchaser which we might not think of mentioning and which she otherwise would not ask for.

"Whenever we have a display in the window we prepare a couple of these cards and everybody reads them.

"For instance that one over there, 'you save 21 cents on every article in this window' was bound to bring results because every woman who passed the store read it and a good percentage of them were sure to buy.

Well Worth the Trouble.

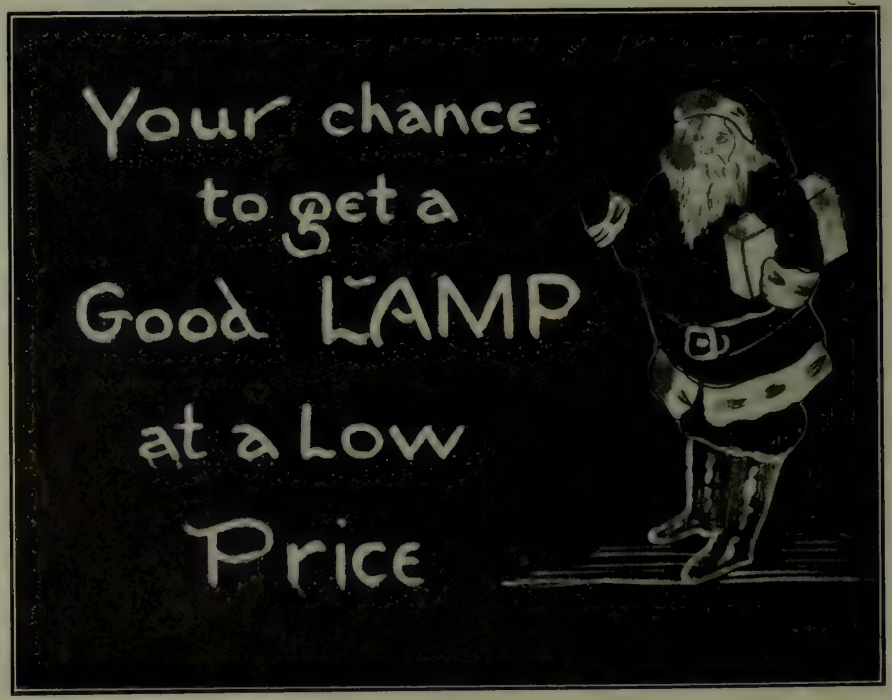
"It is one of our regular methods for selling more goods and we will certainly continue to use show-cards because they pay us back in real money.

"A thanksgiving card such as 'Thanksgiving Suggestions,' with a turkey in one corner adds a tone to the window and besides makes the passerby turn over in her mind the requirements for this festive season."

Such things as cranberries, baskets of delicious fruits, nuts, pumpkins, etc., could be suggested in the window.

Not Hard to Prepare.

"Practice," continued the merchant, "is all that is necessary in writing show-cards. I write all those cards myself and while they cannot be called works of art yet they serve the purpose. You see that figure on the card, 'your chance to get a good lamp at a



The Orginal of This Card was 14x11 In ches in Dimensions, and Almost Black in Color.

low price,' is simply tissue-paper which I have pasted on the card. The turkey you will see is original, drawn with the brush. One can often get a good picture from a magazine which will suit the lettering. A touch of the brush around the edge makes it look at a distance as if it were genuine.

"I buy my ink supplies from a school of lettering, and have also obtained some advice from them on the work. It's simply done and is quite enjoyable once you have mastered it."

Brightened Up by Colors.

The originals of the cards shown herewith are in colors with the exception of the thanksgiving card which is black and white. The addition of some color often adds to the power to attract, but care should be taken to not over do it. Different colored cardboard is also used as explained in the underlines of the accompanying cuts.

Scores of instances are known in which display cards have actually been known to attract business. They therefore ought to be made the best of in the merchant's repertoire of methods for selling goods which his customers would not purchase were it not for the gentle suggestion they receive.

Adding to Personal Power.

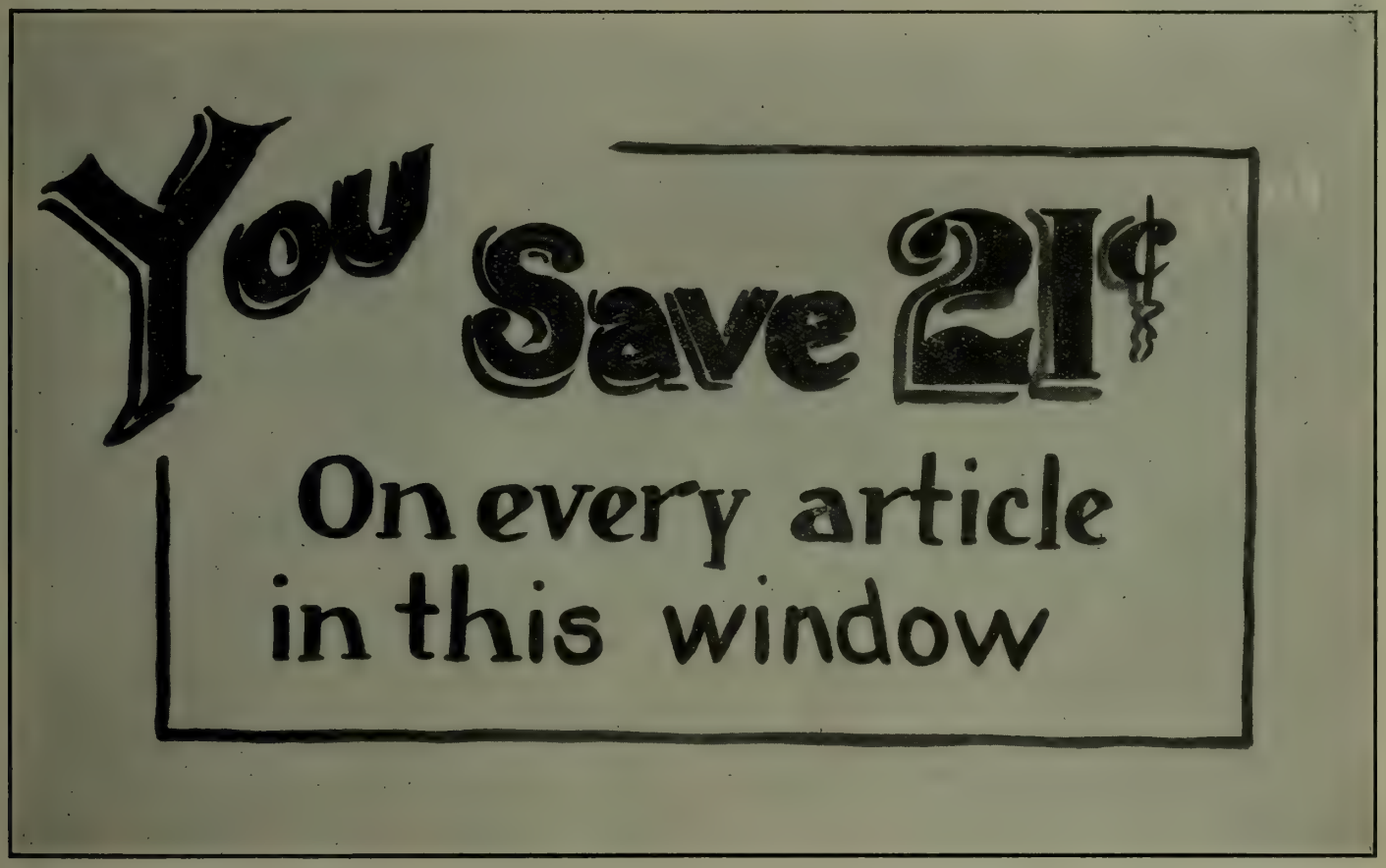
The dealer must remember that it is he who is talking when he uses cards in his windows, attractive goods on his counters and shelves, and advertising in his daily paper. By these methods he is adding to the power of his own personal persuasiveness and that of his salesmen, and therefore keeps in motion one great selling force which is irresistible only when a competitor out-generals him.

To this end every dealer should work. In no place can the old motto, "Put your shoulder to the wheel," be used with more appropriateness than in the retail grocery business. Where a merchant neglects to use every safe method within easy reach for enlarging his business, there will be found a waste of man-power which is only to be deplored.

If the show-card is a business-getter it ought to be used. Because it is used by some of Canada's largest dealers, it may truly be said to be a business-getter even if special instances were not known. It is one of the links in the chain of salesmanship methods of these men and it is instrumental in increasing their business, to which goal all merchants ought to direct their strongest forces.

Distinct Style of Lettering is Good Trade-mark

"It is always best to use one general style of lettering for all your show cards," claims one strong advocate of the display card. "By this I do not mean that the card writer should confine himself to strictly one style or alphabet, but that all cards throughout the windows and interior should be of the same lettering for the certain occasion or season.



This Show-Card Was Reduced From 22x14 Inches, the Original Lettering Be ing Done in Green, Black and Red, on a White Background. It was Valuable as a Business Getter.

"When a departure is made from a certain style of alphabet, the departure should be general. and all cards and tickets throughout the store lettered in the new style, as otherwise the appearance of the windows and interior, viewed as a whole, is apt to look patchy and disorganized.

"This plan also has a tendency to give identity to your establishment, for a distinct style of lettering creates a distinct impression ; in other words, it serves as a sort of trade-mark which people quickly recognize."

Grocery Business Needs Aggressive Men

So Maintains a Limestone City Dealer Who Sounds an Optimistic Note—There Must be Brains Behind if Success is to be Acheived, He Says—The Part Improved Equipment is Playing in the Modern Business of To-Day—"If You Want to Hear the Hum, Keep A'Going," One of His Mottoes.



The present is an age of progress, of advanced ideas, of business systematized to a science, and of methods that economize time and labor. Efforts of men have been directed for years to this end, and in the results that have been attained the changes wrought in the grocer's business sphere are not to be underestimated.

This phase of the grocer's development is emphasized by John Gilbert, a grocer of Kingston, Ont., who declares that there is a wide scope for the use of brains in the grocery business, and the better the facilities, the greater results can be accomplished by the grocer who possesses the requisite efficiency and capability.

Value of Modern Fixtures.

Referring, for instance, to the electric coffee mill and labor it saves, Mr. Gilbert says: "No more turning the old mill until your face becomes red as a tomato, and between gasps you try to ask a customer if she requires anything else in sugar, lard, tea, butter, etc.

"The fixtures in a modern grocery store are marvellous. Look at the meat slicer, cash register, counter-check books, new system of keeping accounts, silent salesmen, spice receptacles, self-measuring oil-pumps, counters, etc. Certainly there should be fewer bald heads among future grocers.

"Yet with all these appliances you must have clerks with brains, and possess brains yourself.

"A great deal can be said in favor of displaying odds and ends, and drawing customers' attention to the articles and the prices. It is astonishing what can be disposed of in this way. Get the stuff right on the counter, change often, and if the goods don't sell, give them away.

Keep Out of the Rut.

"Change the location of your goods from time to time," says Mr. Gilbert. "Make the shop look different every week. Don't get into a rut and leave things in the same place for years until they are as much a part of the landscape as the counter itself. You can point out goods in some windows that have been there for the past five years.

"Some grocers have demonstrations of their own specialties. A demonstration can do a lot of good, if carried out along the right line, and it certainly means a big thing for the merchant to build up a trade for his own lines. The use of brains in business is really what gives one man the advantage over a competitor, and, to quote from the sages:

'May blessings fall, on each and all
'Who rightly use the means entrusted;
'But shame on wealth that keeps in stealth
'The talents dull and dim and rusted.'

A Store Front Bulletin.

"A few blackboards telling people of new goods or bargains, afford an effective method of appealing to the people. Red and colored crayons are good for a change, instead of the ordinary white.

"It is a mistake to pile up vegetables, fruit, etc., leaving them to catch dirt and dust. It is not sanitary. A list of the same, neatly written on the blackboard, answers well. Have a sample of the goods inside the store. Outside displays are going out of fashion, and it is well.

To Hear It Hum.

"Clean windows with good displays within," maintains Mr. Gilbert, "speak to the passerby of the carefulness and attention to detail of those within. There is nothing so inviting as cleanliness.

"When I see cabbage, corn, and such turned out on the sidewalk, and left there, I wonder what class of customers buy at such a store.

"If you want good trade watch these points, and you will not be heard complaining of dull times. Life is generally responsible for what you make it. So is business. If you want to hear the hum, keep agoing."

ACCOUNTS SETTLED AT 30 DAYS.

Bookkeeping Methods of an Ottawa Retailer.

In T. W. Collins' grocery store in Ottawa all accounts are settled at thirty days and he takes advantage of all discounts possible. He further makes a daily check of his credits and enters them in a book kept for that purpose which enables him to make a comparison between any days in any years.

Another point in this branch worthy of mention is the manner in which he divides his day's receipts and sales. He has a book in which is entered each night the amount of credits, cash received, paid on account and paid outs, for that day, so that he can instantly tell on comparison with the corresponding day of the year previous, how his business is progressing.

Some grocers, claims Mr. Collins, calculate the amount of their day's business from the cash they have received during the day, plus the credit sales, not deducting any paid on accounts which may have been received. As the latter item refers to a previous day's business it cannot be counted with the current day's receipts. Thus according to his method this amount is shown separately and he secures an accurate statement of the day's actual returns.

Handling of C.O.D. Parcels.

His "C.O.D." system is unique, but simple. The driver's returns are checked twice a day and all receipts entered in a "C.O.D." book which gives full particulars concerning the sale and the cash received. Some customers who are splendid pay 'phone in an order and ask to have it sent "collect." Probably when the driver gets there either he or the customer hasn't sufficient change and consequently the goods are left without payment. A parcel delivered in this way is marked "C.O.D.," but where the goods are not to be left without receipt of cash, the parcel is marked "C.O.D." with a cross through the O. This code the driver and employer knows, but the customer is unaware of the significance of the marking, so no unpleasantness results.

In buying, Mr. Collins believes that, where two or three travelers quote the same price on the same goods, the one first quoting should be given the order. The policy of playing one traveler against the other is not countenanced, practiced or admired by him. And again, buying in large quantities for sake of price is not indulged in for the reason that ready money is considered worth more than an extra stock of some line so purchased.

Some grocers await the day of judgment with a smile, that is if the recording angel's day book shows the charity they have dispensed and the patience they have exercised during their brief earthly sojourn behind the counter.

Standard of Stock Raised 40 Per Cent.

Selling Methods Employed by Bracebridge Grocers to Increase Their Business —Examples of How They Educated Their Customers to Purchase Good Tea, Baking Powder and Flour, All of Which Allowed Good Profits.

By E. J. Kirk.

It is not easy to measure the ability that all good salesmen should possess, namely, the faculty of creating a market for an article that has been a slow seller, or creating a demand for something that is worthy, in view of its profit and quality, but, unpopular because of its high price; of selling a new preparation, or the discarded "Jonah" of an old factory. The really successful salesman of to-day has inherited this ability, or has acquired it through practice, for we feel justified in saying that it is within the reach of all.

Sold New Tea With Profit.

Some time ago we planned the sale of a parteiular blend of tea not stocked before, and which had previously little or no demand, but from which we were in a position to obtain a fair profit. We first demonstrated it by supplying our customers with samples given us. Then we advised each clerk to diplomatically mention the new brand to each customer, and to carefully explain its superior flavor, special value, etc., to them.

The result of this salesmanship plan was that a great many housewives took home a trial package. Our sales began with a rush, and now this tea holds 75 per cent. of our total tea sales. We believe, too, that specializing on good teas attracts new business.

The same energy was directed to the selling of a certain blend of baking powder, having a good profit attached, with splendid results. This brand is known all over our country now, and holds 90 per cent. of our baking powder sales.

Had Confidence in the Flour.

In our flour and feed business, we found it necessary to specialize on one brand of flour, and in order to build up this department, we realized that the quality of this brand must be worthy and reliable, besides producing a just profit. The clerks were instructed to guarantee every bag, and also to offer to take back any flour that did not suit a customer. Our own confidence in this brand won its favor, and our efforts were crowned with success.

If a dealer has any inactive lines he wishes to move out, he should study their selling points, and from time to time talk them up, and watch the results.

Quality of Stock Raised.

Salesmanship ability should be turned toward fancy shelf goods, and goods out of the ordinary. The standard of groceries sold can easily be raised. This has been proven time and again. In the last five years, through the recommendation of better goods to our customers, we have raised the standard of our grocery stock fully 40 per cent.

The Value of Store Front Individuality

There is an Advertising Value to the Artistic and Distinctive Front—High Class Goods Not at Home in an Unattractive Store—Builders too Prone to Erect The Monotonous Rows of Similar Buildings—The Front usually Bespeaks the Quality of the Business Done.

By B. Haley.

It is frequently found that a dealer is stocking high-grade manufacturers' articles in a store which does not present a good appearance. The front is not attractive, and has nothing distinctive about it.

This is not as it should be. Every salesman behind the counter knows how necessary it is to 'present a good front' to a customer in talking up a parteiular line of goods. It shows confidence in the article. (A salesman, of course, should not be 'all front.')

Likewise the front of the store ought to indicate the confidence of the merchant in his goods. It ought to give the store the personality and attractiveness commensurate with the quality of the goods offered for sale.

Monotonous Store Fronts.

Yet this is one of the points in which many merchants are inefficient. With that splendid capacity for endless sameness which so many builders show, the store fronts that most dealers possess are very monotonous, even often impractical. Certainly, they rarely make use of their full advertising opportunity.

This fact comes from failure to realize that a great part of trade is secured for a retailer by the appearance and earmarks of his exterior and his window contents.

The character of his service, his patronage and his goods is loudly proclaimed by the physical appearance of his place.

The store front is like the type with which an ad. is set up, and the taste that it displays. For some businesses it pays to sacrifice appearance somewhat for quantity of display room. But for most cases it should not be a question of how much display room a store front can be made to yield, but how many people can you induce to give real attention to whatever display room you have, be it large or small.

Ought to Merit Attention.

It is not the large window or the large store front which has the biggest chance —it is the quality of appeal which can be achieved. It is far more effective to put one single article in a window, if that article and the store front, etc., which form its setting, are of the kind that merit attention.

It must, therefore, be remembered that the store front has considerable to do with the persuasion of particular customers—those who are likely to purchase the best goods at good profits. A dirty, inartistic store, possessing no quality or distinction is not only a non-selling agent, but it repels custom.



View of One Section of Barron's Grocery Store, Yonge Street, Toronto, Illustrating the Value Placed on Interior Appearance.

Store System Adds to Selling Possibilities

R. Barron, Ltd., Big Toronto Retailers, Place Great Confidence in the Methods of Doing Business—Systematic Window and Interior Displays, a Part of Their Regular Plan—An Instance of How They Facilitate the Sale of Bacon—Advise the Getting of the Confidence of the Public.

When the manager of any big Canadian firm passes away, the general public shake their simple heads and, with a sigh, exclaim upon the insignificance of man, after all, when the immense works continue in its activities as if nothing had happened. The assistant manager, probably, is ordered to fill the vacancy, there is a promotion among the entire managerial staff and the business of the house gives no evidence of the internal readjustment. The work is carried on as smoothly and regularly as under the old regime.

As the business grows, system is necessarily established for economic purposes, but now it controls every and all departments automatically. Thus, in one sense, is the business considered well-established.

System is involved in practically every public and private activity. Our railways, postal service, banks, hotels, amusements, they are all conducted on a business basis through the system applied to each. System is truly the science of civilization.

Just as it applies to every other activity, in the same manner it enters the retail grocery business. Mail order houses have their particular systems by which they extend their efforts throughout the country. In the cities and larger towns prominent retailers have developed the grocery business to such an extent that the Canadian trade is unsurpassed anywhere for its progressive methods, and in all these stores system is the central idea.

Adds to Selling Power.

As a matter of fact, every merchant has some kind of system, although in not a few cases they may be aware of it. It is the smooth-working system that gives character to a store, even if the staff should consist of but the proprietor himself, and just as system facilitates the business and is instrumental in bringing success to the big industries, in the same manner will it assist the grocer.

This is particularly true with the larger stores, and is illustrated in the establishment of R. Barron, Ltd., Yonge St., Toronto.

A grocery business with over 35 employees must be well organized and only

a casual glance around the interior of Barron's store conveys that impression. Neatness, cleanliness and order are strikingly apparent. Each employe is attending to some particular business, but there is no confusion.

"Everybody has his or her duties to attend to, beginning with the first work in the morning and one thing follows another throughout the entire day," said a member of the firm.

As in many grocery stores, receiving, making up and delivering the orders, occupy practically the entire morning, but the preparation previously made, facilitates this work considerably. For example, one of the clerks in Barron's at one time during the afternoon was slicing breakfast bacon with a slicing machine, weighing it in pound lots and wrapping it in light paper. It was then put in a refrigerated case for use the next day. This is but one of numerous time-saving methods which simplify work when the staff is busiest and time is more precious.

One of the features of Barron's store is the attractive display of goods. Good commonsense salesmanship is demanded of the clerks, but the assistance of window and interior displays are always taken advantage of. In the general system of the store, time is allotted for all this work. In other words, it receives the attention it deserves.

Have Confidence of Public.

The success achieved by this firm is due to the efforts of the members. They cater to a large and high-class trade and years of square dealing have won the confidence of their customers. One of the members of the firm referring to this point said that while salesmanship was the greatest asset of a clerk or grocer, it was primarily based upon confidence.

"When the customer finds, by experience that her grocer is honest in his business dealing and in his suggestions concerning new or better quality of goods, she trusts him afterwards and invariably depends upon his word in questions pertaining to purchases," he said.

The Practice of Economy.

This is but one store and what may be said of it pertains largely to others, although it is a question if there are any two stores with similar methods. But they all strive, or ought to strive, for the one end—to conduct business along the most economic and modern lines.

"What pertains to the large grocery store," he affirms, "should pertain to the small one. When a grocer says he has no time to arrange a window, shelves, show case or counter, or to have a general system in effect, there is a bad cog in his store machinery. If there is no time to properly look after his purchases, his stock, his finances, there is likewise something out of gear and he should overhaul the machinery of his store system and carefully examine it.

"Once a grocer resolves to establish a system, he will find it a great lubricant and if properly attended to, it will improve as it begins to take hold of his business."



This Illustration is of Another Section of Barron's Store Which is Recognized t o be One of the Finest in Toronto, and, in Fact, in Ontario.

Use of Mailing List in Selling Extra Goods

Customers Can be Influenced to Purchase More and Better Goods, and Prospective Patrons Can be Won Over by Appealing to Them on Something Special—Suggestions for Collecting Names for This List—Talks May be Sent Out With Monthly Accounts.

By A. H. Harvey.

To the grocer who desires to send regularly a little semi-private business talk to his customers, and to those he may hold in prospect, a Mailing List should prove valuable.

It is one of the cogs in to-day's system of business. It, as is well known, is one of the big features of the mail-order houses.

The grocer in the city sending out his monthly or semi-monthly accounts—if he sends them by mail—might as well make an effort to secure new business by sending a store announcement in the same letter. It may be that some of his patrons are not regular frequenters of the store. In that case he often wishes for some means of reaching them, of telling them of new goods he may have received. True he can do this over the telephone, but the modern grocer does not depend upon one method alone. He combines his salesmanship powers and in the latest combination the Mailing List is beginning to be recognized as an important factor.

To Interest the Farmers.

The grocer in the country town who numbers among his customers not a few farmers should not be content to wait until they call at his store once a week or once every two weeks whatever the case may be. Imagine the length of the Mailing List of the catalogue houses! They have reduced this method to a science. The Mailing List referred to in this article is nothing but the same idea applied to the retailer's business.

It is not necessary to send business letters only with accounts. The best Mailing List includes numbers of people who may be only occasional purchasers. It also looks after the new arrivals and to get the best results some attention must be devoted to this department.

For Strawberry Time.

The most important question the grocer asks himself in examining his own particular case is "Is it worth while?" Here is the idea in its simplest form. Supposing strawberry time is approaching. The grocer is willing to handle this early fruit, but he is not sure of the demand that may be made upon him. He takes half an hour some night and writes an announcement. He knows that the most people want strawberries in their season and he requests that those wishing a daily service, or delivery every two days or every Saturday as the case may be will let him know. He points out the mutual benefit. It will assure fresh fruit and satisfaction to the customers. It will do away with the old trouble of holding the fruit in the store. It is impressed upon the reader that she is going to share in the profits afforded by this system. The grocer also states that special rates will be given for large purchases necessary for preserving.

The grocer takes it to his printer where it is set up and printed forms are returned to the grocer who completes his plan by sending them to the persons on his Mailing List. It would be possible to have fairly large post cards made, and thus envelopes would not be necessary.

Seasons Should be Watched.

There are many selling points that the mailing list can emphasize. There is the sugar season, light breakfast foods, Christmas, Easter, Thanksgiving, etc. In regard to the latter the home at this season takes on a festive air because of the fact that absent sons and daughters are going to be reunited to the fold once more.

Goods that are not purchased every day are going to be asked for, and that means "new business worth while going after," to use an expression heard frequently in commercial circles.

The dried fruit season is soon going to reach its heaviest stage. Mincemeat pies, fruit cakes, etc., all combine to make a heavy demand for currants, raisins, peaches, pears, apples, peel, etc. A grocer with a Mailing List would prepare a letter something after this style:

YOU WILL NEED NEW RAISINS AND CURRANTS.

Fruit crops have been short this season. In Spain the raisin crop is the lowest in many years. The California raisin crop is likewise much below the average. The same is true of prunes and currants. The result of this shortage in all dried fruits are general higher prices. We realized, however, that you would want the same supplies as in previous years, and while there has been a short crop still you will hardly notice the difference in prices. We offer you this season new raisins grown and gathered in Valencia, Spain. You will be delighted with their quality, and in this respect they are even better than last year.

We have taken particular care to secure new crop currants. We call your attention particularly to a select line from Patras, Greece. For best results in baking at this season we know our customers want only the best in these fruits. Realizing this fact we have given particular attention to the quality of these stocks and it is with the utmost confidence that we guarantee satisfaction and request that before you make your purchases you examine our stock.

Prices for best quality :—
Raisins, per lb. ——
Currants, per lb. ——
Orange Peel, per lb. ——
Lemon Peel, per lb. ——

That at least gives an idea of the form of the letters. The grocer, however, suits himself as to what he shall use. The mailing list is nothing more or less than a salesmanship talk to prospective buyers. Several prominent grocers are known to have by dint of attention and determination made their mailing list of great service to them.

How to Compile Mailing List.

This list can be prepared by securing from the city directory the names of the best people in the immediate district, prospective buyers, of course, included. In time new territory can be experimented upon. New arrivals in the vicinity should be carefully watched for. Persons moving to another section ought not to be overlooked. Those who never responded at all might be gradually dropped from the list. Attention devoted to this part of the salesmanship plan will prove remunerative if the appeal is right and reasonable.

Those who have tried it with success assert that it is not costly. Anyone who is thinking of adopting this idea should thoroughly examine it. Get prices from the printer, consider the various methods of carrying out the general scheme, because if it has been a boon to some grocers there is every reason to believe that it can be made to help the general trade.

Some grocers by the use of handbills prove that the idea is a sane one. They may prefer the bills, but one objection to them is that boys are not always the most trustworthy creatures, especially when there is a hole under a sidewalk that will nicely hide the entire bundle. It is not as easy to get a bill into a house as it is a letter. Besides people as a rule are prejudiced against the handbill, while there is something personal in the letter that demands attention.

Intelligent, Tactful Persuasion Sells Goods

Big St. John, N.B., Dealer Thinks This Should be the Aim of Clerks—They Ought to Use Their Selling Power to Create New Demand—A Method Used to Move Out Goods Not Asked For—Decides Upon a Special Every Day—Clerks Are Told to Talk Up These Specials Both in the Store and Over the 'Phone—Faith in Window Displays.

That it pays to keep a store clean and attractive-looking, to have plenty of well-written price tags attached to goods and to impress upon the clerks the necessity of calling attention to new lines or some special daily leader, is the experience of F. E. Williams, the senior partner of F. E. Williams & Co., retail dealers in groceries, meat and fish, in St. John, N.B.

Mr. Williams is also engaged in another business and this work has been taking up a large part of his time. He is now devoting more attention to the grocery business, however, and as a result many improvements have recently been made. A new lighting system has been installed, silent salesman show cases have been put in and the premises brightened in many ways.



Retail grocery store of the F. E. Williams Co., St. John, N.B. The entrance to the meat and fish department is just back of the scale on the counter. The office is located between the two stores with windows looking into each. The cash register which may be seen behind the counter is used for registering the sales, but the change is made by a young lady in the office. She receives carbon copies of the sales made, stamps the bills and hands the change to the clerk through a window. Two silent salesmen showcases used for cooked meats, butter, cheese, etc., may be seen at the left in the foreground.

Places Big Value in Show Windows.

The show windows, upon which the success of a grocery business so largely depends, are now systematically trimmed every Monday morning and at times some are changed two or three times a week. There are six big windows, four for the grocery department and two for the meat and fish display. Only bright, fresh stock is offered for show there and price tags are almost invariably attached. The fruit window, as well as the meat, fish and vegetable windows is rearranged and fixed up every night and the lights are kept burning until about eleven o'clock. This has been found a most effective way of advertising, for although the stores are closed at seven o'clock, people passing by cannot fail being impressed by the inviting appearance of both the goods and the prices.

"I believe that it pays to use price cards freely," said Mr. Williams. "Articles in a window or a show case without a price tag are not nearly as attractive as with the price on. People see a price and if it appeals to them

they will say, 'give me some,' whereas otherwise, they would pass it by. Sometimes it is the price that is attractive and sometimes it is the goods but it is a good plan to make both attractive.

Talk Up Leader Each Day.

"The arrangement of goods on the shelves is another important matter. We are specializing in our shelves, trying, as near as possible, to have one kind of goods to a section and putting title and price cards on them, practically making silent salesmen of them. Each day some leader is generally brought forward and displayed on the counter or in the window and every clerk is notified to call attention to that article during the day. This also applies to customers who use the telephone. A customer on the 'phone likes to be told anything new or any special line, but they don't want to be bored with a long list of articles. By specializing on one thing each day I find we accomplish more in the long run.

"A scheme I have found to work very satisfactorily is the sending of letters to customers or prospective customers. When trade is slack we send out a lot of these letters calling attention to the store and what we sell. These are sent especially to people who only occasionally come to the store, to try and make regular customers of them. We have found them to give good results. We specialize in these letters to a large extent; for instance, we would call attention in one to our fruit, in another to cooked meats for picnics, luncheons, etc., in another we would dwell on our teas and coffees, or our butter and eggs, meats, fish, etc. We can trace results directly to these letters in many cases.

"Of course this is a rather expensive way to advertise, when you count the cost of printing, postage, etc., but it seems to be effective and once we get people interested enough to come here we endeavor to keep them coming by giving them good service and good value.

Cleanliness in Salesmanship.

"There is a growing tendency on the part of the people to go only to stores that are cleanly in appearance. For that reason we keep everything sanitary. All foods that are likely to be affected by exposure to the air or flies are kept under glass covers. Dried fruits, biscuits, butter, cheese, and all goods of that sort are kept under glass. We also find it a good scheme to keep a silent salesman in the grocery store, stocked with a full display of cooked and smoked meats. This serves as a reminder to people who might not be going into the meat department.

There are twelve employes in the stores, eight clerks, (four in the grocery and four in the meat department), two teamsters, a cashier and a bookkeeper. The cashier's desk is a glass enclosed room between the two stores and accessible from either department. The telephone is also placed convenient to both.

What Intelligent Clerks Can Do.

Mr. Williams is a firm believer in the selling power of a clerk, and he thinks the right kind of a man or woman can sell a customer many things that would otherwise remain unsold, by a little intelligent and tactful persuasion in showing new lines of goods.

Replying to a question as to whether he found it advantageous to handle meats and fish in conjunction with groceries, he said he had always carried on the business that way, and he thought it worked well. While he might do more business in either line if he were giving it his whole attention, he thought that in conducting the two together, one helped the other. As it is, the clerks can go from one department to the other at rush times and avoid keeping customers waiting.

Early Realization as to Salesmanship Value

Alberta General Merchants Depend a Great Deal on Selling Goods Not Asked For—Co-operation Between Manufacturer and Retail Dealer a Fundamental Principle—Selling Power Should be Made a Scientific Study, They Maintain—What an Edmonton Retailer Says on Giving Goods Away.

"We had not been in business long before we realized that judicious suggestion constitutes one of the most essential factors in the art of salesmanship. This fact was continually impressed upon us by the very instructive articles which appeared in The Canadian Grocer, a business auxiliary we highly appreciate."

This is the view of H. Arnold, Arnold Bros., general merchants, Black Diamond, Alberta, on the question of The Selling Power of the Dealer.

This firm believes in getting behind worthy goods which allow the dealer a fair profit. Its members believe in mutual beneficial relationship between manufacturer and retailer, in order that the most satisfactory results can be obtained.

When There is No Square Deal.

They think that if a manufacturer, however, neglects the dealer, by giving away all the dealer's profits in simply creating a demand from consumers, then the manufacturer is not giving his agents—the retailers—a square deal. In such a case it is not in the interests of the retailer to push such a manufacturer's goods. On the other hand, if the manufacturer gives the dealer a fair profit, and at the same time aids him in creating demand through consumer advertising, and also giving him the necessary selling points about the goods, then both will profit. They maintain that the dealer then has reason to use his salesmanship—which all should possess—to sell the goods so that the benefit will be mutual.

Must Study Human Character.

"We have learned by experience," says Mr. Arnold, "that a truly successful salesman must possess considerable knowledge of human character, and exercise the utmost tact, for the reason that the method adopted to suit the temperament of one might be disastrous if applied to a different type of individual.

"We think, too, that any form of suggestion should appear spontaneous, quiet and natural, without effort or excessive enthusiasm, which are apt to create embarrassment.

Cater to Different Classes.

"With reference to our own trade, we have customers to whom we can apply unlimited suggestion without any danger of causing offence; we have as well, an extreme class, whose peculiarities must be studied, recognized with the caution of diplomacy.

"We do not believe that a variety of different attitudes displayed appropriately to suit corresponding dispositions is necessarily a taint of hypocrisy, when principles of integrity are not violated, but rather the outcome of courtesy and forbearance.

"We have learned by experience that while any fool standing behind a counter can fill an order by dictation, it requires a man whose personality permeates his business, and whose suggestive art controls his customer's choice and decision, to multiply his sales by creating demand and insuring satisfaction.

"We can affirm without any sense of exalted ability, that, owing to the practice of applied suggestion, we have sold many goods that would otherwise have remained on the shelves; we have thus advertised our stock, maintained confidence, and proved our reliability."

It will be observed from the above, that Arnold Bros. aim to play the fair part. They have faith in the goods they sell, and because of this faith, they are not afraid to recommend to their customers goods not actually asked for. They, however, maintain that if the manufacturer wants the dealer's co-operation he should recompense him for any interest taken in his product. Without this recompense or in other words, fair profit, the dealer has no right to spend his time in persuading his patrons to purchase an article. It means, it is claimed, loss of time, energy, and money, any one of which would give sufficient reason to neglect to talk up such goods. These merchants believe they might better use their capabilities, which they know they possess, to turn over goods which actually pay for the trouble, the risk and the investment in them.

Few merchants claim that they possess salesmanship in selling an article at a loss. Almost anyone can do this, but they might better leave the goods on the shelf. Even then they are occupying space which might be devoted to displaying profitable and more worthy wares.

Those Who Give Away Goods.

"One will often find," remarked an Edmonton dealer not long ago, "that merchants will use big advertising space in their newspapers, fill their windows, their counter, their floor space and shelves with an article which they are either giving away, or selling at a loss—spending money in orer to lose more, it practically is.

"These men might better not stock such goods," he declared, "if they are losing money on them; but if they want to give them away, they can do it without spending a lot of money."

A Scientific Study.

Arnold Bros. take the same view of salesmanship, and it is their aim to reduce it to a science, for, character studying, they believe, is a necessary attribute to the scientific salesman.

"These are considerations," they say, "that will appeal to any progressive merchant. To those who seek a solution to commercial problems, or desire to build their business on a scientific basis, we would again very heartily recommend them to study The Canadian Grocer, through whose mediation we, ourselves, have acquired invaluable assistance."

Increasing Sales by Demonstrations

By This Method Customers Obtain Confidence in the Store and Salesmen, Maintain Wm. Metcalfe & Co.—When Added to Personal Salesmanship It Makes a Strong Selling Combination



By demonstrations, Wm. Metcalfe & Co., Berlin, Ont., create demand for new goods and extend the demand for goods which have already been introduced. This is one of their many methods, among the most important of which is suggestion and persuasion by personal conversation between the man behind the counter and the customer.

Mr. Metcalfe relates an experience with a particular breakfast food for which he aroused a great demand because he believed it to be in his own interests, quality and profit considered, to get behind and push this article. He kept up this demand inspite of the fact that extensive consumer advertising was being done in Berlin on a somewhat similar product offered by another manufacturer.

"When we first stocked it," he said, "we had a demonstration and at every opportunity talked it up to our customers. It sold splendidly. Since the other food came on this market we have still sold this in greater quantities simply because we considered it to be in our interests to do so, and we lost no chance for advancing its sales. We show it on the counter and display it in the window regularly, all the time keeping it in front of the people.

"We have given an order for as much as 60 cases at one time for it.

Between Retailer and Manufacturer.

"In fact when the other people came in here they wanted us to stock their product: I said 'no' we didn't care to and we were told that we would have to. Of course we said we wouldn't have to and very soon there was a big campaign going on.

"To offset this we opened up a campaign ourselves; we talked up the quality of the goods we were interested in, advertised them in the newspaper, displayed them in the window and consequently lost no business.

"This was because our customers had confidence in us and accepted our recommendations."

Wm. Metcalfe & Co. are not afraid of any mail order competition. Mr. Metcalfe believes that it is nobody's fault but the merchant's if anybody goes past him to the catalogue houses for goods.

If a man possesses sufficient salesmanship, he maintains, he will not fear such institutions.

Can Depend on the Goods.

The Metcalfe store is one that has gained a reputation for quality goods. Therefore no employe is afraid to recommend them and the goods showing the best profits, other conditions being equal, are pushed. This is claimed to be half the battle in salesmanship, for no dealer can raise the standard of quality of goods purchased by his customers unless he sells them better goods than they have been getting. Neither can he conscientiously suggest the sale of a new article unless he knows it bears an undisputed quality and that it will give the best of satisfaction.

Obtain Dealer's Advice.

Customers who deal in the Metcalfe store depend on the salesmen's suggestions for practically all their purchases. Mr. Metcalfe gave another instance of this.

"A customer often asks for canned peas and usually does not mention the brand; we sell her the kind we stock because we get a better profit on it and because we can tell her it is a splendid brand. Because she has confidence in us she takes it even if she asks particularly for another."

System in this store has much to do to facilitate service and this adds materially to the selling power. Goods all come in and go out at the rear of their commodious store which includes a confectionery manufacturing department, coffee roasting room, tea-blending department, etc.

Confectionery Demonstration.

When the confectionery department was opened the general public was invited to inspect the entire manufacturing plant. This was done to forcibly point out its cleanliness. Right from the beginning it gained the confidence of the public since they knew they could depend on the purity and cleanliness of its products. From that time its success was assured. This is another instance of the value to Wm. Metcalfe & Co. of demonstration.

Mr. Metcalfe is opposed to the plan adopted by some manufacturers of fixing their prices to retailer or consumer. This he maintains is contrary to the fundamental principle of commerce and declares that it clogs the wheels of advancement open to real merchants who have the salesmanship and ability to conduct a profitable business.

Story About a Jailbird Who Made Good

Telling of His Advancement in the Factory—How he Sent Two Pale-looking Girls Out in the Sunshine to get Clematis and a Little Color, and of the Intervention of the Employer—Why Power Flows to the Man Who Knows How.

By Elbert Hubbard.

Once upon a time there was a Jailbird in a small town in the State of Iowa.

This J. B. had had all that he wanted, and it was his firm intention, if he ever got another chance, he would show what he was made of.

Many other J.B.'s have made similar resolves.

After he got out, most everybody gave him the Icy Mitt, but finally he accepted a position (or as some might say, found a job) in a factory.

He started in at four dollars a week, working with the boys, for jailbirds cannot afford to be either fastidious or finicky.

They have to take whatever offers.

So the J.B. started to work.

Now, in every shop or store there is always some one—man, boy or girl—who knows where things are.

If you set ten girls at work in a room you will find by the third day that nine of those girls are asking the tenth these questions:

Is this all right?

Where is the thread?

What shall I do next?

And the tenth girl tells the others whether the work is right, and where to find things, and what to do next.

In one week this tenth girl will be on hand a little earlier in the morning, in order to lay out the work for the day; and at night she will stay a little later, in order to put things away.

And she will show in various ways that she thinks of the work outside of working hours—between the time she goes home at night and the time she returns in the morning.

Of course the quibbler will here interpose an objection to the effect that the probabilities are that the ten girls will be equally stupid, and one and all be absolutely listless unless inspired by the fear of the Blue Envelope, or the coming of the footsteps of the boss.

I think, however, this need not be seriously considered, for the fact is that at least one person out of ten is not only loyal, but has a goodly grain of executive ability that can be cultivated through exercise.

Responsibilities gravitate to the person who shoulder them, and power flows to the man who knows how. And so it happened that before the J.B. was in the factory a month boys were going to him asking where things were. When they ran out of one kind of work they would ask him what they would do next; and he, knowing the sequence of the work, would advise them.

J. B. and the Boss.

Now, there be employers who are Proud and Overbearing, but others there be who have Commonsense. And so it happened that the man who owned the factory where the J.B. worked had a modicum of Commonsense. Seeing that the J.B. knew where things were and what should be done next, and that the J.B. put the work away at night and got it out in the morning, and planned things at home, and picked things up instead of walking over them or kicking them aside, why the Boss encouraged the J.B. and raised his wages.

So the J.B. evolved into a Right-hand Man, and in time came to know a

"Now in every shop or store there is always someone—man, boy or girl—who knows where things are."

deal more about the details of the business than the Boss, and I believe eventually married the daughter of the Boss, inherited his money and became sole owner of the Factory, but of those things I am not certain, so I do not record them.

But the little incident I am about to record really happened.

One day the Boss saw two girls who worked in the factory coming in with a basket of wild clematis. These girls proceeded to festoon the pillars of the big room with the beautiful plant.

"Who told you to do that?" demanded the Boss.

"Why, Mr. So-and-So," referring to the J.B.

"Did you send those girls away during working hours after weeds?" asked the Boss shortly after of the J.B.

"Certainly," was the answer; "you see, I noticed those particular girls seemed very white and not very strong, and sort of nervous and worn—they say they have things tough at home, and I just thought I would try to improve their complexions and spirits by giving them a run out in the sunshine."

"Oh, you thought they were getting prison-pallor, did you?"

"Yes, you guessed it, I was thinking of prison-pallor."

"And so contrived an excuse to send the girls on a two-mile walk across the fields?"

"Yes."

"Had prison-pallor yourself, eh?"

"Yes."

"Used to look into a pocket-mirror and thought it was a ghost?"

"Possibly."

"Never saw the blue sky except through a grating, or when walking lock-step across a stone paved courtway?"

"You have it."

"Well, look here, J.B., don't stand around here keeping me from work—I wish the Lord I could find a few more J.B.'s to help run this shebang. And, say, make a little list of the pale, nervous, yellow and scared girls and send them out by turn for clematis whenever the sun shines. Don't stand around keeping me from work, don't you think I have anything to do myself? Go on with you!"

"So the J. B. in time evolved into a right hand man, and came to know a deal more about the business than the boss."

Loose-Leaf Books as Office Time Savers

Advantages Claimed Over Bound Books—Disadvantages Enumerated in the Card Ledger—This System Constitutes a Perpetual Ledger, Says Writer—Only One Book Should be Used When Transferring From Bound to Loose-leaf Book.

By Howard R. Wellington.

It is a well recognized fact that the bound book is now a record of the past, only the very conservative houses still maintaining a record of this nature. We believe we are safe in saying that there is no place to-day where a bound book can be used which cannot be better filled by the use of a loose-leaf book of modern type. Strictly speaking, there is actually no difference between a loose-leaf and a bound book. Bind the loose sheets in a binder and lose the key—you then have a bound book. Having disposed of the key, it would be necessary to tear the sheets out in order to remove them, and this can be done with any bound book.

A loose-leaf book may be used in the same way as a bound book, and the same things may be done with it as with a bound book, but in addition, there are a hundred and one other things which may be done which it is impossible to do with the bound book.

One Objection Over-ruled.

But one objection has been raised to the loose-leaf system, especially the ledger, and that is the possibility of the sheets becoming lost or misplaced. This is quite possible, but similarly you could lose five and ten-dollar bills from your cash drawer, as we do not consider it necessary to bind these. With ordinary care it is impossible to misplace or lose a ledger sheet. The term "loose-leaf system" applies to the binding only as there is really no such thing as a loose-leaf system, but it simply means that the sheets may be removed and inserted at the will of the bookkeeper. The ledger is virtually a bound book, except to the person who has the key.

Transposing Sheets.

Probably the most important feature in a loose-leaf ledger is the advantage gained by the transposing of certain sheets, thus having at all times a ledger which is correctly divided or apportioned. For instance, in a bound book, when commencing a set of books, it is necessary to lay out a plan roughly as to the division of the ledger into such accounts as sales, purchases, impersonal accounts, etc., and very often one of these sections overlaps the other so as to mix the accounts, rendering it necessary to continue with this incorrectly-divided book or open a new ledger, the latter being an unusually heavy task, as any bookkeeper will admit. With the loose-leaf book, there never need be a transfer of records from place to place, when the space set apart is used up.

Opening a New Ledger.

Once the initial expense is made, the loose-leaf ledger will prove to be less expensive, as a bookkeeper never has to open a new ledger, simply inserting new sheets as required and filing the old sheets in the same order in a transfer binder; in other words, the ledger is perpetual.

Then again, a ledger keeper becomes familiar with the location of each account in the ledger, and a vast amount of time is saved in posting, as each account remains permanently in the same place.

Loose-leaf records should be used wherever it is desirable to preserve any information for future reference, such as prices, quotations, due dates of drafts and notes, appointments, etc. Especially for temporary uses is the loose-leaf valuable, as the records when of no further use, may be taken out and more recent information of value, inserted without affecting the book in any way.

The Binder.

There are hundreds of binders for loose sheets on the market to-day, some good, some hardly worth the name. In purchasing a binder we should be certain that it will hold the sheets in such a way as to be permanent until the key unlocks the binding device. There must be no possibility of the loss of a sheet through not being bound securely. The binder should be securely locked so that only the person in charge can operate it. This is just as important as the locking up of cash and if regarded as such, there will be no trouble with the loose-leaf ledger.

Another feature to be remembered in purchasing a binder is that the sheet, when once the binder is unlocked, shall be easily detached or inserted, as some of the devices in use are very cumbersome in this respect.

The sheets should present a perfectly flat surface when properly secured, such as the sheets of a high-grade bound book, the latter being the most expensive bound book on the market.

Changing From Bound Book to Loose-Leaf.

In making a change from a bound book system to a loose-leaf system it is well to adopt only one book at a time so as not to upset the work in any way. The change may be brought about so gradually in this way, that it will not affect the work of the office in any way, and, besides, if there is any doubt about the advantages of the loose-leaf system, it can be easily demonstrated that there are a great many points in its favor.

Use of the Carbon Sheet.

We advocate strongly the use of the carbon sheet where possible, especially in the invoice department—there are a hundred and one different ways of invoicing goods, but no record is better than a carbon copy, showing exactly what was sent the customer. The use of a typewriter even in small stores will save a vast amount of time, besides producing a much more satisfactory result.

Value of Loose-leaf Over Cards.

A loose leaf or a card must be accessible, and once a drawer containing cards is locked for the purpose of securing the cards against being misplaced, it is impossible to use the cards for reference.

It is inconvenient to read the contents of a card unless taken from the drawer—it is inconvenient even to address the names for mailing purposes; in order to make a memo or post an item it is absolutely necessary to remove card from drawer. When replacing the card it is quite easy to misplace it, causing no end of trouble, as a misplaced card is of very little use until located.

NO SALESMANSHIP THERE.

"No customer is asked by my employees to buy anything but what she asks for," is a statement attributed to George Stadtlander, a Philadelphia grocer. If the North American retail trade were to be judged by Mr. Stadtlander they would be found wanting initiative in their selling methods. Likewise it migth be said that Mr. Stadtlander's clerks must be far from finished salesmen, for if they simply hand out the goods asked for, they are no better than the combination of a handle and a notice, "Drop in ten cents and pull."

It is a business axiom that sentiment and business must not be allowed to mix, but if this were carried out in the grocery world the trade would be decried as flint-hearted scoundrels.

Circular Advertising Goes Out Monthly

Ellis Bros., Ottawa, Suggest Goods Seasonable for Certain Months—Hints on Writing Such Circulars and How to Make Them Valuable—Advertising Should Interest Customers in New Goods and Raise the Standard of Staples—Need of the Dealer's Personality.

Any variety of retail advertising designed to attract new trade, to interest present customers in goods which cannot be classed as household necessities and to raise the standard of the goods now being purchased is usually money well spent, if the merchant goes at it in the right way.

When any merchant decides on a specific advertising campaign, whether newspaper or circular, he should look to his copy. He must make it appeal to the people who are either regular or prospective customers; he must put into it his own personality and talk to these people, as if they were standing in front of his counter; he has got to attract their interest, and he has to hold that interest until such a time that they decide to purchase the goods advertised from him.

If he can do this he is a successful advertiser, the measure of success being gauged by the number of people who purchase from him the goods he advertises.

One of the advertising methods of H. C. Ellis, of Ellis Bros, The People's Grocery, Ottawa, is the sending out with monthly accounts of small circulars, which will either fit into an ordinary envelope or which will do so when folded once. These are also sent to all their customers who do not get accounts and to a number of prospective customers who they think might be interested.

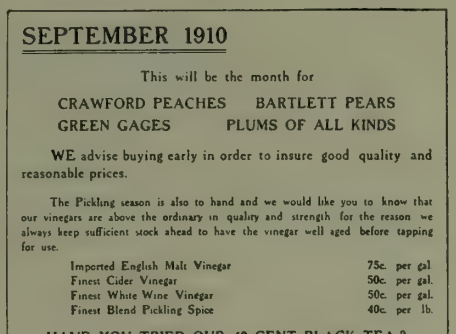
Make Monthly Announcements.

Announcements are, therefore, made every month suggesting articles to the consumer suitable to that month. This is a splendid idea and it is a fact that dealers do not make the most of it.

For instance, in their August announcement, Ellis Bros. call special attention in their circular to such goods as fancy biscuits, olives, pickles, jams, bacon and hams, preserved figs, ginger ale and marmalade. This list of goods with their brands, are named under the following introduction: "We endeavor to handle only such lines that we know are of genuine merit, and we also make a specialty of high-grade groceries, as the following will show."

A criticism that might be made of this circular is that in only one case is the price mentioned—that of a high-grade brand of tea. Again, the brands of articles named may not be as familiar to the customer as to the merchant, and since none of the qualities of any article are set forth, the effect upon the prospective buyer of these lines might not be as good as one would desire.

The "September Announcement," which is here reproduced, reduced from 6 inches wide and 7 inches long, is a good circular, because it calls attention to the peach, pear and plum season, the



SEPTEMBER 1910

This will be the month for

CRAWFORD PEACHES BARTLETT PEARS
GREEN GAGES PLUMS OF ALL KINDS

WE advise buying early in order to insure good quality and reasonable prices.

The Pickling season is also to hand and we would like you to know that our vinegars are above the ordinary in quality and strength for the reason we always keep sufficient stock ahead to have the vinegar well aged before tapping for use.

Imported English Malt Vinegar	75c. per gal
Finest Cider Vinegar	50c. per gal.
Finest White Wine Vinegar	50c. per gal.
Finest Blend Pickling Spice	40c. per lb.

HAVE YOU TRIED OUR 40 CENT BLACK TEA?

This is something we know is better than any package Tea at the same price. No matter how much Tea in packages you buy you cannot save anything in price. But with our 40c BULK we will give you 3 pounds for $1.00, showing a saving of twenty cents to you.

ELLIS BROS.

Corner Somerset Street and Bronson Avenue *Telephone 1390*

BUSINESS HOURS 7 a.m. to 6 p.m. Saturdays to 9 p.m.
DELIVERIES 8.30, 9.30 and 11 a.m., 2.30, 3.30 and 5 p.m., Saturdays, 8 p.m.

Card Sent out with August Accounts, Calling Attention to Summer Goods.

pickling season, and quotes prices wherever possible.

Probably it would have been better had the introduction dealt with the saving of 20 cents on an outlay of $1 in tea, as: "We save you 20 cents on one dollar, etc." This is always good policy wherever an advertisement contains such news.

Price and Quality Talks Most.

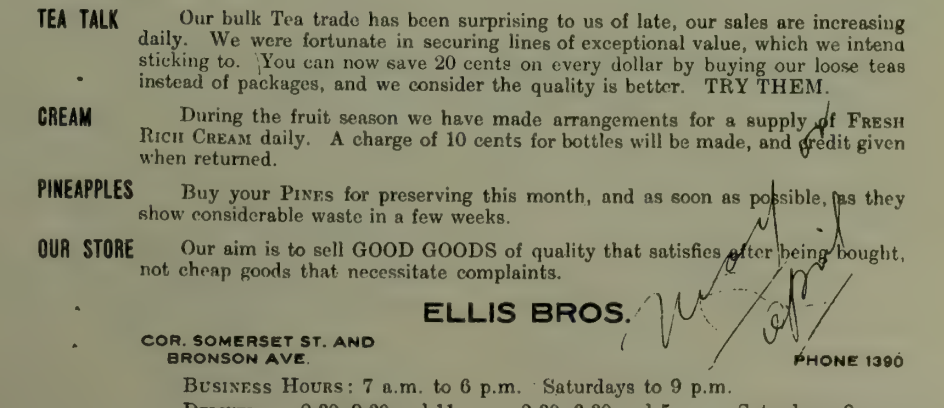
The circular card dealing with Tea Talk, Cream, Pineapples and Our Store is also a good advertisement. It was used for the May announcement. The only criticism that might be offered is the opening sentence. It is not at all likely that the general public will care a great deal whether sales have increased or not. They are more particular about quality and price, and if the introduction had begun with the third sentence, "You can now save 20 cents on every dollar, etc.," one would naturally think the prospective customer would be more interested and more likely to read the entire announcement.

The remainder of the card will be considered good advertising, because the merchant wrote the copy just about the way he would say it to a customer before him.

It is also good policy, as Ellis Bros. have done, to mention the business hours and times of deliveries. This encourages the housewife to telephone her order at the proper time or give it personally in good time to catch a delivery.

Should Create a New Demand.

As above stated, any system of advertising which attracts the attention of the public to new goods or which raises the standard of staple articles purchased, is to be commended, but the merchant who wishes to interest prospective customers to the greatest possible degree must see that his copy talks for him personally. He must make it a "silent salesman" capable of advising and suggesting the purchase of worthy goods, just as he himself would do in the store if the customer were before him. This shows the necessity of giving prices, because the customer would certainly ask him if she were making the purchase personally or by means of the telephone.



TEA TALK Our bulk Tea trade has been surprising to us of late, our sales are increasing daily. We were fortunate in securing lines of exceptional value, which we intend sticking to. You can now save 20 cents on every dollar by buying our loose teas instead of packages, and we consider the quality is better. TRY THEM.

CREAM During the fruit season we have made arrangements for a supply of FRESH RICH CREAM daily. A charge of 10 cents for bottles will be made, and credit given when returned.

PINEAPPLES Buy your PINES for preserving this month, and as soon as possible, as they show considerable waste in a few weeks.

OUR STORE Our aim is to sell GOOD GOODS of quality that satisfies after being bought, not cheap goods that necessitate complaints.

ELLIS BROS.

COR. SOMERSET ST. AND BRONSON AVE. PHONE 1390

BUSINESS HOURS: 7 a.m. to 6 p.m. Saturdays to 9 p.m.
DELIVERIES: 8.30, 9.30 and 11 a.m.; 2.30, 3.30 and 5 p.m.; Saturdays, 8 p.m.

Copy of Card Sent out by Ellis Bros. with Their Monthly Accounts; it is also sent to Prospective Customers on Their Mailing List.

Relation of Copy to Power of the Ad.

Why Poorly Written Advertisements Will Not Attract New Customers—Some Samples of Retail Advertising From Newfoundland, Nova Scotia, Alberta and British Columbia—Setting of Copy Needs More Attention — Suggestions Thrown Out by an Expert.

By Alfred MacDonald.

One of the greatest selling forces a dealer has at his command is white space in the daily and weekly newspapers and printer's ink. If one will look back upon the past he will find that the greatest successes in the manufacturing and retail lines of business have been those attended by big, aggressive advertising campaigns.

This bears home a lesson to the retailer who has at his finger's end, and at a little expense, newspaper space which will carry his personal talks about the quality and prices of his goods to the family fireside.

After deciding on the use of space he is next confronted with the most important feature of newspaper advertising; that is the writing of the copy. This is where the advertiser too frequently goes wrong and blames the medium for not obtaining the results expected.

Demands of a Good Ad.

There are three things about which the writer of copy must be particular. He must write copy that will first attract the attention of the reader; that will hold the attention of the reader so that he or she will read the ad., and that will be of such a character as to persuade that reader to purchase goods advertised.

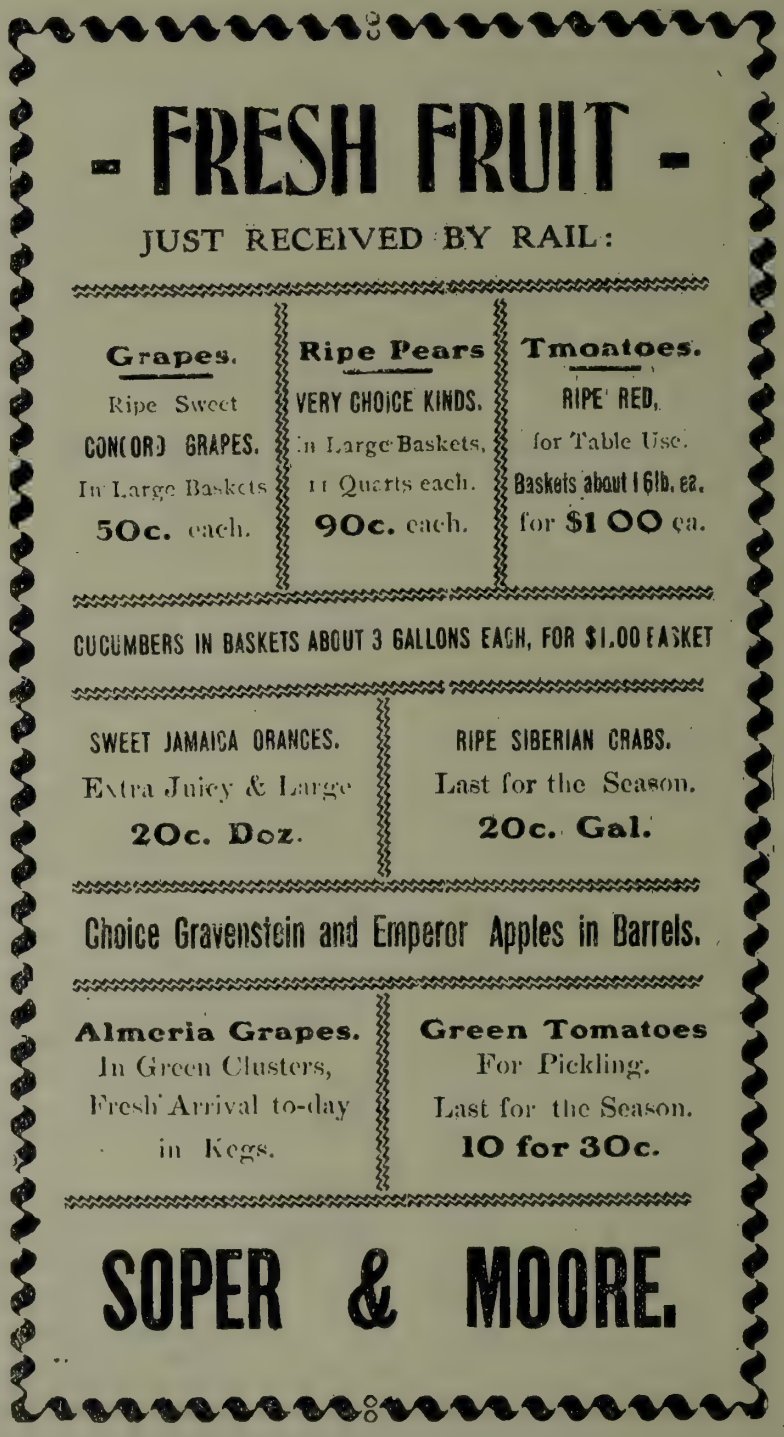
If a merchant writes a newspaper advertisement which merely causes a reader to take an interest in the wording, it availeth him little. The copy must "create a demand" to be effective.

Therefore, when an advertisement runs, "Tea, Sugar and Soap at White's Corner Grocery" day in and day out, the cause of no results is self explanatory. Every grocery carries tea, sugar and soap and there is no earthly reason why a consumer will go to White's because he advertises these names. He must go further and make his ad. talk so that he actually "creates a demand" by bringing custom to his store which would otherwise not be secured.

Defective Setting.

But even after a merchant has written an advertisement that has each one of the above good qualities, the effect is often spoiled by the work of the printer who sets the copy. To illustrate this point take a look at the Soper & Moore advertisement from a St. John's, Newfoundland, paper and the Speer Bros.' ad. from Calgary, Alta.

The copy in both is pretty well written but a casual glance at the former shows a confusion of rules and type which causes a blur. This ad. might have been made much more attractive had straight line rules been used instead of the wiggly variety. In Newfoundland no doubt the heading "Fresh Fruit"



A Well Written But Poorly Set Ad. From St. Johns, Newfoundland.

would have been sufficient to attract the reader's attention. The short, crisp talks given would naturally hold attention and together with the price would bring the reader's mind to the point of deciding to purchase. Had the type, too, been more uniform the attractiveness would have been enhanced. The Gothic style might have been eliminated altogether.

A Good Calgary Ad.

The Speer Bros. ad. is attractively set and the introduction can only be commended because it is sufficient to arouse interest. The fact that only quality goods are sold and that prices are quoted with the other information given ought to be sufficient to bring results. Speer Bros.' advertisement occupied space a column in length and therefore it was only possible to show a portion of it.

Type Again Criticized.

The make-up of the ad. of Share & Campbell, Halifax, N.S., might be criticized. The type is rather black and a more attractive setting could easily be effected by the use of smaller type allowing to run all the way across the space. A good feature of this copy is the prominence paid to prices. Still another is the appropriateness of it. Had some brief, pithy talks been given about the tomatoes, spices and vinegar, the interest in it would, one would naturally suppose, be more pronounced. It is usually considered to be good taste to use the same style of type in the first line or two of the introduction as in the name

PICKLING SEASON

is here again, and we can supply you with everything necessary for making GOOD pickles.

Green Tomatoes	Best Pickling Spice
20c peck	25c pound
Green Peppers	Best XXX Cider Vinegar
10c pound	40c gallon

C.O.D. Orders Quickly Filled. 'Phone 75

SHARE & CAMPBELL

Grocers, 65 Gottingen St.

A Halifax Firm's Ad. Too Good to Criticise Adversely and Not Good Enough to Praise Highly, Thinks Critic.

SMALL PURSE PRICES ON HIGHEST QUALITY GROCERIES

If you want to eat something good, buy some

REAL SUGAR CORN, per dozen.....25¢
This is Fancy Table Corn, grown by Mr. Matthews, of Saanich.

MILK-FED CHICKENS, per lb.....35¢
CLOVER VALLEY BUTTER, 3 lbs. for.....$1.00
PICNIC HAMS, per lb.....18¢
MATCHES, packet of 24 boxes, only.....10¢
FARD DATES, per lb.....15¢
NEW CALIFORNIA FIGS, per packet.....10¢
HUCKLEBERRIES, per lb.....15¢

Muffins, Crumpets, Chicken Tamales, Grapes, Peaches, Bananas, Tomatoes, Cucumbers, Etc.

H. O. KIRKHAM, GROCER

Corner Fort and Douglas Streets. Telephone 178.

Sample of the Advertising of a Victoria B.C. Dealer.

You Run No Risk

When You Buy Speer's Groceries.

We sell only the choicest qualities and we charge no fancy prices. Therefore we can guarantee satisfaction.

Special for Tuesday
Royal Crown Laundry Soap, per carton
20c

No. 1 Japan Rice
6 pounds 25c

Oyster Crackers
Reg. 75c package .. 10¢

Cooking and Eating Apples
5 pounds .....25¢

Coffee
Per pound .....40¢
Our Mocha and Java-ground-while-you-wait coffee is a delightful beverage. Come in and we will be pleased to give you a sample to take and try.

Cape Cod Cranberries
Per pound .....15¢

Mince Meat
5 pound pail .....60¢

Boned Chicken
1-4 lb. tins .....20¢
1-2 lb. tins .....30¢

Worcester Sauce
Four bottles .....25¢

Speer Bros.

Cor. 1st St. E. and 9th Avenue. Phone 440.

Attractive, Well Written and Well Set Ad. of a Calgary Firm.

of the grocer or firm as Share & Campbell have done. The whole is, however, too good to criticise severely and not good enough to praise very highly.

The same might be said of the H. O. Kirkham ad. from Victoria, B.C. Whether it would have been better to have used the third line of the introduction, "If you want to eat something good, etc.," in place of "Small Purse Prices on Highest Quality Goods" is a question. Evidently Mr. Matthews of Saanich bears a reputation for growing sugar corn and in such a case the mention of his name is commendable. The prices quoted in heavy black type is also a good feature but it might have been better had there been something given to distinguish, for instance, milk fed chickens, clover valley butter, etc., from other varieties. The interest would have been greater and there would have been a greater tendency for a reader to do some purchasing.

Sales in Season Depend on Advertising

Housewives Who Rely on the Telephone Will Not be Aware of Goods in Stock Unless Told of in The Newspapers—Goods Should be Sold as Advertised—Writer Does Not Believe in Cutting Prices—Stale Ads. Discountenanced—Thinks the Man Who Knows the Goods and Profits Should Write the Avertisements.

By R. J. Donaghy.

I do not think that any branch of retail merchandising offers a more attractive number of articles to advertise than those sold over the counter in a modern grocery.

A grocer's stock comprises goods from every part of the world. and as each article has its own particular season, his sales depend entirely on how you display and advertise it. The large numbers of housekeepers who buy their groceries by telephone will seldom think of these seasonable articles unless reminded through the columns of your daily paper by an advertisement simple yet convincing is its wording.

Must Deliver as Advertised.

Quality is the cornerstone on which every successful business is constructed, but you must be honest with your customers and give them exactly as you advertise.

You cannot always trace direct results from every ad. you write but by keeping everlastingly at it week after week new business is bound to follow.

Advertising cut prices on staple groceries which some grocers imagine is the quickest road to success, is to my mind a losing proposition. A large volume of business is created but the class of customers generally attracted buy the snaps advertised and go somewhere else for their other goods.

Seasonable Advertising Upheld.

You can make your store known as the leading place to buy such articles as coffee, oysters, fancy biscuits, maple syrup, navel oranges and grape fruit. marmalade fruits, honey, prunes and apricots, figs, olives, pure vinegars and spices, dried fruits, etc.. by what I call seasonable advertising.

Every Housekeeper Prides Herself on the Goodness of Her Christmas Cake

She prefers to pay a few cents more for the best Raisins, Currants, Peels and Nuts than to take a chance buying the cheapest.

Our stores have gained an enviable reputation for selling the best goods in London, and will never sacrifice quality for price, especially in dried fruits.

Valencia Raisins (3 grades), 2, 3 and 4 pounds for 25c
Cleaned Currants (3 grades), 2, 2½ and 3 pounds for 25c
California Seeded Raisins (2 grades), per pounds pack ... ... 10c and 12½c
Sultana Raisins (2 grades), a pound ... ... 10c and 15c

BEST IMPORTED PEELS

Lemon, Orange and Mixed, a pound 20c
Citron, a pound 25c

SHELLED ALMONDS

Three sizes, a pound .... 40c, 45c and 50c
SHELLED WALNUTS, lb. .. 40c
SHELLED PECANS, lb. 90c
Best Molasses, Raw Sugar, Pure Spices.

NEW FARD DATES

We sell the best grade. They have a very small pit, and are so clean and tempting; 2 pounds for 25c
Largest Layer Figs, pound .. 20c
Choice Layer Figs, pound .. 15c
Stuffed Dates, box 30c
Turkish Delight, box 20c

Splendid Sample of a Christmas Advertisement, Written by R. J. Donaghy, Manager for T. A. Rowat & Co., London.

Select one of these articles when it has the greatest call and advertise it persistently; also make window displays of it whenever possible; if not give it a most prominent position in your store and keep this up till you are ready to start with your next specialty. I do not mean that you should advertise your specialty exclusively but give it more particular attention than anything else.

By following this plan you will be surprised at the increased sales for the articles on which you specialize and also the prestige your name will have among the better class of customers.

Single Column Preferred.

I have always preferred single columns, using from 30 to 100 lines running every other day and changing my copy every insertion. Use an attractive phrase or sentence as a headline; follow this up with an interesting talk about the article and then quote your price.

Don't let your ads. become stale by running them two or three times in succession. You may advertise the same article, but my advice is—change the headline and rearrange the wording so that it looks entirely new.

Special Week-End Sales.

To advertise a special week-end sale select a fruit such as navel oranges or pineapples when they are most plentiful.

You can often secure a special price from your wholesaler on a size he is heavily stocked with.

Fill your window and have a large card printed with an odd price on it such as:

Big Special Orange Sale
to-day and Saturday
Regular 40c Size
for 29c Dozen.

You can afford to make this cut on your regular price because of the large quantity you will sell, and very often a woman coming in for a dozen or two of oranges will see other things she wants and before leaving you will get a good sized grocery order.

Run a pineapple sale on the same lines and you will be surprised at the increased quantity you will dispose of.

In conclusion I would advise every grocer to write his own copy. Don't use stock ads. that you can buy by the dozen. A grocer himself knows best what lines he wants to sell, what lines pay him the best profit and he also knows best when these goods are in greatest demand.

Be original in what you say and describe your article in plain simple language.

Space Devoted to Hunters' Supplies

Suggestion for an Ad. Which Ought to Catch the Eye of the Man Preparing for a Trip to the Haunts of Wild Game—The Season Should be Taken Advantage of.

By W. F. Ralph.

As the hunting season approaches the wide awake grocer—the man who realizes the commercial possibilities of the hunting season—will commence to advertise any of his stock that has a bearing on camp life.

Suggestion counts for a lot in advertising to the hunter. While the seasoned hunter generally knows pretty much what he requires in the way of food supplies for the camp, the new man does not and will gladly act on reasonable suggestion.

The seasoned man, too, can be persuaded, through advertising, to take along food that, without suggestion, he would never have thought about at all in connection with his hunting trip.

Get the Orders Early.

It is a good plan to get the hunting fraternity to order well in advance because, by ordering early, with lots of time to pack up, they are apt to be more liberal in their orders. When supplies are ordered at the last moment the hunter is apt to cut his order down to the lowest point possible," as he has much less time to prepare for its transportation.

Most of the grocers who go right after the hunters' supply trade make use of liberal newspaper space in which good live copy is run well in advance of the season. Contemporaneously with the newspaper advertising it has been found highly profitable to put in a special hunters' window display.

On this page is shown a suggestion for a hunters' supply advertisement that retail grocers may find useful as a model in preparing their hunting season advertising.

VEGETABLE DISPLAY WINDOW.

Chatham Grocer Took Advantage of the Occasion of the Fall Fair.

Chatham, Ont., Oct. 27.—The occasion of the fall fair held here was utilized by H. Malcolmson's grocery as an opportune time for a window display of vegetables grown in Kent.

One of the front windows of the store was filled with moist earth, sloping upward from the front, the earth being covered with a bed of thick green moss. In this were large, circular spaces about a foot or more in diameter, each being filled with fine samples of home grown vegetables. The moss covered bank was also marked off at each end by a row of vegetables. Among the vegetables displayed were squash, tomatoes, onions, cauliflower, cabbages, potatoes and various roots. At the back of the window a row of celery was actually growing, while there were also stalks of sweet corn planted at the ends, as well as sage in flower.

The entire display was made up of vegetables supplied to the store in the regular order of business, and, especially on account of its timely nature, made quite a hit. The display was arranged by Geo. Kime. The store makes a specialty of fresh vegetables.

When You Go Hunting

you will need something more than a good gun. You will need an adequate supply of food that is easy to carry, easily and quickly prepared. The experience of hunters is that the following lines add greatly to the comfort and enjoyment of life in camp:

Condensed Milk

The only thing possible for tea and coffee in the camp.

We have the standard lines of guaranteed quality, per can, 15c.

Canned Meats

You will require some of these in case luck is against you. Better take along a few cans of Veal Loaf, Ham and Tongue Corned Beef and Pork and Beans.

Bacon and Cold Ham

Two lines that go well to vary with fish, venison or game birds.

Bacon, per lb., - - - 22c.
Cold Ham, per lb., - - 30c.

Meat Sauces

A piquant sauce certainly does give an added "snap" to the best of meat. We have all the most popular lines waiting for your choice.

See Our Main Street Window

TEA, COFFEE, SUGAR

Camp life is almost unthinkable without a plentiful supply of good Coffee or Tea and Sugar. After a hard day's shooting a cup of steaming tea or coffee takes away that tired feeling from body and brain. Whatever else you forget, don't forget Tea and Coffee.

Don't Forget Your Tobacco

Cheese, Cream & Canadian

Some hunters prefer the Canadian cheese and some the cream: but all hunters insist that cheese of some kind is indispensable in camp. We have both kinds, splendid quality at the lowest prices.

Fresh Eggs, Butter

Your party will require a few dozen of really fresh eggs, because after all's said and done, a breakfast of eggs and bacon cannot be beaten for tastiness and satisfaction. Makes a good basis for a hard day's tramp. And don't forget some good creamery butter.

Condensed Soups

Very handy for a quick meal, positively unbeatable as a quick refresher. Heat the can, open, mix with a little hot water and your soup is ready. We can let you have some brands that would tickle the palate of a prince.

Biscuits

Take along a few pounds of plain and fancy biscuits. Handy to have a few in your pockets when on the tramp or waiting by the trail.

Get your outfit ready in good time, thus avoiding the possibility of forgetting something important as one is so apt to do when in a great hurry. Better order NOW and let us pack your stuff ready for delivery to your starting point at a moment's notice.

BLANK'S GROCERY STORE

162 Main Street West

A Suggestion for a Newspaper Advertisement Appropriate for the Hunting Season.—Written by The Grocer's Ad. Critic.

Good Profits From High Class Goods

The W. H. Stone Co., Winnipeg, Use Their Selling Power With Good Results—Dispose of Best Quality Goods, Give Superb Satisfaction and Obtain Better Profits—Some Instances Illustrating What Can be Accomplished by Salesmanship.

"Until the last twelve months or so we have never had a sale for a large attractive bottle of olive oil; but on the recommendation of a Toronto firm who handle an attractive line of these goods, we purchased a few packages to sell at 50 and 90 cents per bottle. and by the exercising of a little salesmanship our staff has been able to dispose of quite a quantity of this line, and we are consequently getting repeat orders and new business."

"Previous to getting this line we had never been able to sell with any success goods more expensive than 25 to 30 cents in price."

The above is one instance of the experience of The W. H. Stone Co., Winnipeg, Man., recognized to be among the West's leading grocery stores. It shows the prominence this firm attaches to the power of salesmanship in disposing of high class goods which bear good profits.

Forget About Their Profits,

No doubt there are dealers all over Canada still offering for sale the cheaper olive oil, when they might just as well sell the higher grade more extensively, and at the same time reap the better profit connected with each and every sale.

This big western firm believe that intelligence and alertness is good timber in the store. These characteristics in a salesman aid him in appreciating the wants of the customer standing before him. Any dullard can be waited on and served, but to serve requires judgment skill, tact, patience and industry. When these have become the accomplishment of the salesmen, then they can sell the goods and adequately serve the customer.

The W. H. Stone Co.'s store carries high class goods. In doing so it assumes that its patrons are familiar with the better classes of foodstuffs, and that they are particularly anxious to secure them even if the prices may be higher.

Selling High Class Groceries.

Their wisdom in that is best illustrated by the statement of A. E. White, the secretary-treasurer. "Our sales of high class groceries," he says, "have been steadily on the increase during the last four or five years, and we attribute this fact to the reason that we made it a point to talk quality to our customers in preference to price.

"We feel that there is no question as to the truth of the saying that 'quality is remembered long after the price has been forgotten.'"

Here is a point in salesmanship worthy of more than a passing consideration. This Winnipeg grocery firm find it easier to sell a quality article costing the consumer 50 and 90 cents, than a similar article at 25 and 30 cents. Not only do they sell more of the former but their percentage of profit is greater, better satisfaction is given. and there is less chance of losing a customer.

Another Splendid Result.

Mr. White cites another actual experience to prove his contention in this regard.

"The same thing applies to ox-tongue in glass jars. During the last three months we have sold several cases of this line at a retail price of $1.25, whereas lunch-tongue at 35 cents and ox-tongue in tins which retail at 85 cents per tin were our limits until we introduced the higher grade and more attractive line."

This instance of the selling power of The W. H. Stone Co. is typical of the big merchants who have attained outstanding positions in the mercantile world.

A Winnipeg manufacturer said recently that he did not believe success could be attained in any great measure in the retail grocery business to-day, unless the merchant exercised and developed his selling possibilities.

"Wait for the demand," he said, "and there will be little business done; the dealer must create demand himself if he is going to succeed. Whether this is done by the exercising of his power of speech to suggest and persuade, by newspaper advertising, window-dressing, cleanliness, quality in goods, interior and exterior appearance, or by all of these, it matters not; but the demand above the ordinary requests of customers must be secured."

This man has been through the mill, and he knows.

This strikes a key in the reasons for the progress made by The W. H. Stone Co. By urging their customers to purchase quality goods that were bound to give satisfaction, they not only kept their trade, but secured new patrons, and at the same time received better profits. It must be remembered that whatever else is done, there must be profits secured which will float the business above water. If no attention is paid to this feature, eventual failure is irresistible. A stock turn-over twice a month may be done but unless there be profits which will more than overcome expenses it availeth nothing.

It is therefore with the profit point in view that such houses as The W. H. Stone Co. do business. Any other policy they deem, would be suicidal.

Qualifications of the Clerk who Makes a Success

"How to Become a Successful Assistant," was one of the subjects written on in the prize essay contest of the London, Eng., Grocers' Exhibition. The first prize essay was contributed by S. Snowcroft and was as follows :

1. Punctuality.—Be prompt in getting to business.

2. Personality.—Give attention to your personal appearance. Clean finger nails, neat attire; cheerful countenance, and a pleasant address help success.

3. Tact.—Immediately customer enters, step briskly forward, with a "glad-to-see-you" smile. Be patient with slow customers, diplomatic with grumblers, respectful and courteous to all. Remember names and faces. Customers like to be greeted pleasantly by name—they feel flattered, appreciated.

4. Accuracy.—Cast up customers' invoices carefully. Avoid mistakes ; they are costly. When in error apologise promptly, frankly.

5. Dependability.—When you promise to procure or deliver goods by an appointed time, do it. Disappointed customers are fatal to success.

6. Knowledge.—Know the goods you handle. Be able to give full, prompt and accurate reply to the customer's question about country of origin, different grades of quality, process of manufacture, how prepared for use.

7.— Thoroughness.—Avoid "slipshodness." Never leave a customer partly served. Let your thoroughness indicate a desire to please.

8. Progressive.—Customers welcome information about new goods—whether corn cures or washing powders. Attention skilfully drawn to a new thing means a sale, wins you a reputation for up-to-dateness and leads to success.

9. Systematic.—Be methodical ; systematise your work. Master it, or it will master you. Abhor dirt. Keep stock bright, scales sparkling, counter polished. Do not write or read private notes or newspapers during business hours.

10. Morals.—Shun gossip. Be truthful ; be honest ; be manly ; be gentlemanly ; be true to yourself. Cultivate lofty ideals.

"Hitch your waggon to a star." Success will inevitably follow.



Each Clerk has a Special Article, Which he Displays and Talks up to Receptive Customers.

Article Assigned Weekly to Each Clerk

System Used by a British Columbia Dealer in Selling Profitable Goods—Clerks Keep Track of Sales Daily so That Their Worth and Salaries May be Judged—Each Salesman Looks After a Display for the Particular Article Allotted to His Attention—Found to be a Profitable Method.

"We certainly have found salesmanship one of the greatest factors in the securing of new business," said a prominent grocer of Victoria, B. C., recently, in repy to a query upon this subject.

"We have adopted many selling plans from time to time, and among them that of suggestion has been probably foremost. One idea we follow particularly is this: Beginning with any week we select some particular article for each clerk. If he does not already know its best talking points, he is told them, and he is supposed to push the article that has been allotted to him.

Selling More Cocoa.

"That is the method in the rough, but it works out on a broader and more elastic principle. For instance, suppose that one clerk has been given a line of cocoa, as this is particularly apropriate at this season, and illustrates the point.

"Women like cocoa, and it has a big sale, but with many it may almost be regarded as a delicacy. They are probably overlooking it until their attention is called to it, and only a little talk is needed in many cases to make a sale.

A Display for Each Clerk.

"Well, this clerk, using his best judgment, makes a special effort to sell this line of cocoa, which, of course, must give a fair profit. To assist him in the work he will have a neat display on part of the counter at which he is generally found, or it may be on a showcase or shelf.

"The idea is that it may attract the customer, even before the clerk has spoken, or having it close to hand he has but to point to it in suggesting it to customers from whom he is taking orders.

"He has to depend largely on his judgment to decide what customers he will suggest it to, for like every other plan, this one is not guaranteed to suit every case. It has, however, proved invaluable in our store and the clerks themselves like the idea.

"They have to keep account of the number of sales of the article entrusted to them, and in this way, together with the duplicate order-checks, we are able to follow the success of the efforts that have been put forth by each. To a certain extent their abilities may be judged from this plan, likewise their interest in the work, and their salaries as well.

Goods Sold Over the Phone, Too.

"Those who are sent out to take orders follow a similar principle, and in answering the telephone it receives the same prominence. Of course, this method does not exclude suggesting other articles. Not at all! The clerk pursues his usual plan, but emphasizes the special article allotted to him for that particular week.

"It is not difficult to keep different articles going the rounds. They are interchanged among the clerks in order to give these special articles as big an impetus as possible. By thus talking up goods that are not asked for every day, goods that from their character may be called delicacies for even the average consumer, a new trade is slowly but surely built up.

Quality and Profit Important.

"It has been our opinion that this policy is good business from every way you look at it. If you get in a new line of pickles, jams or jellies, which presents a good profit, and the quality of which can be depended upon, it is not safe to wait until the customers ask for it. In fact, such a method seems suicidal.

"Our policy is to go after the business and, to gather it in, you must undertake a selling plan—or it might be called an educating plan—by which the new goods are introduced to customers. If the article is worthy of our efforts—and we always endeavor to satisfy ourselves on that point before we handle it at all—then we do not hesitate in telling customers that we have faith in it, that it is good goods and will give satisfaction.

Are From Missouri.

"No matter how good an article may be, most people do not know it when you first present it to them. They have to form their own opinions by experience. If we were to get in new stock and simply leave it in the store-room, or if we even displayed it on the shelves and then trusted to fortune, we would soon have more old stock in the place than we would know what to do with, and we would not be getting our money back.

"Our experience has assured us of the importance of this principle in the grocery business, and we think that every grocer can profit by adopting it," he said in conclusion.



Plain Talks About Grocers' Defects

Observant Knight of the Grip Takes a Fall Out of The Man Who Knows It All—This is the Class, He Declares, Who Frequently Drops Into the Hands of The Receiver—Gives Some Actual Conversations With Men Behind the Counter.

Said a traveller recently:—"There is one class of grocer who never will amount to a row of pebbles, and that is the man who knows nothing or practically nothing about the business and will not admit it. I fail to see any hope for that individual. His days are numbered, and it is only a matter of time until he notifies his creditors that he has given up the struggle. The receiver takes charge of the obsequies; the last rites are performed; the mourners get twenty-five cents on the dollar; the old stock is sold at ridiculously low prices; the other grocers rant and rave until the cheap goods disappear, and there is another vacant store on the main street.

Like Tennyson's Brook.

"It is we travelers that know this kind. You cannot do business with them, and you cannot tell them anything, for they think they know it all themselves. They come and go on forever, with wonderful regularity. One fails, and there is another to take his place. On our first trip we find the new one confident of what he is going to do, but ignorant of what he is doing. And he is there every time we come around, but looking sourer each time. However, he is very busy, so he says. Has no time to talk to travelers, no time to read in fact. Call some other day. Another day comes, but Mr. Man has gone.

"Yes, if some of these fellows would admit to themselves that they knew as much about the grocery store as they do about hte fourth dimension there might be some salvation. At least, they would be in a position to learn some of the rudimentary principles of how to make money handling groceries. But you simply cannot tell the majority of them anything.

"They know this and they know that, to hear them tell it, but if you get any opportunity to unmask them, you will soon find that they are ignorant of even the basic principles.

Neglected to Study.

"I told one of them a few things, not long ago, that may wake him up, but I have my doubts. I did not want to be too personal about his business, but we were talking on business methods, and how to get new ideas and how to develop old ones. I felt that his ideas were few and far between, although if he once got going he might be able to grasp a few notions. So inadvertently I asked him if he read a trade paper dealing with his business. Oh, yes, he read it sometimes, but he could not find much to it.

"That's queer," I told him, "I know grocers who say they find it quite a benefit. I'll bet that if you were to read it carefully, and act upon the methods given, that you would find quite a difference.

Article on Profits and Cost.

"There happened to be a recent copy on a side shelf, so I opened it and called his attention to an article by Henry Johnson. Now, I know about Johnson pretty well myself, and I know that he has made good as a retailer, so I said, Here is an article that is meant just for grocers like you.

" 'How's that' he asked, but he really did not seem to want the answer. However, I was just waiting for that cue, so I said: 'Well, seeing you've asked me, I'll tell you, and I mean it for your best interests; you know you do not understand the grocery business. This article deals with profit and costs. Now do you know what it costs you to sell your goods?'

"I guess he did not know whether to answer me or to throw me out, but I told him how important it was that he should get things down to a business level before he could hope to secure the best results. He repiel that his cost of doing business was not a big item, and then I started.

Some Plain Talk.

" 'You are not the only one who is struggling along with the same idea, and when I speak plain like this I don't want you to feel offended.'

"So we went around the store, and I pointed out where he could improve arrangements of goods, told him about his windows, etc. I referred to salesmanship, cost accounting, quality, and told him to learn how others do things.

" 'Ask travelers,' I told him, 'it is better to learn all they know than to send them about their business without even an enquiry. Learn from other grocers if you can, and when you read your trade paper, start at it as if there was something you could learn, and not as if you knew it all and did not need assistance.'

"I cannot say that I told him much myself, but I did point out a few defects that could be removed, and a better system established.

Must Acknowledge Defects.

"As I have already said, this is the kind of grocer who must grasp the first principles of business or close up his shop. He must be converted, so to speak, and before that takes place he must admit his deficiencies.

"I have often wondered if anything can be done for the grocers of this class and each time I get back to the above conclusion that they must acknowledge that they have something to learn. In other words they must co-operate. This co-operation may be with a local association, with a traveler, with the trade journal or with any other means that can direct him along the right path or all."

Power of Quality Backed by Cleanliness

An Illustration From Quebec Province—Greater Enthusiasm Can be Placed Behind Selling Power if Such is the Case—Modern Fixtures and Prompt Service Add to Possibilities—An Annual Turnover of $50,000 on a $5,000 Stock—A Large Business Owned by Women.



The first, and the most striking feature of the store of J. N. Duquette, Park Avenue and Prince Arthur St., Montreal, to the incoming customer, is the atmosphere of perfect cleanliness pervading the entire place. Naturally the first question asked is, how they manage to keep it in the condition it is always found? In order to answer this the manager, J. C. Marchand, gave a short outline of the history of the business from the first time, eight years ago, when J. B. Berthiaume began retailing groceries.

As one of his first investments he decided that his fixtures must be of the best, and such that the stock would be as nearly free from outside contamination as was possible. With this in view the quality of the fixtures, show cases, etc., was such that the appearance of the store necessitated constant care to keep it always up to the mark. Gradually this careful spirit spread throughout the employes of the establishment, until it became a matter of pride to see that nothing should mar the original state of things any more than was unavoidable.

Six years later the store passed into the hands of Duquette & Falcon. The head of the firm, Mr. Duquette, carried even further the policy of cleanliness and neatness, rendered perhaps more easy by the thorough training given the employes by the first proprietor.

Women as Grocers.

Some few months ago both members of the firm died, leaving Mrs. Duquette and her daughter, Miss Florence, with the store on their hands.

Instead of selling out as most women placed in similar circumstances would have done, they immediately started in to run the business, with the valuable assistance of the right hand man of the old firm, J. C. Marchand. Florence, the daughter, pluckily left high school to take charge of the office work, and aided by the advice of the older employes, she had soon mastered the situation, and was running the business like a veteran. The old lines have been followed to the letter, with additional improvements as they became obvious and necessary.

Carry Only Quality Goods.

Two of the maxims of the store are well worthy of being placed over the desks of every up-to-date retailer. The first is "Never stock anything you would not wish to eat yourself." The second is that "It is better to sweep out the corners of your store first, and the centre afterward. Then you can be sure it is thoroughly done."

These sound like very simple things, but the constant application of them to the everyday store routine is bound to have the best kind of an effect on the general tone of the store.

When questioned recently by The Grocer as to the effect on the average customer, Miss Duquette said the best recommendation to this kind of merchandising showed in two ways—first, the class of customers to trade there were of the very best, and second, that they were much more ready to pay cash if it was necessary to do so in order to trade there.

Weekly Trade of $1,000.

Speaking more in detail as to this latter result, she said that, in their average weekly business of nearly $1,000, only about ten per cent. was not a strictly cash business, and the balance was in short time accounts.

According to Mr. Marchand the goods are already half sold when they make their appearance in the store. The reasons for this he considered to be two. One has already been referred to, the goods and their appearance. The other is by far the more important. To give the proper explanation one must dip into psychology a little.

Selling Power of the Individual.

Clerks are human, the same as the rest of mankind. Suppose you are stocking poor stuff, badly put up, and carelessly looked after. Naturally the salesman can feel little enthusiasm when recommending to a customer. Which will he sell the most of? Goods he knows are not what the customer should have, or those which he is firmly convinced are as good as can be sold for the money? This personal element in the selling of groceries is only too often entirely neglected. How can a man conscientiously recommend articles he has no intention or wish to use for himself? and if he cannot do this conscientiously how much influence will he have on the prospective customer?

Just let us take an example. A customer asks for some eggs, requiring that they be absolutely new laids. If the clerk is confident that his eggs are what is required, will not his decisive, confident manner assure the customer that they are as represented, and effect the sale? Suppose, on the other hand, that he knows the customer will be certain to find some of the eggs poor, is his line of selling talk going to be as convincing?

Of course not, and therein lies the secret of the success of this business. Every clerk in the store is absolutely certain that no better goods at the price can be furnished, at any rate not in the vicinity. Result,—the clerks are enthusiastic about the goods and produce a line of talk that makes sales. The personality and initiative of the salesman accounts for a large proportion of satisfied customers. If a customer sees that the salesman believes entirely what he says, is thoroughly in earnest, and knows that the store is willing and able to back him in his statements, it goes a long way toward effecting the disposal of the goods. Also it makes a steady customer, provided nothing occurs to change matters.

Interior Arrangement.

Accompanying this article is an illustration, showing somewhat of the interior arrangement. Undoubtedly no store is perfect in every respect, but in the Duquette premises all the essentials are to be seen. Being 100 by 30 ft., there is plenty of room to show practically all the stock capable of display. This is done by means of two series of side show cases, between which is a third, wide aisles separating all three.

Particular Goods Under Glass.

The side walls are bountifully equipped with shelf and bin fixtures of the most approved types. The displays made thereon are well in accordance with the care and thought evident in the entire conduct of the business. They are systematically placed, all goods such as teas, soaps and spices, being under glass, while articles like canned

goods, not so affected by outer influences, dust, flies, etc., occupy the open shelves.

Cheese, meats and butter are kept in the refrigerators, except what is used up during each day. This trade has become so steady that now the day's supply of bacon is cut in the morning on the slicer recently installed, and it is invariably judged within ½-lb. of the correct amount. Wrapped up in pounds and halves it is kept on sanitary graniteware pans under a glass cover. The cheese is kept in a similar way. In cutting cheese, Mr. Marchand uses the method of slicing by means of a wire. He claims it is sanitary and simple. Also there is absolutely no waste.

Pump for Kerosene.

A mechanical contrivance which has proved a great convenience, is a pump for kerosene. A slight turning of a handle serves to set a stream running and the amount necessary can be gauged to a nicety. The pump has already paid for itself many times over, not only from economy in service, but in the time saved by the clerk. Also it prevents the hands from being contaminated, odors which in some stores are transferred to bread and other sensitive articles for the table.

Another mechanical assistant is a coffee mill run by electricity. Simply by turning the switch any desired amount can be ground.

Carefulness in Lighting.

The lighting of the store is very complete. Three large plate glass windows form the front outer section of the store. Two more are placed at the back. In addition there are two large gas-burners and two chandeliers suspended from the ceiling at intervals.

The ceiling itself is a credit to the store. It is of handsomely panelled wood, stained a dark brown.

Leaving for a moment the inside of the store, two delivery wagons and horses are employed and it may soon be necessary to use more. Two phones are kept busy all day long and pressure of business will soon make an additional one necessary. Most of the deliveries are made on the c.o.d. system. As Miss Duquette put it, "we have the kind of stock people want ; we have the most up-to-date methods of storing and delivering, and we find that people are fully as willing to pay cash if they receive the proper treatment."

Turnover Ten Times the Stock.

Evidently she is right for, with a stock of less than $5,000 the annual turnover is about $50,000, showing practically a monthly turnover—about as near an ideal retail grocery trade as could be found.

Casting Discredit on Honesty of the Grocer

Canadian Newspapers Take Up the Cry of Dishonesty From New York on the Part of the Retailer, Forgetting That Dealers of Our Own Country are Different — The Canadian Dealer Places the Confidence of His Customers Above Everything Else—Printing of "Don'ts" Here Likely to Cause Unjustified Criticisms.

By Harry Hallman.

A number of Canadian daily newspapers have recently published a list of "don'ts" collected by C. J. Driscoll, the Inspector of Weights and Measures of New York City, and it is likely that many other papers throughout the country will use them. A few of these "don'ts" are as follows:

Don't allow your grocer to weigh in the wooden butter dish when he is weighing your butter.

Don't gossip with your merchant while he is weighing your purchases unless you are absolutely sure of his honesty. This is one of the practices of a dishonest shop.

Don't be afraid of your tradesman. If you believe he is giving short weight, or not the proper quality of goods, do not hesitate to insist upon your rights.

The whole list is in the same tenor, tending to cast discredit upon the honesty and integrity of the grocer. Pamphlets were printed and distributed throughout New York city. Their appearance in the Canadian press, however, will not tend to disturb the great bulk of Canadian grocers.

Confidence His Best Asset

The typical grocer of the Dominion realizes that his greatest asset is the confidence of the consumers with whom he is doing business. If he did not possess their complete trust he would soon find himself ready to give up the ghost. Even if there is any doubt as to his uprightness, the mutual understanding which forms the basis of ideal salesmanship is destroyed, and were such a grocer to suggest some goods to a purchaser, his statements would be taken with a "grain of salt."

This immense asset upon which the selling power of the dealer is established is cherished by the best of Canadian retail grocers. Bereft of the confidence of their customers they might just as well turn their goods over to the receiver, first as last.

The Criminally Disposed.

There are possibly some of those who pass as grocers, to whom the above "don'ts" might well apply, but fortunately they are few and far between. Even grocers are human, and therefore are liable to err, but those who are criminally disposed, those who would stoop to cheating, fail to realize the enormity of their offence. If they continue in the path they thus choose, and having once stolen they will likely persevere in it, the winding up of their business approaches with each succeeding day. It is only a matter of time until customers begin to doubt, and this stage marks the beginning of the end.

Canadian grocers, generally speaking, have inherited an unsullied name, and up to the present they have preserved its brightness. True, there are some that may be playing with the fire, to use a colloquial expression, and they may be putting it over their customers now and then, but it is believed that this kind of grocer is a rare species.

Does Not Apply Here.

The New York inspector may have considered it necessary to cast wholesale aspersions at the retail grocery trade, but his advice might have remained below the border. The cap will fit but few grocers on the northern side of the line.

It may cause some inconvenience if some of the suspicious individuals read that list of dont's.

There are people whose trust in humanity is extremely limited, and if but a hint were dropped against the grocer they might possibly believe it.

No! the time has not yet arrived when the consuming public should be warned against their grocers, and it is to be hoped that this reputation will always be maintained.

As manufacturers who have had business with the retailer of Canada know, the Canadian dealer is a superior business man to his confrere to the south of the boundary. He is a man capable of conducting business on business principles, capable of creating demand for worthy goods. The Canadian dealer is not merely an automaton.

By a recent ruling of a judge in Springfield, O., grocers may keep open on Sunday. The court would not discriminate between cigarmen, ice cream dealers or any other merchants and said that if it was lawful for one it was lawful for the other.

Damaging Criticism of Dirty Stores

Women Tell Each Other at a Social Function About Grocery Stores Which Show Lack of Cleanliness—Names of Retail Dealers are Unhesitatingly Mentioned—Instance of a Loss in the Sale of Cheese.



How many grocers' ears must tingle every time there is a five o'clock tea or a quilting bee! If they only knew the criticisms, probably exaggerated, but all the more damaging, that are piled up against them wherever two or three members of the feminine sex are gathered together, they would perhaps be more particular about their interior displays, the cleanliness of their goods and the general tidiness of the whole store.

If they recognized to the full the selling force that a nice, bright, well-arranged interior presents they undoubtedly would take more pains in their attempts to create a favorable impression on the particular customer.

As it isn't probable that grocers attend these five o'clock teas or other luncheons where women predominate, we shall endeavor to give some actual observations by some of the latter, made at a certain social event of the type mentioned. They may help to illustrate the importance that the disappearance of slovenly manners is to the selling power of the business of the dealer who doles out the necessaries and luxuries of life in the foodstuff line.

Honor Where Honor is Due.

"Did you see B———'s windows yesterday," asked one, "they were simply beautiful; one of them contained all kinds of fish, another had poultry and wild game and the third one groceries; and their store looks so nice and clean."

"I wish we had a store something like that nearer us," remarked one of the other women; "if we want anything in a hurry we have to run out to the corner and you know we can't depend on the goods we get. They handle a lot of fruit and if we happen to appear just when a new lot arrives we can generally get good quality at fair prices.

Wouldn't Buy the Cheese.

"But the other day I took a notion that I would like some cheese for supper so ran over to the corner store for it. Well I saw a piece of cheese on the edge of the counter with flies around it, a sticky fly paper next it and cinnamon lying on the top of it, so you may be sure I didn't buy any. It almost sickened me. Almost every time I go there now I see something that I don't like and apart from fruit and an occasional package of spice I purchase very little.

"In fact there isn't a single clean store around here that I can depend upon. There are Jones', Brown's, Smith's and Hall's and not one of them as clean as it ought to be."

The third "spokesman" was a young woman who had not yet entered in upon the life of connubial bliss.

Another Cheese Story.

"I went into W———'s grocery on our corner there on Saturday night to get some cheese and crackers. Everything looked to be upside down and I was almost tempted to go out without them when I saw some crackers done up in five cent packages. But the cheese! A saleslady showed me a ragged little piece on the counter with no cover on it and next a pound of butter. I asked if that was all she had and she wanted to know if I wanted more. I told her I didn't want as much, but that I didn't like the looks of it. So she showed me some in a box at the back of the store which looked a little better; but I'm always afraid to get anything there."

Goods Piled Everyway.

Still another retailer came in for criticism for having so many boxes, barrels, etc., on the floor. "I can scarcely get past them," said the critic, "and the window is always so full of boxes, too, that I can never see inside without going in."

These few little conversations go to illustrate the damage that can be done to a grocer who does not keep a clean store and who expects to deal with women who are particular. It is one of the surest methods of losing trade and ought to be given the most serious consideration.

The yield of honey in the Old Country this year is about 50 per cent. of the average and bee-keepers are keenly disappointed. The scarcity is ascribed to the sunlessness of the summer, which has kept the bees from working and also to the lack of warmth and the abundance of rain which have militated against the secretion of nectar in the flowers.



They Went to Purchase Cheese, But Came Away Empty Handed. Why?

Advises Hard Work to Enlarge Profits

Methods Pointed Out to Show How Greater Interest Can be Aroused Among Consumers on the High-Class Profitable Lines —These Should be Concentrated on and Unprofitable Lines Forgotten — Importance of Knowing Cost and Overhead Charges.

By Henry Johnson, Jr.

Various Things.

COST.—There are few things as elusive as cost. What you pay for your goods looks like a matter easily to be determined; yet, when you come to look into it closely, it is not so easy.

This has been discovered by manufacturers, but only very lately in its completeness. The country had expanded so rapidly, development along all lines had been so ready and impetuous, that until within a few years it was safe to do business largely on guesswork. The manufacturer made prices without any distinct idea of the cost of his goods and, so long as he made an annual profit, he did not dig into details. But things changed. Goods were made by manufacturers situated nearer to one another and competition became close. Occasionally one was unable to stand the pressure and went under; and attributed his failure to "conditions," more or less vague. Investigation showed, however, that many fixed charges had not been properly apportioned, so that even the man who survived got through only by chance, because he had some goods which paid well enough to cover the losses on the items with which he had underbid the man who failed.

Heavy Overhead Charges.

An accurate accounting showed that the fixed charges, called the "overhead," constituted such a heavy charge against the business, that, in most factories, a flat rate of 100, 125, and even 180 per cent. was added to factory cost on all goods, to cover the overhead. So it is that wholesale grocers who manufacture specialties, add a heavy percentage to what it costs them to simply compound and pack those specialties.

I know of one making a gelatine specialty. The cost of the goods, packed and ready to deliver to the sales department, is 37½ cents a dozen. But they add 100 per cent. to that cost; and the merchandising end is charged 75 cents a dozen for that gelatine.

Studying the True Cost.

If we do not reflect that nothing happens without cause, we are apt to jump at the conclusion that such a wholesaler is a "robber." A little knowledge of true conditions, and such reflection as it is well for us to cultivate, will lead us to conclude that maybe the jobber is not wrong and that we would better follow in his footsteps and find out something about our own overhead charges.

Let us begin by making sure that what we call our cost includes every charge of whatsoever nature which is incurred in getting the goods into our stores ready to sell. That will make an excellent beginning in our study of true cost.

* * *

FEAR.—Fra Elbertus says that "there is no devil but fear," and I think he is right.

We always fear to take the bull by the horns lest we encounter some strange monster in the shape of "customer-disapproval," or "what the man down the street will do." We are afraid of shadows whenever we think of reasoning things out logically, as they are, and acting on our conclusions.

If by any chance it is pointed out to us that things cost thus and so and we must figure on that cost to ascertain what our margin is and what it should be, we drop back on the reflection that this would be all very well "if they would all do it, but, etc., etc." Yet, in almost all these things, we hold our future in our own hands. Let us go about things honestly, that we do not fool ourselves, and logically, that we may KNOW the true facts and conditions.

Pay No Attention to Others.

The first thing to do is to find out just what goods cost. We are not concerned, for the present, with what others may pay, or how they may figure things, or whether they are working along right lines, or doing what they should do, or making money, or going broke. We have to do with ourselves first. Our study, then shall be our own costs—just what they amount to, to the uttermost fraction on each item.

* * *

THE GROCER'S POWER.—What we might do if we were all enlightened merchants cannot be properly computed. We could go anywhere; do anything; nullify any adverse condition. The grocery trade, as a body, has no conception of its power. I am conceding all this as a starter, to get rid of the weak objection that certain things cannot be done by one man alone; for I know that the fact that each must stand alone and work out his own problems under existing conditions, holds many advantages for those who know opportunities when opportunities come along. First, the battle makes the strong man. Second, the constant study and application make the broad, unusual merchant. Third, there is no danger of our being weakened by having too great discretionary power. That last is important; it will mean a lot to you if you will think it over and digest it.

Work Where Profits Exist.

But right now, under existing handicaps—or stimulus, if you please—the thoughtful, studious grocer, who logically thinks out his own problems, can work out his salvation with signal success. First get YOUR costs. Then work on those things on which it pays you to work. Then labor to widen your margins on your entire line. And, finally, work early and late, through improved service and the study of new and better items, to RAISE THE GRADE of your business.

With the exact knowledge of what things cost, you can immediately and without further parley, change the arrangement of your stock and alter instructions to your clerks so as to push the sale of lines which PAY.

Display Profitable Lines.

I need not go into many details—one or two will indicate what I mean. Put your sugar, corn meal, cereals without profit, and standard peas on the back shelves, where they can be got at rapidly in filling orders, so as to cut the work on them, and remove them from display. Get your coffees, teas, fine layer figs, attractive fresh fruits, fancy crackers, fancy peas, large sizes of prunes and other finer things out in front where they will to a certain extent "sell themselves," and where they will constantly remind your clerks to sell them.

That is the great preliminary step; and you will observe that there is nothing revolutionary nor trade-startling about it. Still it will likely stir up a good deal of favorable comment among your customers from the first day.

One important thing I forgot: have your windows CLEANED and arrange some simple, attractive displays in them, which change twice each week—no less.

After that—well, the rest will almost unfold itself to you after that!

The raisin crop in California is estimated at 50,000 tons against 75,000 tons last year; the Spanish crop at 15,000 tons against 30,000 tons last year and Smyrna Sultanas at 25,000 tons against 50,000 tons last year and the Greek currant crop at 120,000 tons against 185,000 last year.

High Class Goods Attractively Shown

Handsome Interior of Star Provision Company's Grocery at Regina—Importance Placed on Cleanliness and Neat Displays —Profits on Fine Goods—Modern Fixtures Installed.

That the west demands the best, is well illustrated by the handsome store of The Star Provision Company, Regina, Sask. It shows the value this firm places on interior appearance in enhancing their selling power, and provides food for thought for many easterners who are behind the times in this important feature of the grocery store.

—grocery, provision and confectionery—and each of them is equipped with up-to-date fixtures.

The business was begun in November, 1906, by W. Wakefield, formerly of St. Thomas, Ont., and A. F. Carruthers, a former resident of Strathroy, Ont. In December, 1907, they moved into their present quarters, and, principally on account of using up-to-date methods of display and personal salesmanship, they have met with good success.

They inaugurated later a cash system of business. Six weeks before doing so, they sent notices to all their customers, telling them of the contemplated change of policy. This was backed up by a vigorous advertising campaign along quality and price lines.

The Star Provision Co. make a feature of high-class goods. They secure good profits on these and talk them up to customers, thereby creating a revenue which would otherwise go to a competitor. This, they claim, aids in giving their store a certain distinctive characteristic, which is a power in getting new customers and working up new demand.



Interior of the Grocery Department of the Star Provision Co.'s Store, Regina, Sask., Showing a Handsome Arrangement of Extra Fine Goods.

The Star Provision Co.'s store contains modern equipments equal to the best in eastern Canadian grocery establishments. The illustration shows that cleanliness and system are particularly attended to. The long shelf display and the handsome counters, at once give a distinction that appeals to the eye of every one who enters the store. This company has three separate departments

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INTO THE ENEMY'S CAMP.

Kamloops, B.C., Oct. 27.—By running an advertisement in the Kamloops press The Savonas Grocery Company, Savonas, B.C., some 27 miles from here, arrests the attention of land seekers, prospectors and sportsmen. The ad. asks these people why they do not outfit at Savonas and save packing to that point. They add: "We have the goods; we understand the business and our prices are right."

This is an evidence of live merchandising and shows that this company possesses an aggressive spirit.



Delivery Route is Marked by City Map

The System in Vogue by Montreal Dealer Whose Deliverymen Make the Shortest Possible Trips—What to Do With the "Rush" Orders—Connection Between Satisfactory Deliveries and the Obtaining of New Customers.

By H. D. McMullen.

Prompt delivery and its selling power is a problem to which is given considerable prominence by Montreal dealers.

The retail grocery business they claim is one of almost infinite detail. A constant flow of small, medium sized and large packages go to make up each day's quota for the delivery department.

They go in many directions and to long, short or medium distances from the store. The customers receiving them may be in a hurry or not, may be chronically impatient and hard to satisfy, or they may be willing to be satisfied with any kind of a delivery.

In order to conduct this branch—one of the most highly esteemed methods of holding custom—in the best possible manner, and at the least expense, it has received many hours of thought from every successful, and many of his less fortunate brother grocers.

The problem has several sides. In the first place take the city retailer. While the bulk of his trade will undoubtedly lie near his store, there are sure to be at least some customers at greater distances. Usually these latter are widely scattered. To come from a distance for such everyday necessities as groceries may apparently be unnatural but it shows usually that for some particular reason the local man has "fallen down," and dissatisfied customers then spread out among other grocers at a distance.

Various Cases Which Arise.

Now to reach economically and quickly all these people requires the most careful kind of planning. The number of delivery wagons must be estimated, figuring approximately what one can do and then buying others as needed. Then, a system should be considered to handle "rush" orders. Lastly, and not by any means the least in importance, the dealer should spend the time necessary to map out the routes for his drivers which will save the most time.

Route Market on Map.

A suggestion just here as to how this may be done, and what is more, done daily :

One Montreal retailer personally supervises his delivery system and yet spends only a few minutes per day in doing so. He has a blank city map on which he has located his regular customers. Each morning and evening when his drivers are to start out a clerk brings him the list of addresses. By numbering them in the order of delivery, using the map to figure it out, the driver has an easy task. No chance of leaving addresses till the last which would mean long, unnecessary jumps.

The scheme is so simple and practical that it is rather a wonder more are not employing it.

Another merchant uses a similar method, planning for the driver, but does not use the map, saying he knew the localities so well it was unnecessary. Of course in the smaller cities this would be very true, particularly where a man had grown up in the town. In larger centres, however, the map is a practical help to a busy man.

Clamor for Rush Orders.

Let us suppose that the grocer has found out just how many wagons he needs for his regular delivery, and take up the subject of "rush" orders.

There are some customers who apparently are never satisfied to have goods delivered in the regular routine way. They must always be "rushed."

It does not take long for a grocer to know this class, and when he does there should be a little tactful explanation that continual orders given in this way are impossible to deliver. Of course that would depend to some extent on how good a customer is under consideration ; but nevertheless there is no necessity for being imposed upon. Continual punctuality at regular delivery periods will soon make any reasonable person an appreciative buyer.

The real rush order, the one which would be an absolute convenience, sometimes even a necessity, to the customer, is a different matter. These must be attended to. How to do it is often a serious problem. The regular wagons can of course take a small part of them, but the bulk will have to be looked after in some other way.

A boy is naturally the easiest solution, and one of the best. Not only can he make himself useful in this respect, but in his spare moments he can be of material assistance in the store, cleaning up and straightening stock, running errands and the hundred and one little extras that would unnecessarily otherwise take up the time of higher paid men.

If trade warrants it two boys are even better. Thus one is almost always ready if necessary. In connection with boy service bicycles are often of great benefit. They will soon pay for themselves in time saved, that is, if the boy is not inclined to loaf.

Just here it is worth while noting that in England a tricycle arrangement is used which consists of a large box on three wheels, with a seat at the back occupied by the boy. By means of pedals he can deliver very quickly, particularly in crowded streets where a wagon would be unable to make good time.

Selling Power of Good Delivery.

So far we have dealt mostly with proper delivery. But, supposing the delivery system to be running smoothly and swiftly, what is the effect ? Customers come to depend on it ; they bank on getting things when promised, and what is more, tell their friends about it. Comparing notes about household matters nearly always brings up

the subject of service in its various forms, and among the first to be discussed is the grocer.

For instance let us take three close friends, Mrs. A., Mrs. B. and Mrs. C.—all three having different grocers. In the course of conversation it develops that Mrs. A. is enthusiastic about her grocer, Mrs. B. somewhat lukewarm about hers and Mrs. C. dissatisfied. Mrs. C. decides to change. Puzzle—who does she try? The answer is obvious. Eventually if she is satisfied, Mrs. B. will also change. Customers form an endless chain, the influences spreading by the most unexpected conductors. You can never tell what sends your next new customer. See that it isn't your competitor who takes away a customer of yours through unsatisfactory delivery. It is, properly handled, one of the greatest and surest methods of holding customers.

Clerks Who are Valuable and Otherwise

Some Think They are Worth More Money When They are Not —Instances Quoted Where Customers Have Been Driven Away —This Means a Big Annual Loss — The Ideal Salesman and Some of His Characteristics.

The clerk occupies a peculiar position in the grocery store. He is supposed to take as much interest in the business as if it were his own, and the reward for this close attention and care is often a wage that most factory workers would scorn.

As the selling end of the retail business is more and more regarded as the most important, the responsibility devolving upon the clerk increases proportionally in as much as he is a part of the selling force. Discredit has fallen upon the long honored motto of "buy right." It is certainly good advice but it has been emphasized to such an extent that there was a danger of entirely overlooking the selling end.

Throws His Chances Away.

It is regrettable that frequently when a grocer does buy right, he cuts his selling price because of some advantage he may have over a neighbor and instead of making additional profit he has recklessly thrown it away to his customers.

Instances of this kind have been legion, but the trade has awakened to the fact that more attention must be given the selling end of the business.

Everybody knows of some grocer who "bought right" on some line and then cut the price. Needless to say, his trade does increase for the time being, but when he can no longer offer this line at the reduced figure without a straight loss or at any rate no profit, those who have been buying from him think it strange that he should go back to the price at which other grocers were retailing.

Leading grocers recognize the value of salesmanship and much of the clerk's merit depends upon his ability in this direction. It is necessary, therefore, that he should possess a considerable amount of what is commonly called brains. Otherwise he will never be a success as a salesman. Prominent grocers who have by their own efforts risen from the ranks, freely declare that wisdom, tact, foresight, ability to read character were largely responsible for the results they attained. They also look for similar business virtues in their clerks. And it must be said that there are many clerks, unsung salesmen, who if they had the chance would make their mark as proprietors, but who are as yet only clerks.

Salary Question Important.

The salary question is one of the vexing problems in the grocery business, particularly because many other paths offer better wages and shorter hours. Proprietors would no doubt give better wages but for the reason that they are only making a living themselves. The cut-throat character of the retail business in many places is responsible for small profits and if this kind of competition keeps the profits at a low figure the clerk suffers with the proprietor.

But apart from any reason for low wages to clerks, there are quite a number who are not worthy of their hire. Possibly they were never intended for clerks but at any rate they are clamoring for "more money" when it would be better for the proprietor if he would entirely dispense with their services.

Clerk Loses Good Customer.

One clerk is known who gave the little boy of a good customer inferior butter and when she returned to the store and spoke to him about it he took it upon himself to argue with her about that and other little instances of the same kind. The woman became vexed, refused to take any butter, and left the store. She has not returned yet. This woman was a regular "pay," and her bill averaged about six dollars a week. The clerk did not realize that this meant a turnover of $312 a year to the proprietor, and supposing the net profit to be ten per cent. it meant a direct loss of thirty dollars to the grocer.

Other instances are not necessary. Every grocer and clerk who has had any experience knows of clerks who have been responsible for such losses. But the proprietors do not always learn of prospective customers—those who were buying little odds and ends now and then—but who left because a clerk divided attention between the customer and some baseball comrade and was more interested in the conversation with the latter than with the business he was supposed to be transacting.

Cases of this kind mean actual losses in dollars and cents to the grocer and in addition there are the negative losses, such as failing to make use of real salesmanship abilities.

Proprietor Often Responsible.

A clerk's value depends often upon the store in which he is engaged. In one he would possibly be like the proprietor who does not realize his selling power and does not look for salesmanship in his clerk. He is one who hands out goods but does not try to increase his power. With a real grocer, such as is found in fairly large numbers to-day, this same clerk would be a real salesman having acquired the selling sense of his new employer.

Thus, the one grocer could afford to pay more money than the other for the reason that the one store was earning more than the other and more was demanded from the clerk.

Clerks That Are Valuable.

On the other hand there is the clerk who by his personality, intelligent salesmanship methods, attention to details and thoughtfulness waits on a customer for the first time, and she, returning home, is impressed by the treatment received and returns again and again until she is recognized as a customer. Or a clerk may possess the art of window-dressing by which he brings business which a mediocre arrangement of the display would not have attracted.

It is safe to say that instances like these are more numerous than those of the clerk who causes the losses referred to. The one should be advised to seek some other work, while the other be prized and developed as much as possible.

A quality that is very necessary is an unfailing amiability. The grocer and his clerk should be almost superhuman in this respect, for the average man occasionally feels out of sorts. If he is liable to this failing it would be better for him to leave the store until it passes away, for customers do not take to a grouchy greeting when they enter a store.

Avenues of Loss in Grocery Business

Leaks Which Dealers and Their Clerks Ought to Watch—Many Thefts Made by the Dishonest Employe—Trouble Caused by Discourtesy and Mistakes in Rendering Accounts—Losses Due to Overweight.

By Walter Thompson.

Business leaks are easily remedied once they are located but it is the locating them that presents the big difficulty. The average grocer must of necessity place a certain amount of trust in his employes and the grocer who has good, industrious, thoughtful clerks, those who know the selling game and its side lines, has a business asset that should not be underestimated.

Some leaks are due to thoughtlessness and others are quite deliberate. The grocer who leaves all the lights in his store burning at night is guilty of carelessness. Simple cheap devices can be arranged by which the window lights will be turned off automatically at an hour when the people have deserted the streets.

The Speculative Man.

The grocer who takes money which he requires for his grocery business to invest in the stock market and, when he needs ready cash again, cuts prices to get the cash in his hand is guilty of a deliberate injury to his business, and knowingly creates a leak.

The clerk who pilfers, in plainer words robs, his employer of goods or of cash does so with full knowledge of his misdeed. This is a leak that is the result of deliberation. When he gives more goods than a customer pays for, or crowds old goods to the back of a shelf putting the new in front, he is guilty of carelessness. Thus nearly all leaks can be classified as either premeditated, that is, carefully thought out by some party, and on the other hand they may be the result of lack of thoughtfulness.

Giving Overweight.

The writer knows a clerk, of about 21 who when he first went into a grocery store four or five years ago was extremely careless in weighing goods, so much so that he had a regular following who preferred him to serve them. He was not downright dishonest but his employer had not impressed upon him the value of care and plain common sense. The clerk did not feel that he was giving goods away and what was lacking was a quiet little talk from the employer on the dependence he had to place on his clerk.

Saturday Night Thefts.

In that same store was a delivery boy of about nineteen whom the proprietor knew or at least he should have known was inclined to be lightfingered. When in the rush of business on Saturday night the orders were being rushed out for the nine-thirty delivery a stray basket of grapes, can of pork and beans, loaf of bread, box or two of candies or other articles regularly found their way to the delivery wagon and afterwards to the barn where the employe had a regular hiding place for his refreshments.

Then on Sunday when he would come down to the stable to clean things up, he generally had a pal, and together they had a light collation at the expense of the proprietor who was then at church, unsuspicious of the fact that one of his employes was thus cutting down his profits. The character of the goods taken depended upon the season of the year and of course, the quantity on hand.

These incidents are actual happenings and there are many other clerks who if the truth were known, have been guilty of the same petty thefts. As another example of how these young men worked the game, a can of strawberries or pineapples—these were favorites—was placed in a box in which an order had been put up by a clerk and left with the other boxes for delivery. Then the route employe carried them out to the wagon and the proprietor was out fifteen for every tin. Boiled ham was another article that disappeared through the same channel and for "wet" goods ginger-beer and strawberry wine suffering most. Cheese was still another delicacy.

Got Hungry Regularly.

Grocers know that one begins to feel a little hungry about four o'clock in the afternoon and practically every day at that hour these two, the young clerk and the delivery boy, would have a little repast at the expense of the house and they would then return better prepared for work, as they used to laughingly say.

They had a regular list of utensils including can opener, corkscrew, spoon, drinking glasses and of course, their jack knives. Just before closing up on Saturday night, was another favorite time of having a little "snack." All of this was not a case of stealing goods and taking them home but still it was a leak.

A large pail of chocolate chips, gave evidence of being a regular money maker for the store, but the clerks acquired a decided weakness for them and money was actually lost. This was a fairly large store employing about ten clerks and when the orders were made up with an extra parcel no one but the two employes, who worked together, knew anything about it, and indeed it was practically impossible to catch them unless a suspicion was first formed.

Causes of Other Losses.

The grocer and his clerks cause leaks by discourtesy to purchasers, poor service when promptness has been promised, errors by the clerical staff by which a customer is charged in her bill for some goods she did not purchase and on discovering it jumps at the conclusion that an attempt has been made to cheat her, impertinence by the delivery men and impoliteness. In fact it is simply out of the question to expect a grocer with a big staff to keep a close eye on all the business and it is better to put confidence in the clerks and endeavor by every means to have them take as much interest in the business as if it were their own. If this can be secured the dealer need not worry much but grocers say that clerks of this kind are not born every minute in the day.

Greater Care Necessary.

The writer knows of a woman who discovered an error in her bill caused by confusion resulting from several customers having the same name and the clerk did not properly initial them. That woman stopped buying at the store stating that she could not be bothered examing every item on her bill to see whether she had bought it or not.

There are leaks that can be more easily prevented than those mentioned above. It should not be a difficult matter to educate customers to pay their bills regularly and frequently. That is the best way of stopping the big account and the long-lived one when credit is given.

Attention is the special antidote to these leaks. The grocer with his eyes open and who by his own experience knows where to look for outlets will be able to keep the plugs in better than will those who are careless and thoughtless.

Country Prices Lower than Catalogue

Comparisons Between Big Mail Order House Prices and Those of a Country Merchant—They Illustrate That Latter Can Sell Cheaper—One Merchant Not Afraid to Allow Customers to See Catalogues—How he Talks to His Trade.

"I leave two catalogues, one belonging to each of two big mail order houses, lying on the counter all the time," remarked a village general merchant, in referring to the fact that he could give better prices than these big stores.

"Why, the other day Mrs. —— came in and happened to see them for the first time.

"'Oh. I see you have —— and —— catalogues; I didn't think you would let anybody see them,' she said.

"I explained that that was just why I placed them there; I wanted everybody to look them over to see wherein our prices were cheaper than theirs. Every opportunity I get I point out this fact to them and by continually 'rubbing it in' gracefully, you know, I think I haven't a customer who sends away for any of her goods. I sell everything that might be required in a house. If one of my customers needs a piano or a stove they come to me."

This merchant conducts a business in a small country village about 90 miles from Toronto—a business that is now more than half a century old. He doesn't worry over mail order houses, because he has continually been teaching his customers that it is to their own advantage to deal at home, and they are doing it.

His Talk Backed by Facts.

Comparisons of a few prices of his grocery department articles with those from a mail-order house catalogue which are given on this page, readily show the effectiveness of this merchant's talks. These comparisons illustrate clearly that merchants throughout the country can sell goods just as cheaply as the catalogue houses, and therefore that they have a strong weapon to use in their personal conversations and newspaper advertising in favor of dealing at home. They can, of course, as well, point out occasionally the loyalty that every citizen of a community should show in the upbuilding of his own section; that every cent of money spent to purchase goods away from home which could be bought just as cheaply at home meant depreciation of land value, etc., but the greatest talking points are the price, freight and express considered, and the quality.

A Poor Policy.

"Whenever a merchant mentions the mail order people in a condemning spirit he only turns so much attention their way," said the merchant. "Let him treat this opposition as an opposition to be respected, and on business principles, and by so doing he will strengthen his own standing."

"You might be able to get a bargain or two, if you were on the spot," he often says to a customer, "but to order from a catalogue you are paying more than you need to, and I'll be only too glad to show you."

This same merchant, in speaking about a competitor across the street, declared that if anyone were to bring a mail order catalogue into his store, he believed he would almost shoot him. It is this very antipathy and bitterness against the mail order house which turns so much business its way. It ought to be treated respectfully, if for no other reason than it is glad to hear of bitter opposition from merchants. This is part of its advertising scheme. But when it is considered on a business basis, money talks every time and good is sure to result.

Advertising Price Comparisons.

Many dealers have found it profitable to advertise in the newspapers, such comparisons of prices as are given here. The "C" represents the catalogue price and the "G" the grocer's. By doing this a few times, customers become educated to deal at home; they are shown that it is most profitable for them to do so and when this fact has been impressed upon them, the advertising method might be changed.

Merchants who have overcome the trade going to mail order houses say that the only sure way is by the means of live up-to-date methods.

CATALOGUE AND COUNTRY MERCHANT'S PRICES COMPARED

C—3-lb. pail extra fine kettle-rendered lard, GROSS weight	57c
G—3-lb. pail extra fine kettle-rendered lard, NET weight	60c
C—20-lb. pail extra fine kettle-rendered lard, net	$3.80
G—20-lb. pail extra fine kettle-rendered lard, net	$3.75
C—2-oz. bottle lemon, pure flavoring extract, straight	10c
G—2-oz. bottle lemon, pure flavoring extract, 3 for	25c
C—2-oz. bottle vanilla, pure flavoring extract, straight	10c
G—2-oz. bottle vanilla, pure flavoring extract, 3 for	25c
C—1 pkg. ———— corn starch, straight	.9c
G—1 pkg. (same brand) corn starch, 10c, 3 for	25c
C—1 tin kippered herring	15c
G—1 tin kippered herring	10c
C—Section pure clover honey in comb,	20c and 25c
G—Section pure clover honey in comb	15c
C—10-lb. pail pure clover honey in comb	$1.30
G—10-lb. pail pure clover honey in comb	$1.20
C—Gallon tin FINE maple syrup	$1.35
G—Gallon tin PURE maple syrup	$1.25

Freight rate from Toronto to country village would average about 32½ cents per cwt. Express rate on small parcels range from 35 cents to $1.10.

C refers to Catalogue price, and G to Grocer's.

EXPORTS TO U. S.

For the 4 months ending July 31, 1909, there were shipped from Canada to the United States $56,090 worth of codfish; $23,769 of halibut; $23,769 of fresh lobsters; and $91,925 worth of fresh salmon. The corresponding figures of 1910 are $64,039; $59,097; $294,003; and $98,003. During the four months ending July 31, 1910, Canada's exports to the U. S. included $10,655 in cheese; $152,600 in tea; $63,684 in tobacco and its manufactures.

Through error the names of agents for Carr & Co., Carlisle, England, were omitted from their advertisement in our issue of October 21. The agents are: Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver; L. T. Mewburn & Co., Calgary; T. A. Macnab & Co., St. John's, Newfoundland.

Practical Methods in Retail Stores

Plans in Brief From all Parts of Canada For Making More Money—Saving Bacon ends, Creating Demand for Oysters, Sausage, Pickles, Etc.—Cash Carriers in Ontario Store Faciliate Work of The Clerks—How Montreal Dealer Teaches His Clerks Selling Points of Goods.

Want By-law Repealed.

Belleville, Ont., Oct. 27.—The case of the city against Fenn & Son, on the charge of selling groceries after 7.30 p.m. contrary to the early closing grocery by-law was recently decided by Police Magistrate Masson. Mr. Fenn's contention was that he was running a large meat business many times the size of his grocery trade and he submitted figures to substantiate his argument.

The magistrate found that the butcher business being much larger than the grocery the early closing grocery by-law did not apply, and hence the charge was dismissed.

At the next meeting of the city council a petition signed by a majority of those engaged in the grocery business in the city will be presented, asking that the by-law be repealed.

Makes Money Out of Boxes.

Winnipeg, Oct. 27. — That there is money in saving boxes is illustrated by a local grocer, who makes quite a sum every month in selling them. He finds a good demand from people willing to pay as high as 25, 30 and 40 cents for them, so is very careful in his unpacking operations.

Boxes, he says, are scarce and if a merchant takes enough pains in pulling the nails with a nail-puller he is in a position to make a tidy sum every year on boxes alone, which is practically money found.

Troublesome Sugar Question.

Vancouver, B. C., Oct. 27.—The selling of sugar at a profit is still troubling retailers here. A certain departmental store is paying $5.80—the same as everyone else—for the product of the local refinery and selling it at $5. The retailers have been attempting to have the cutting of the retail price discontinued, but they have not succeeded.

It was threatened that Chinese sugar would be brought in, but it is not likely that this will be done in any event. Now a company proposes to establish a refinery up the Fraser river at Mission. The Vancouver Retail Grocers' Association is to meet these people to see if any arrangements can be made whereby prices of their product can be protected. The product of this refinery will be beet root sugar.

Quoted Prices in Dodger.

Toronto, Oct. 27. — T. F. Dove, 102 Wilton Ave., proprietor of The Cash Grocery Store, recently got out a dodger which he claims secured good results.

He began it with "The Exhibition is over, but Dove's Cash Butchers and Grocers still remain at 102 Wilton Ave., etc.," in large type. This was followed by "To quote you quality goods at low prices—specials Friday and Saturday—1,000 lbs. choice creamery butter, 28c per lb.; granulated sugar, 18 lbs. for $1;" quotations were also given on gem jars, pints, pickling spice, followed up by "For one week only rubber rings, quarts and pints, 5 cents dozen."

Mr. Dove recognizes the value of quoting prices in such an advertisement.

Brightened Up the Store.

Lindsay, Ont., Oct. 27. — Extensive improvements have been made in A. L. Campbell's grocery store. The cellar has been renovated by putting in a cement floor and brightening the walls. A large number of shelves have been installed and on these will be arranged a large, newly-arrived consignment of canned goods. The china hall will also be moved to the basement and will be displayed to better advantage. The department formerly occupied by the chinaware will be converted into a feed and store house. The front windows of the store have been much improved by metallic walls painted a greyish white. The main part of the store has been otherwise renovated and cleaned and a new lighting system has been installed.

Mr. Campbell believes it takes a well-cleaned, spic and span store with nicely arranged goods to attract customers.

Selling Talks to Clerks.

Montreal, Oct. 27.—"How do I find so many good salesmen for my store?" said a St. James St. retailer, in reply to a question; "I don't find them, I make them. Any bright man can be a good salesman with the proper assistance. At least once a week I hold an informal meeting for fifteen or twenty minutes and take up some one article in the store, going over its particular selling points and the best methods of bringing these home to the customer. I find this creates more interest in salesmanship than any other method, and incidently it is a great time saver, as a clerk who knows the points of an article will dispose of it much more rapidly than one who simply has vague ideas on the subject.

"Of course it requires study to enable the proper line of argument to be given, but a few hours spent this way pay for themselves many times over in the results."

Advertising Winter Supplies.

Halifax, N.S., Oct. 27.—Grocery stores in this district depend a great deal on fishermen as well as farmers for their trade and among those who make extra efforts to get a portion of this is Wentzell's, Limited. They run advertisements in the district press calling attention to their efficiency in supplying such men with big supplies.

A recent advertisement of theirs under the heading "Fall and Winter Supply of Groceries" read as follows:

> "We are right ready to fill the wants of those farmers, fishermen and other sea-faring folks and all others who at this time of the year put by enough groceries, feed, etc., to last them until the next spring. Buying in large quantities and taking advantage of all discounts, we are in a position and do quote lowest cash prices on tea, flour, sugar, molasses, rice, barley, beans, pork, beef, lard, feed, oil, rolled oats, raisins, tobaccos, cigars and the various small items of groceries.
>
> "Whether you want the whole supply, or but one of the items, it is only doing yourself justice to get our prices."

The above was neatly set in a box border and presented an attractive appearance.

Cash Carriers Save Clerks' Time.

Stratford, Ont., Oct. 27.—In the Barnsdale Trading Co's store here is a system which takes all the parcelling of orders out of the hands of the salesmen and salesladies behind the counter. This firm have the cash carrier system in effect which conveys the customer's order in duplicate to the business office. It is made out in triplicate, the customer getting the other copy. If cash has been paid it is placed in the till and the order slip stamped paid; if credit, the transaction is booked. In either case the original order is sent on—the duplicate being kept—by means of the overhead carrier to another department at the rear of the store where a staff does nothing else but put up parcels. Delivery men know exactly where to get their respective parcels which are all carried out by means of a side door and passage, to the wagon on the main street.

This system facilitates the work of the salespeople who have more time to use their selling abilities since they are not hampered by putting up parcels.

Advertising and Window Display.

Montreal, Oct. 27.—"One of the most mistaken ideas, and yet a very prevalent one," said a Montreal retailer recently, "is the display in windows of lines other than those advertised at the same time in the local papers."

"To feature one or two lines at a time is sufficient, and there must be co-operation between the two mediums to obtain the best results. Personally I find that the simple windows containing an attractive display of only one or two lines proves the most effective. Backing this up by the papers and the selling ability of the staff, the effect is bound to be an increased sale of the articles in question, and indirectly other lines which are needed by the customers attracted by the feature articles. Nothing is gained by trying to display a dozen different lines at once."

Demonstrated at the Fair.

New Westminster, B.C., Oct. 27.—As a means of gaining new customers and of increasing the demands of regular store patrons, C. A. Welsh believes in demonstrations. At the time of the Industrial Exhibition in New Westminster earlier in the month he had a demonstration which aroused a great deal of interest and which he claims brought him considerable new business.

In arranging his booth he had piles of groceries stacked attractively, the packages and cans being relieved by handsome glass jars of preserves. W. Marshall was in charge and talked to the bystanders on the quality and advantages of different brands of goods handled. A young lady served coffee and wafers and a favorable impression on Mr. Welsh's goods was the result.

Goods Sold for 25 Cents.

Fredericton, N. B., Oct. 27.—In a recent advertisement in the local press Yerxa's grocery calls the attention of readers to a list of goods which they were offering for 25 cents. This was given only in one section of their ad., the remainder of the space being utilized to advertise other goods.

Among the list of goods they offered for 25 cents were the following:

3 lbs. raisins, 7 lbs. sweet potatoes, 10 lbs. granulated oatmeal, 8 bars Yerxa's soap, 15 cakes toilet soap, 3 bottles flavoring extract, 5 lbs. best codfish, 3 lbs. dates, 4 rolls toilet paper, 3 bottles Worcester sauce, and 6 bars castile soap.

Loses Nothing on Bacon Ends.

Ottawa, Ont., Oct. 27.—"Do you know that there is usually a loss on bacon?" asked T. W. Collins, a local grocer, who claims to have adopted a method of selling it which will obviate the same. When he cuts a shoulder of bacon, he slices the first few orders off one end, then he reverses the piece, and slices the following orders from this end until he has a piece from 2 to 4 lbs. remaining, which portion is always a choice piece of meat, so that when a customer asks for a piece of bacon of about three pounds' weight, he has just what is wanted and there are no small unsalable pieces left. Thus the whole shoulder has been disposed of.

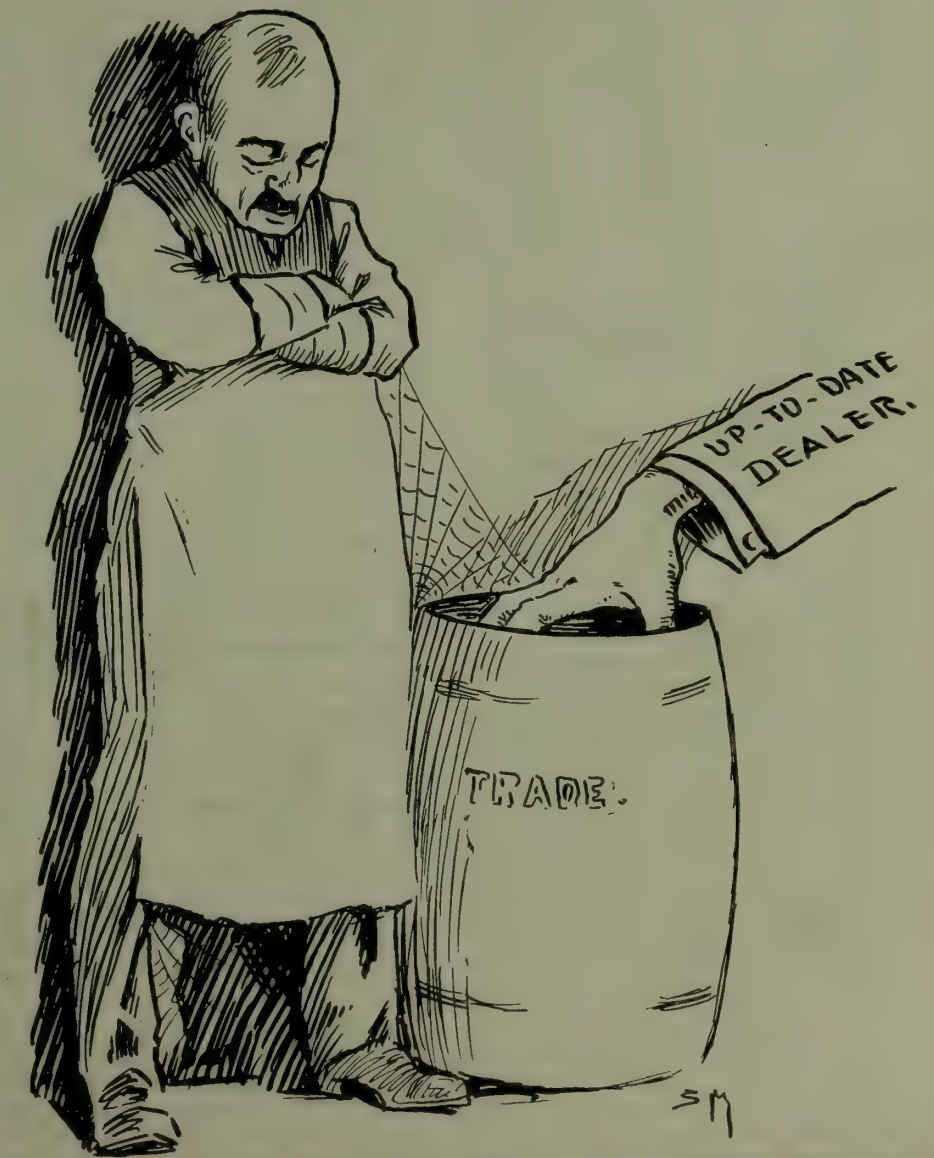
Created Demand for Sausages.

Hull, Que., Oct. 27—A Saturday special sale of sausages is one of the "out of the ordinary" methods of a local grocer in an outlying ward. He arranged with a packing house to handle their fresh sausages every Saturday, and has built up quite a demand for them. It was something of a venture at first, but as soon as the people in the neighborhood heard of his innovation they remembered that they liked sausages, and bought from the grocer.

He has steadily increased the number of purchasers and believes the handling of sausages has increased his business in other lines.

High Prices on Luxuries.

Quebec, Oct. 27—"Grocers are often asked by their customers why they charge so high for an article de luxe, a line which must surely yield the vendor a large profit," said a local dealer. "The retailer is quite justified in his large profit on such goods because sales are neither numerous nor frequent, and he must not lose sight of the fact that he has, proportionately, more capital tied up in stocking such an article."



This Age is Not One For The Merchant Who is Asleep; the Man With The Live Methods Gets the Business.

The Markets—A Third Decline in Sugar

Announcement Came Again This Week Showing One Company With a Reduction of Fifteen Cents, While Others Quoted Only Ten Cents—An Advance in the Price of Sockeye Halves is Expected—Jobbers Say it has Been Made at the Coast—Canned Goods and Dried Fruits Show Advanced Prices in Different Markets.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

POINTERS:—

Sugar—Declined 15c

Evaporated Apples—Advanced 3c.

Beans—Declined 15c.

Peas and Tomatoes—Advanced 10c all lines.

Montreal, Oct. 27.—Trade here this fall has been good indeed in almost every grocery line. Not only has trade been brisk, but in the majority of cases the prices have been well maintained. Collections have been better than the average, and the buying has been done from places new to this market, as well as from all the former ones. With this encouraging start it will be rather strange if grocers do not make money this fall and winter. Even through the summer conditions were a decided improvement over those of last year.

The feature of the week is the decline of sugar, an additional 15c last Tuesday at 1.30. While this was only the natural result of raw market conditions, it came in spite of increased local buying. It was thought that this influence would be sufficient to delay the decline, but evidently it was not.

Coffee is attracting considerable attention, and buyers are apparently holding off to see which will win out, the bull or bear influence.

Sugar—Sugar has again declined, and this time 15c in Montreal and 10c in Winnipeg. Although this has been deemed certain to come soon it was hardly expected until later in the week, as buying has been rather heavy recently, and it was thought the market would be supported to a slight extent. However, the continued decline of the raw market made it a case of necessity. At present there seems to be no bottom to the raw market, prices now being at or below the cost of production. The German beet crop is the main cause. It is big enough, according to recent reports, to furnish all the sugar necessary for this year, even if the Cuban crop were entirely wiped out. As to the damage done by the recent storms to the Cuban crop, evidently first reports were largely exaggerated. The amount done by the first amounted to only about $5,000, a mere bagatelle. Definite news as to the second is not yet to hand, but it is evidently nothing very serious. Unless something unforeseen occurs, there are still further declines in prospect in the near future, though there may be enough buying orders to support the market for a short time. The price of sugar on Oct. 27 last year was $4.60 for standard granulated, a decline of 10c having taken place Oct. 10th.

Granulated, bags	4 70
" 20-lb. bags	4 80
" Imperial	4 55
" Beaver	4 55
Paris lump, boxes, 100 lbs	5 50
" " " 50 lbs	5 60
" " " 25 lbs	5 80
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 40
" " 100 lb. boxes	5 50
" " 50 lb. "	5 60
" " 25 lb. "	5 80
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 15
" " 50-lb. boxes	5 38
" " 25-lb. boxes	5 55
Powdered, bbls	4 95
" 50-lb. boxes	5 15
Phoenix	5 15
Bright coffee	4 65
No. 3 yellow	4 55
No. 2 "	4 45
No. 1 " bags	4 30

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses—Already the call for molasses is beginning to strengthen and several large orders have been booked for early November shipment by local jobbers. If present prophecies of an extra cold winter are fulfilled, there will be a large increase over last year in the demand for this commodity. It is needed, as importers have considerable on their hands in storage here, which they have not been able to dispose of yet on a profitable basis. Also, the jobbers report rather large stocks. Taking into account the amount in Montreal at present, the prices are being held remarkably well. This is undoubtedly on the expectation of a larger than usual winter trade. Syrups continue to have a brisk sale at current prices, and are evidently growing in popularity through the country districts. This element may hurt the molasses prospects to some extent, but the normal annual increase in consumption should account for a good deal of the extra trade.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	0 28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03½
" ½-bbls		0 03¾
" ¼-bbls		0 03¾
" 38½-lb. pails		1 80
" 25-lb. pails		1 30
Cases, 2-lb. tins, 2 doz. per case		2 50
" 5-lb. " 1 doz. "		2 85
" 10-lb. " ½ doz. "		2 75
" 20-lb. " ¼ doz. "		2 70

Tea—Low-grade Ceylons are apparently enjoying the best demand just now, though there is considerable trade passing in all lines. The local Japan market is holding well at firm prices. The sales noted are, however, in rather small lots. Evidently dealers are only buying for immediate requirements. Reports from New York give similar conditions as existing there. Evidently the tea business has about settled down to its steady winter gait.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" pea leaf	0 20	0 30
" pinhead	0 30	0 50

Coffee—This week the coffee market is practically beating time. Roasters have laid in sufficient supplies to carry them for some time to come, and are apparently waiting to see who will win out, the bulls or the bears. It begins to look as if the tide were turning in favor of the latter. Conditions do not warrant any further advance in coffees in fact, with the amount of coffee in sight it begins to look like a declining market, though probably not to any great extent. At any rate, the feeling of uncertainty is gaining strength among the large roasters, and they expect to hold off until the market settles itself one way or the other. Undoubtedly there is considerable foundation for the bear reports regarding the growing crop in Brazil, and conditions there may prove sufficiently bad to warrant holding the present prices, but no further advances are looked for.

Mocha	0 18½	0 25	Santos	0 16	0 19
Rio, No. 7	0 12	0 15	Maracaibo	0 17	0 20

Spices—Reports are being circulated of a short crop in cloves. This has caused added activity in this market, and prices are firm. In confirmation of these reports future prices on this spice are too high to permit of much business being done until more definite information comes to hand. Peppers seem to have firmed up sympathetically, for there is no new feature to cause it except that. The tone of the whole market is quiet but firm, with a steady trade passing at former quotations. The orders are in smaller lots than formerly, but the totals seem to be about as large as before.

	Per lb.			Per lb.	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits—The recent arrival of Mediterranean fruits coming in on a bare market produced a brisk trade for small lots in these lines. Evidently dealers were only buying for immediate requirements to tide over until the arrival of the second boat, which will be in the course of a couple of weeks. In Malaga raisins the demand is light and present stocks are ample for all the requirements. Dates are having a fairly brisk sale at firm prices. Figs are firm at the recent advance, and are in good demand. The demand for currants is one of the fea-

tures of the week. It looks as if the country buyers all wanted theirs at about the same time. This has resulted in added firmness in this market.

Currants, fine filiatras, per lb., not cleaned		0 06½
" " " cleaned		0 07½
" Patras, per lb	0 08	0 08½
" Vostizzas, per lb	0 09	0 09½
Dates		0 05½
Figs, 4 crown	0 09	
Figs, 6 crown	0 11	0 12
" 5 crown	0 10 0 11	
" 9 crown	0 13	0 14
Prunes—		
40-50		0 09
50-60		0 08
60-70		0 07
70-80		0 06½
80-90		0 06
90-100		0 05½
Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins		0 90
" fancy seeded, 1-lb. pkgs		0 09
" loose muscatels, 3-crown, per lb	0 07½	0 08
" " 4-crown, per lb	0 08½	0 09
" sultana, per lb	0 07½	0 10
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb		0 07½
" select, per lb		0 08
" 4-crown layers, per lb		0 08½

Evaporated Apples—Winter grades are now arriving, and the short apple crop of this year has forced the price up to 11c, an advance of 3c over former prices. Even at this price the best grades are hard to obtain, and it looks like a high market all winter. Of course, it is hard to say just how small the production will be this year, but all reports received so far seem to coincide that the high-grade stock will be light. Exporters seem to be uncertain how far this will affect them. During the past year evaporated apples were not at all popular in this country, and there was an over-supply for export. If the same lack of local consumption prevails there may be plenty for the foreign trade.

Evaporated apples, prime	0 11

Beans and Peas—Large supplies coming in have depressed the bean market 15c. At this lower level there is a brisk trade passing, and evidently dealers have only been holding off for some such drop as this. Winter stocks have been neglected for some time past, owing to the high state of the market, and it is only during the past few days that there has been any decided change in conditions. Peas are selling quite freely at current prices, and there seems to be an ample supply for all demands.

Ontario prime pea beans, bushel	1 95
Peas, bolling, bag	2 50

CANNED GOODS

MONTREAL.—Heavy sales for future delivery have caused an advance of 10c in all lines of peas and tomatoes. Buyers are taking all of these two lines allowed them, and in view of the rather short crop the advance had to come. There is certain to be a scarcity in these lines this winter, as the demand is much larger than last year, and the pack falls considerably short. Further advances are looked for, unless the buying falls off to a very considerable extent.

All lines of fruit and vegetables are firmly held with a good demand passing.

In fish salmon stocks are rapidly becoming depleted with poor prospects of replenishment. There are practically no Humpbacks on the market, and the other lines show great scarcity. About the only ones left are Clover Leaf and Horseshoe, and they were advanced recently, as reported in these columns.

Meats are rather too high for the present market prices of live stock, and the effect is to make a rather dull, weak market. In face of the declining meat prices it looks as if present prices for the canned goods would drop before long.

Peas, standard, dozen		$1 20
Peas, early June, dozen		1 35
Peas, sweet wrinkled, dozen		1 35
Peas, extra sifted, dozen		2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen		0 97½
Corn, dozen		1 00
Tomatoes, dozen (Ontario and Quebec)		1 35
Strawberries, dozen		1 77½
Raspberries, 2's, dozen		1 77½
Peaches, 2's, dozen		1 70
Peaches, 3's, dozen		2 65
Pears, 2's, dozen		1 65
Pears, 3's, dozen		2 40
Plums, Greengage, dozen		1 60
Plums, Lombard dozen		1 00
Lawtonberries, 2's, dozen		1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen	2 00	2 22½
½-lb. flats per dozen		1 40
1-lb. flats, per dozen		2 40
Other salmon—		
Humpbacks, dozen		1 00
Cohoes, dozen		1 60
Red Spring, dozen		1 90
Red Sockeye, dozen		2 10
Lobster Futures—		
½-lb. flats, dozen, $2.40; 1-lb. talls, dozen, $4.25.		
1-lb. flats, dozen, $4.50.		

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO—From reports at hand it would seem that the canned goods market from the price standpoint is unsettled. Sales for the most part depend upon different conditions. One house may be well supplied with a certain line, and can afford to dispose of it at first prices, but in peas, tomatoes and salmon the tendency is to get away from the opening prices. Stocks are claimed to be too short in most cases to warrant holding to the original prices, and many sales have been made on a higher basis. Some jobbers have bought at prices higher than those at which retailers bought, and it certainly is not probable that they will dispose of such goods at a loss. The opening price for tomatoes, $1.12½ to $1.15 is being left behind, and $1.25 seems to be the general price for group B goods. Similarly peas have been selling for the most part around $1.25, and are practically an impossible purchase because of the light stocks.

Among the trade it is reported that sockeye halves are practically up 35 cents a case. They may be bought yet at the old price, but from the information received, the advance has been made at the coast, and it is but a matter of time until the price is put up locally. Salmon has been considered valuable holding, and an advance will not be regarded as much of a surprise. The authority for the increase that may be announced at any time, is from a reliable source, and the trade may look forward to the change.

On the whole the canned goods market is holding its position firmly.

ONTARIO MARKETS

POINTERS:—
Sugars—Another decline.
Salmon—Advance expected.
Coffee—Held firmly.

Toronto, Oct. 27.—The sugar market refuses to leave the centre of the grocery stage just now, and claims attention this week by another decline, making the third in three weeks. The wholesale trade have been looking for this movement, and readers of these columns have been kept in close touch with the market and with the opinions of probable movements, as judged by those who have had a long connection with the sugar business. It is hardly necessary to cover the ground of the causes again, as they are practically the same as last week, and are mentioned further in this report The drop this week was announced on Tuesday to be 15c, and that it was a general decline. On Wednesday, however, it was learned that but one firm had made a drop to that extent, and that 10c was general for the rest. No one seems to know exactly whether there will be any further movements, but the statistical position of sugar shows an immense crop, and some jobbers are inclined to believe that a lower basis will yet be reached.

Sugar—On Tuesday afternoon of this week information was sent out announcing still another decline in the price of sugar, this time a drop of fifteen cents. The next morning the trade did not know exactly where they were at, for while the 15-cent decline held good for one company, representatives of another would not confirm it, and afterwards reported that their new prices showed a reduction of only 10c. Just how long this difference of price will continue is difficult to tell. Some of the jobbers considered that it would not be more than a few days. However, in regard to the decline itself, this is the third within three weeks, and readers of these columns have had the benefit of reliable opinions of the market, which emphasized the weakness of the raw markets, and cautioned the trade to look for lower prices. With this third reduction, the market is about reaching a level which it has been believed to be in keeping with the raw markets. One jobber expressed his opinion that a further decline might be looked for, holding, as he does, that the bottom price has not yet been reached.

Just what the next move will be it is difficult to tell. The influences that were concentrated on the market last week are still at work. The season of heavy demand has practically spent itself, and enquiries from retailers are not as numerous, the new crop reports indicate an abnormally heavy production of both cane and beet raws, and altogether it is a bearish market.

Syrups—Some houses have been booming corn syrups with good results lately, and a heavy business is reported coming in from all parts of the country. The prices of corn are holding firmly for present delivery, but December deliveries are reduced. It is expected by some that with the heavy corn crop of the present year there is a possibility of further reductions in quotations, but the indications for any further movement at present are not prominent. The last drop has had a good effect on the market and has been largely responsible for the increased trade.

Dried Fruits—Primary dried fruit markets are holding their own. Valencia raisins are still quoted at from 28 to 30 shillings, and owing to a good demand from London buyers and others in the Old Country, the market is not losing ground. There has not been much change in the currant situation. Prices dropped from their highest point, but there was not the reaction that some anticipated. Apricots have been pretty well cleaned up, and prunes are scarce and dear. They are being offered principally in large sizes. The seeded raisin market is inclined to be quiet. The demand for dried fruits is satisfactory and is beginning to settle down to a steady basis.

		Per.
Prunes—		
30 to 40, in 25-lb. boxes	0 11½	0 12
40 to 50 " "	0 10½	0 11½
50 to 60 " "	0 09½	0 11½
60 to 70 " "	0 08½	0 10½
70 to 80 " "	0 08	0 10
80 to 90 " "	0 07½	0 08½
90 to 100 " "	0 06	0 07½
Same fruit in 50-lb. boxes ½ cent less.		
Apricots—		
Standard	0 15	0 16
Choice, 25 lb boxes	0 16	0 17
Fancy, " "	0 19	0 20
Candied and Drained Peels—		
Lemon 0 09 0 11 Citron	0 14	0 17
Orange 0 11½ 0 12½		
Figs—		
Elemes, per lb.	2½ "	0 12½
1¾ inches 0 10	2¾ "	0 13½
2 " 0 10½ Umbrella boxes	0 13½	
2½ " 0 12		
Tapnets, "	0 04	0 04½
Bag figs	0 04	0 04½
Dried peaches	0 09½	0 10
Dried apples	0 10	0 10
Currants—		
Fine Filiatras 0 07½ 0 08 Vostizzas	0 10	0 12
Patras 0 08 0 08½		
Uncleaned ½c less		
Raisins—		
Sultana	0 09½	0 10
" fancy	0 10	0 11
extra fancy	0 12	0 15
Valencias selected	0 08½	0 09
Seeded, 1 lb packets, fancy	0 09½	0 10
" 16 oz. packets, choice	0 09	0 09½
" 12 oz " "	0 07½	0 08
Seeded 2 oz. packets fancy	0 08	0 08½
Dates—		
Hallowees 0 05 0 05½ Fards choicest		0 10
Sairs 0 05 Natural, from 4½ up.		

MANITOBA MARKETS

POINTERS—

Valencia Raisins—Advanced.

Sugar—Decline of 10 cents.

Syrup—Weak market.

Evaporated Apples—New material firm.

Dates—Advanced.

Winnipeg, Oct. 27, 1910—For the past few weeks, covering the period when a general advance in market prices was in order, there was a marked holding off on the part of merchants. This was only natural as the wholesalers and merchants alike were not sure of the actual condition in many strong lines and it was thought that prices might be reduced when new stuff came on the market. At the present time, however, there is a decided reconciliation toward the present condition and the ordering is again quite normal.

Sugar—Another decline of 10 cents occurred here on Tuesday making in all 30 cents during the past month. The cause is attributed to the large production of the German sugar beet. The output in the west during the fruit season was rather disappointing, but merchants of late have been stocking well and a good trade is going on. The fancies are now going out freely in anticipation of a splendid holiday trade.

Foreign Dried Fruits—The European demand, particularly for prunes, has run the stock down to a limited quantity for the Canadian trade. The price here is advancing and higher prices are sure to rule before the winter is out. Valencia raisins which are moving at $2.55 for 4 Crown layers will remain high. The quality is excellent and although the price is stronger than usual, a good quantity is moving and will continue throughout the West. It is noteworthy that the price is higher than California seeded stuff which is exceptional. Dates have been advanced and are selling from 6 to 6¼, and new stuff will be on the market this week. New figs will arrive this week also, and the quality is said to be good. New peel has come in and the market is not strong and a temporary reduction has been made in orange and citron peel. Lemon peel, however, is quite firm at the price listed below.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " " cleaned, per lb	0 13
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 08¾
Raisins, 3 crown muscatels, per lb	0 06
" 4 " " "	0 06½

Prunes—			
25lb. bx, 90-100, lb	0 07½	Prunes, 50-60 "	0 09½
" 80-90 "	0 08	Prunes, 40-50, lb	0 10½
" 70-80 "	0 08½	Silver prunes, ac. to quality	0 11 0 14
" 60-70 "	0 09½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 07¾
" wet, cleaned, per lb	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 08½

Pears, per lb	0 13½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 15½	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

BRITISH COLUMBIA MARKETS.

Vancouver, October 27. — Business generally with the trade, especially with the wholesale houses, is much greater than it was this time last year. Prices are stiffening all round, with reductions hardly in evidence anywhere. This week potatoes are up to $25. That is the lower price, Ashcrofts being quoted higher. There has been considerable buying up of potatoes, and the outlook is that high prices will rule during the latter part of the winter. Each year there has been opportunity for those who had stocks, and with all holding on, the supply should be sufficient.

NOVA SCOTIA MARKETS.

Halifax, N. S., Oct. 27.—Dealers report a good volume of business in all wholesale grocery lines. On the whole trade is fully up to the average for the season of the year. As the price of sugar is a little easier, increased sales are reported. Extra standard granulated is now quoted at $4.90 in barrel lots. Unbranded yellow is selling at $4.25.

The market is almost bare of dried fruits. The Halifax agents, however, have been advised that the steamer Jacona is now on the way from Mediterranean ports, and will be due at Halifax about Nov. 1. This steamer is also bringing a large cargo of dried fruit for Montreal and upper Canadian points.

NEW BRUNSWICK MARKETS.

St. John, N. B., Oct. 27.—Few changes have been recorded in the local market during the last week. Sugar declined again on Tuesday 10 cents, making 30 cents in a month's time. Cornmeal is easier, and is quoted at $1.40 to $1.45, in bags.

INFORMATION FOR BUYERS.

Supplied to The Trade by Sellers.

According to Inland Revenue Bulletin No. 214, of 20 samples of maple syrup, put up by the Maple Tree Producers' Association, Montreal, not one was found adulterated. All were absolutely pure, and these samples were collected from all over Canada, and carefully analysed by Dominion Government officials.

Chas. H. McDonald, tea importer and blender, in St. John, is doing a larger business this fall than ever before, in his Red Clover Tea. Mr. McDonald, who started only four years ago, has built up a large trade in the Maritimes, due entirely to good values, and modern methods in conducting the business.

The Harris Abattoir Co., Bonsecours Market, Montreal, are desirous of securing immediately lots of poultry, and are offering highest market prices for shipments. Either live or dressed poultry is purchased and promptly paid for.

P. Poulin & Co., Bonsecours Market, Montreal, wish grocers to communicate with them if they have any supplies to sell. Turkeys, geese and chickens are all acceptable, and shippers secure highest market price in cash.

Rose & Laflamme, Ltd., Montreal and Toronto, have been appointed agents for Quebec Province, as well as Ottawa, Kingston and intermediate territory, for Cailler's Swiss Milk Chocolate. Cailler's factory in Switzerland is the largest milk chocolate house in that republic, and the goods are made and sold extensively throughout the world, enjoying



PURITY!

FLAVOR

But, unlike other makes of Preserves, "E.D.S." Goods do not rely on a mere assertion. After exhaustive tests by Public Analysts they have been certified 100% pure, and Bulletin 194 tells just how much purer they are than any other make.

Then, again, our consumer advertising creating the demand for "E.D.S." Goods, is extensive and persistent, and half sells the goods before you can display them.

Isn't this the line to handle with satisfaction?

Give "E.D.S." Brand Goods the prominence they deserve.



AT HIS FRUIT FARMS

WINONA - - ONT.

AGENTS: N. A. Hill, 25 Front St. E., Toronto; W. H. Dunn, Montreal; Mason & Hickey, Winnipeg; R. B. Colwell, Halifax, N.S.; J. Gibbs, Hamilton.

E
D S

Millar's Jams

¶ In store, one car Millar's Jams and Marmalade, direct from Belfast, Ireland.

Jams

Strawberry	1s, cases 4 doz.
"	2s, cases 2 doz.
Raspberry	1s, cases 4 doz.
"	2s, cases 2 doz.
Blk. Currant	1s, cases 4 doz.
Assorted	1s, cases 4 doz.

Marmalade

Orange	1s, cases 4 doz.

Once tried, your customers will insist on having Millar's.

WARREN BROS. & CO.

Wholesale Grocers TORONTO



COUNTRY GROCERS

We will pay you cash for all the lots you can ship us of live or dressed

Chickens
Geese
Ducks
Turkeys

We want supplies AT ONCE, and for several weeks. Ask farmers to bring you their stock. Do this TO-DAY. Write us and say what quantity you are likely to send, and how soon. We remit on the day we receive your shipment. We give correct weights. Our reference: Any bank in Montreal, Dun's, Bradstreet's.

The Harris Abattoir Co.
Limited

Bonsecours Market MONTREAL

"The Early Bird Catches the Worm"

Every line of Business is not done to death in the West, and there's plenty of room for your goods if their quality and prices are right.

There is no business enterprise so successful as the one which gets in on the 'ground floor.' May we assist you, Mr. Manufacturer and Mr. Shipper, of the East, to introduce your products to the Great growing West? We have the facilities, the business ability, and the financial standing to guarantee you conscientious and efficient service. Our record speaks for itself.

We have extensive track warehouses at all the western strategic business points, and are prepared to store all kinds of merchandise.

Write us to-day fully. Our expert advice is at your disposal.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY SASKATOON EDMONTON FORT WILLIAM

Storage for all classes of merchandise **Cars distributed from Calgary, Winnipeg, Regina, Edmonton, Fort William**



BOVRIL

BOVRIL has been tried and proved.
BOVRIL is past the experimental stage.
BOVRIL is known all over the world.
Your customers know it and need it.

Large sums of money have been spent to make the merits of **BOVRIL** known, and there is a steady sale for it.

YOU CAN SELL MORE

Let us help you to do so. A post card addressed to

BOVRIL LIMITED, 27 St. Peter St., MONTREAL

will bring you a prepaid parcel of attractive cards for your windows.



Gunns Quality

The following letter speaks for itself:

HACKENSACK, N.J.
October 10th, 1910

Gunns Limited,
West Toronto.

Gentlemen:—

When the writer was up in Canada last summer, used some of your Bacon, Hams, etc. Kindly advise if your goods are obtainable anywhere in this vicinity. If not, I shall have you send me some down direct.

Kindly give me the information.

MR. GROCER, have you personally tried our Maple Leaf Brand Hams and Bacon?

GUNNS LIMITED PORK AND BEEF PACKERS WEST TORONTO

Fresh Pork Sausage

The Season for this line comes in with the 1st of October. Your customers will appreciate them if you have them on your counters and we shall be glad to have your orders for daily or weekly shipments.

F.W. Fearman Co.
LIMITED

Hamilton

LAING'S

It is simply good business to refuse to experiment in your smoked meat department. When selling

HAMS and BACON

you want to feel that you are pushing the choicest.
Selected and cured most carefully, "LAING'S" are always

"Meats that Satisfy."

The
Laing Packing and Provision Company, Limited
MONTREAL

We want your regular shipments of

POULTRY
BUTTER EGGS

AND ALL FARM PRODUCE

We have a large trade to take care of and must have the goods. We are in a position to give your shipments prompt attention and realize full market value. If not already shipping to us start at once, it will pay you.

WILLIAM RYAN, LIMITED

Packing Houses
FERGUS

70 Front St. East
TORONTO

Reduced Prices in Many Lines of Pork

Deliveries of Hogs Have Been Liberal and Prices Have Sought Lower Basis—Egg Quotations Have Made a Sharp Advance, Owing to Scarcity of Supplies and a Good Demand—Poultry Seems to be Plentiful for the Holiday, Although Turkeys are Inclined to be Scarce—Production of Butter is Still Heavy.

Prices have been moving somewhat in these markets during the past week. Eggs are becoming dearer and a high price is demanded for new-laids. These are scarce and dealers find them difficult to secure. Storage eggs are being largely used, owing to the scarcity of supplies, and everything points to high prices for new eggs.

In provisions the tendency has been downward. Supplies are coming in more freely, and prices have sagged, taking with them the prices of some lines of pork. Jobbers say there is a good demand, and account for the decline by the increased supplies. The easier feeling is quite general. Prices of lard are steady.

The production of butter still holds at a high figure, owing to the continued heavy yield of milk. Prices are inclined to drop, and in some places are quoted at reduced figures. The demand is not sufficient to absorb the supply, with the result that the market is weakened under the overload.

A good price is being realized for cheese just now by the makers. The export demand has been good and the prices paid at country boards have ranged from 11c to 11⅝c, which is considered a pretty good showing. Home demand is steady at a stationary price.

Reports have been circulated recently of blackheads showing in turkeys, but it is generally believed that if this does exist outside of the imagination of some newspaper writers, that the cases are isolated. Turkeys are not coming in any too freely for the holiday, but at this time of the year they are hardly ready for the market. Jobbers state that they do not look for any reduced supplies this year. Reports of this kind are always circulated about the time the turkey season opens. This year it is expected that supplies will be about an average, possibly a little below it, but not appreciably so.

Geese and chickens are coming in plentifully enough, as are also ducks. On the whole, the poultry market seems to be normal and satisfactory.

MONTREAL.

Provisions—Trade is much less than might have been expected at the low market level now prevailing. This is due to the expectation of still lower prices. However, buying must soon be taken up in earnest, as winter is approaching rapidly, and prophets say it will be a cold one. If this is the case, the situation will become much stronger. Live hogs are down to 8c, and dressed to 11¾c, otherwise the market is steady at last quotations. Arrivals from the country are numerous and this in spite of the low prices to be obtained for them.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15½
" " " 3 " "	0 15½
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 14½
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13½
" 5 " " " "	0 13½
" 3 " " " "	0 13½
Pails, wood, 20 lbs. net, per lb	0 13½
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 13½
Tierces, 375 lbs., per lb	0 13½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 14½
Long clear bacon, heavy, lb	0 14
Long clear bacon, light, lb	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16
Large sizes, 18 to 25 lbs., per lb	0 17½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 19½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 18½
" " " small, 9 to 12 lbs., per lb	0 19½
Breakfast bacon, English, boneless, per lb	0 18½
Windsor bacon, skinned, backs, per lb	0 19½
Spiced roll bacon, boneless, short, per lb	9 17
Hogs, live, per cwt	8 00
" dressed, per cwt	11 75

Butter—Prices are easier in the country, but this is causing no undue uneasiness among dealers, as stocks in Montreal are lower than they have been for some time past, and, in addition, western orders have been booked to a much greater extent than ever before. Additional inquiries from this source are coming in almost daily. A short spell of cold weather would stiffen the market materially and leave dealers with prospects of a successful winter. Receipts for the week are 6,070 packages, as against 5,996 same week last year. For the season they are 376,805 packages, as against 332,972 same season last year.

New milk creamery	0 25	0 25½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls	0 22	0 23

Cheese—Cheese matters are beginning to quiet down, and the only arrivals now are of October make. The feature seems to be the scarcity of colored, as compared with white, and also the fact that the colored is in much greater demand. Why this is so no one has as yet given a good explanation, but it apparently is only one of the trade vagaries. Shipments have been rather heavy of late, as the navigation season is rapidly drawing to a close. Reports from England show that the New Zealand make is growing in popularity, and it will be necessary for Canadians to make strenuous efforts next year if they are to retain their hold on the market. The loss of our butter trade there, while not exactly a fair comparison, is sufficiently recent to point out what must not happen again. Receipts for the week are 62,034 boxes, as against 56,151 same week last year. For the season they are 1,760,410 boxes, as against 1,750,277 same season last year.

Quebec, large	0 12	0 12½
Western, large	0 12	0 12½
" twins	0 12	0 12½
" small, 20 lbs	0 12	0 12½
Old cheese, large		0 15

Eggs—As prophesied last week, new-laids have advanced to 40c. Eggs are evidently going to be "eggs" this winter if all the signs are to be believed. While supplies are coming in fairly well, local stocks are low and the quality of the arrivals is not all that could be desired. Until the hoped-for legislation is obtained, making it a criminal offence to sell rotten eggs, this condition of affairs must be expected. Receipts for the week are 3,018 cases, as against 1,351 same week last year. For the season they are 174,197 cases, as against 178,398 same season last year.

New laids	0 40
Selects	0 28
No. 1	0 24

Honey—Clover comb honey is scarce and the price has firmed up to a slight extent. This will undoubtedly be a firm market through the winter, as there is no replenishment in view. In buckwheat the situation is the reverse. There was a great deal left over from last year, and in addition the new crop has been large. This has caused a weak feeling in the market, and although no reduction has taken place, it is not expected that the present level will be held for long. Trade in general is fair, considering it is this early in the year.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

Poultry—Poultry is coming in more freely than a few weeks ago, but even now there is room for improvement. This is particularly true of chickens, which are higher as a result. A few geese are on the market, but in no quantity to enable any accurate judgment as to what will be the price level. At present they are bringing about 13c. Preparations are well under way to handle the Thanksgiving trade, and, until after that date, prices will certainly be firm and high as usual. Afterward is the temporary slackening until the Christmas rush begins.

Chickens	0 16	0 18½	Ducks	0 18 0 19
Fowl	0 14	0 15	Turkeys	0 18 0 19
Geese	0 13			

TORONTO.

Provisions—Prices of pork and most pork products are down this week. Receipts of live hogs by packers have been heavy, and quotations for live hogs at country points slumped to $7.25, and even a slightly lower price than that has been paid. At this season of the year lower prices are generally looked for in the provision market, because of the fact that supplies are more liberally offered. Jobbers state that the demand for hams, bacon and backs continues

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proves a wonderful seller. It is made from whole, fresh, ripe tomatoes, spiced just enough to give it a particularly appetizing zest, but not enough to take away the true tomato flavor.

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For sixteen years I have sought the co-operation of the retail merchants, and I do not hesitate to state frankly that to a very large extent the marvellous success of **Red Rose Tea** is due to the selling power and friendliness of the dealers, backed by the highest standard of quality in Tea.



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T. H. ESTABROOKS







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THE questions that confront the intelligent Grocer are not easy ones. They require analyzing to the smallest detail and a keen foresight of the ultimate results. The popularity of "package" goods over the old-fashioned "bulk" goods has resulted in a large increase of branded grocery specialties. This condition forces the retailer to discriminate between goods that are recognized as the standard of quality and those that are claimed to be "just as good."

It is the laudable desire of every Grocer to retain his old customers and increase his business by attracting new customers. This can only be accomplished by the personal salesmanship of the dealer and his assistants. The good-will of a business that comes from a long succession of satisfied customers and the advertisement that is given by word of mouth from one pleased customer to a prospective one, are valuable assets, and to acquire them takes many years of earnest endeavor to supply to his customers nothing but pure and wholesome goods.

Profits are sometimes deceptive. The IMMEDIATE profit on some branded article may be greater than on another article of the same kind, for the reason that goods that are made from the highest grade materials cost more to manufacture and cannot possibly be sold to the trade as cheaply as the short-lived "just as good" kinds, which at their best are but imitations ---cheaply made from low grade materials. The claims made for such imitations are misleading and the goods themselves are usually unreliable. Good goods that are extensively advertised require less time and effort to sell---will turn over oftener---produce a more lasting and dependable profit in the course of the year---and at the same time retain the good-will and patronage of customers.

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Winnipeg ***Montreal***





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It is not advertising alone that has put Postum where it is to-day. The vast benefit it has done thousands—yes, millions, is the real secret of its steadily increasing sale in every part of the world.

You can help people to dismiss ills caused by tea and coffee by inducing them to change to Postum.

And, Mr. Grocer, did you ever figure the long profit on Postum? Generally better than on Tea and Coffee—and the sale of Postum is guaranteed!



People buy Postum because they like and need it, and it pays the retailer to supply that want—pays him well!



"THERE'S A REASON"

Canadian Postum Cereal Co., Limited, Windsor, Ontario.

most satisfactory. The best season for cooked hams is over now. Prices as they exist to-day are somewhat higher than at this time last year. The tendency seems to be to work toward lower prices, although with a market changing as frequently as does the provision market, this may not be experienced. However, the tendency is in that direction.

Long clear bacon, per lb.	0 15
Smoked breakfast bacon, per lb.	0 19
Pickled shoulder	0 11½
Roll bacon, per lb.	0 15
Light hams, per lb.	0 18½
Medium hams, per lb.	0 18
Large hams, per lb.	0 17½
Cooked hams	0 25
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb.	0 19
" pea meal	0 19½ 0 20
Heavy mess pork, per bbl.	26 00 27 50
Short cut, per bbl.	30 00 31 00
Lard, tierces, per lb.	0 15
" tubs "	0 15½ 0 15½
" pails "	0 15½ 0 16
" compounds, per lb.	0 13 0 13½
Live hogs, at country points	7 25
Live hogs, local	7 50 7 65
Dressed hogs	11 25

Butter—The butter market is stationary, and if anything is just inclined to weakness, although prices have not been reduced. The country is enjoying such ideal weather for pasturing that the flow of milk refuses to fall off, and, as a result, the make of butter is large. This is responsible for larger supplies than the demand calls for, and, as a result, the market gives evidence of a slight oversupply.

	Per lb.
Fresh creamery print	0 26 0 27
Creamery solids	0 25 0 25½
Farmers' separator butter	0 24 0 25
Dairy prints, choice	0 22 0 23
Fresh large rolls	0 21½ 0 22
No. 1 tubs or boxes	0 21 0 21
No. 2 tubs or boxes	0 19 0 20

Cheese—There are no particular features to the cheese market. The demand is steady, and prices are holding firmly.

New cheese—		New twins	0 12½ 0 12
Large	0 12 0 12½	Stiltons	0 14
Old cheese	0 14 0 15		

Eggs—There is no backward disposition to the egg market. First qualities are too scarce, and to secure them a big price has to be offered. Advances have been made in all grades, and if the prices are going to continue their upward climb it is difficult to estimate to what heights they will attain. Up to the present they have been consistent, and advances have come steadily. Demand for eggs is good, and business is most satisfactory from that standpoint.

New laid eggs	0 35 0 40
Selects, storage	0 29 0 30
Fresh eggs, doz., storage	0 26 0 27
Pickled eggs	0 25 0 26

Poultry—The poultry market is steady with everybody looking for a heavy holiday trade. Chickens, ducks and geese are coming in freely with the supplies of turkeys fairly good. Local jobbers say that there is no scarcity of supplies in the country, and that the reports that turkeys are going to be scarce are not well founded. They do not claim more than an average supply, but they do expect the supply to be quite up to the average.

Spring chickens, live	0 11 0 12
Hens, per lb. live	0 09
Turkeys, per lb., large, dressed	0 16 0 18
Spring duck, lb., live	0 16
Geese, live	0 08½ 0 09

Note.—Dressed prices from 1½ to 2 cents above live.

Honey—The market in honey is steady with fairly good business passing. Prices remain unchanged.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb.	0 07½

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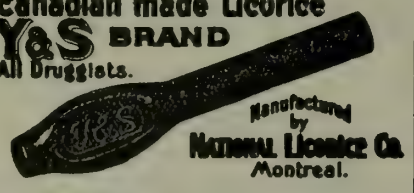
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Here's a hot dish full of warmth and strength, for a chilly day: Heat the Biscuit in the oven to restore crispness; pour hot milk over it, adding a little cream and a dash of salt. It is better for children or grown-ups than mushy porridges.

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is equally delicious in Fall and Winter with sliced bananas, stewed prunes, peaches or other fruits. Take a little time and tell your customers about it. It will please them and add to your profits.

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Twenty Cent Decline in Rolled Oats

Was Expected as a Result of Heavy Yield of Oats This Year—Not Sure That the Drop Has Reached the Bottom Yet—Total Wheat Yield This Year Estimated to be Lower Than Last Year—Brief Gossip of Recent Happenings in the Wheat World—Farmers are Holding Back Supplies for Higher Prices.

Both the flour and rolled oats markets have lost ground during the week and there has been an actual decline in the price of rolled oats, while flour prices remain unchanged, with but a statistical loss against it. The reports from the wheat markets are still most favorable and it is this influence that largely accounts for whatever weakening there has been in the flour situation.

Millers state that as far as Ontario wheat is concerned they can scarcely obtain sufficient supplies. Deliveries are decidedly slow.

Conditions have not changed materially in the western wheat situation. Shipments for last week amounted to 4,549,000 bus. Notwithstanding this heavy drain the western stocks increased by 215,829 bushels owing to unusually large consignments from the west.

In view of the complaint which has fallen every day during the past month from the lips of Canadian exporters, who said they could not even dream of increasing their shipments to Britain until prices assumed an export basis, figures submitted by P. B. MacNamara, Canadian trade commissioner at Manchester, Eng., to the department at Ottawa, have a peculiar interest. The commissioner mentions the fact that in three years Canada has increased her shipments of flour to Great Britain by nearly a hundred per cent., while in the same time the imports from the United States have declined by 120 per cent.

According to the latest estimate of the wheat production in the principal wheat growing countries in the world the total for the present year is 2,300,800,000 bus. as against 3,497,600,000 bushels last year. Heaviest losses have been in Russia, France and the United States, the former country declining 18,000,000 bushels according to estimates.

MONTREAL.

Flour.—The recent weakening in the wheat situation in Chicago has had considerable effect on the local flour market. A weaker tone prevails in all grades. As yet the prices to the retailer have not been affected, but any lengthy wheat weakness will have that effect in time. The cause of the weakness is well defined. Larger quantities of wheat will be available this year than has been the expectation from early reports.

In the unsettled state of the market at present, buyers have been holding off, and even for export the trade has been quiet. Local millers are hoping for a settled market in the near future, as it is now so near the end of the navigation season.

Recent reports go to show that much of the export wheat is going from Canada by way of United States ports in spite of the greater cost of transportation. It is an open question as to whether this will be permanent. It is causing considerable agitation among Montrealers, however.

Winter wheat patents, bbl.	5 45
Straight rollers, bb	5 25
Extra, bbl.	5 25
Manitoba 1st spring wheat patents, bbl.	5 80
" straight patents bbl.	5 30
" strong bakers	5 10
" second "	4,60

Rolled Oats.—In sympathy with the wheat weakness in Chicago, there is a decidedly bearish tone to the oat market. This is in spite of the determined attempts of certain large operators to maintain former conditions. Still there is a redeeming feature locally. This is the brisk export demand. Not only is it good, but is improving daily. Evidently foreign buyers are distrustful of the present weak tone, and are taking advantage of it by laying in heavier supplies than usual.

The cornmeal market is quiet, at former prices.

Fine oatmeal, bags	2 45
Standard oatmeal, bags	2 45
Granulated "	2 45
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb.	2 00
" barrels	4 45

TORONTO.

Flour.—Millers are unanimous in declaring upon the light supplies at the mills. Farmers are holding back probably for two reasons, first because they have many duties to attend to just at present and again, because the price is not exactly satisfactory to them. Whatever the real reasons are the millers are not getting enough supplies. Demand for flour is not heavy just now and conditions altogether are not the most satisfactory. A weaker feeling exists in Chicago wheat markets which is having a general weakening effect and may bring prices down.

Manitoba Wheat.		
1st Patent, in car lots	5 70	
2nd Patent, in car lots	5 20	
Strong bakers, in car lots	5 00	
Feed flour, in car lots	3 10	3 30
Winter Wheat.		
Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 20

Cereals—A decline of twenty cents is announced this week by the big mills. Competition has to some extent been responsible for the decline and stock conditions are said to also warrant it. Demand for cereals is heavy just now and a good trade is passing. High prices are not expected to have a chance under present conditions.

Rolled oats, small lots, 90 lb. sacks	2 05
" " 25 bags to car lots	1 95
Rolled wheat, small lots, 100 lb. bris.	2 85
" " 25 bris. to car lots	2 75
Standard and granulated oatmeal, 98 lb. sacks	3 25



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Graham Wafers — Crimp Sugar
Ginger Snaps — Lemon Creams

LYNCH'S LTD.
Sydney, N. S.

Manufacturers of Biscuits, Confectionery & Bread

and at

Stellarton — Fred A. Milligan, Manager
Halifax — Frank A. Gillis, Manager

By Royal Letters Patent

NELSON'S
POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S
Gelatine and Liquorice
LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.



The "All-night-soak" Eliminated

By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Dessert—*then watch your sales mount up.*

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co. - Orange, Mass.

After the Sale Comes Service

You see, Price and Quality being equal, Effectual Service *only* compels the *call-again*.

Just so with the LAKE OF THE WOODS, Brother Grocer.

Our interest in YOU does not cease once your name is on the famous "dotted line" under your quantities for a car of FIVE ROSES, or a "mixed car" of the assorted products of the Keewatin Mills.

You not only buy the *flour*, you buy careful, courteous attention to correspondence, faultless packing and shipping, hoped-for delivery. You get *more* for your money—*the same money*—than you can anywhere else.

It has taken all of twenty-one years to perfect this service, a system making all customers friends, Brother Grocer.

Ask the man who deals with the L.W.M. Co.

He will tell *you* there are *three inseparable parts* to every LAKE OF THE WOODS sale: Price, Quality, Service.

Consider a while this service.

Lake of the Woods Service

You want your order packed in a pecular manner suited to your trade? We have the facilities, the men, the sincere desire to accommodate—you get what *you* want, not what *we* think you want.

You want it shipped this way or that? Your wish is law to our shipping experts—you get what you want *the way you want it.*

You want it on the 20th? You *get* it on the 20th, not the 28th or the 30th—you get *what* you want the *way* you want it *when* you want it.

You can't wait for mill shipment? Then storehouses all over the country will keep you going with "small lots" *till your ship comes in.*

Unexpectedly overstocked, you say? Why, we can *divert* even at the last minute.

Embarrassed with slow collections? Then will you *most* appreciate the welcome fact that L. W. M. Salesmanship does *not* end with "the sale."

Goods damaged in transit—goods stolen—shortage? A postal to us relieves *you* of all anxious worry. Without cavil the loss is made good; *we* fight it out with the railway.

Comes a complaint from a valued customer? FIVE ROSES is guaranteed like every L. W. M. product—*you* lose nothing, *your customer* loses nothing. Would YOU know what close cooperation means, what splendid satisfaction might be YOURS?

Then take advantage of this *threefold* system—Price, Quality Service. You will be very welcome as a customer, Brother Grocer, whether it is ten bags or ten cars.

Let us serve YOU, not "some day," but NOW.

LAKE OF THE WOODS MILLING COMPANY, LTD.

Capacity, 10,500 barrels a day

Montreal Toronto Ottawa London St. John, N.B.
Winnipeg Keewatin Vancouver

CANUCK CEREALS

Make better profits selling Canuck Cereals packed in paper bags

Heretofore Cereals have been sold chiefly in bulk or in advertised cartons.

Selling in bulk you are liable to lose by overweight, waste and deterioration of quality.

Selling in advertised cartons means carrying a big assortment, many of which are slow sellers and all of which pay a very narrow profit.

The happy medium—neither bulk goods nor advertised cartons---is found in Canuck Cereals, packed in attractive, convenient, moisture and dustproof paper bags.

This line gives your customers a more generous weight for their money and allows you a better margin of profit, while it is as easy to handle as advertised cartons. It means no waste, no deterioration, steady and satisfactory sales.

Here is the Canuck Family

Oat Flakes	2½-lb. bag retailing at 10c	Flaked Wheat	7-lb. bag retailing at 25c
Oat Flakes	7 " " " " 25c	Corn Meal	3 " " " " 10c
Flaked Wheat	2½ " " " " 10c	Corn Meal	7 " " " " 20c

Graham Flour in bags contains 7, 14 and 24½ lbs. respectively. Oatmeal in bags, containing 6, 12 and 24½ lbs. respectively.

Write us at once for trade prices

The Chisholm Milling Co., Limited

No. A Jarvis St. (South of Esplanade), Toronto, Ont.

We take a pride in maintaining the highest possible quality in

"Peerless Brand"

Flaked Oats Flaked Wheat
Rolled Oats Corn Meal
Split Peas

All kinds of Feed

We buy only the choicest grain; and we mill them by the most up-to-date process. We are in a position to **guarantee** satisfactory quality of all shipments.

Quotations Cheerfully Given.

PARKINSON CEREAL CO.

Thornbury, Ontario

Freight Saved for E. T. Grocers

Buying from us you can save freight, as our prices are the same as those of wholesalers in larger cities. Make us prove this. Send us a trial order for such lines as:

Dried Fruits
Canned Goods
Onions Vinegars
Pickles

Our range of groceries contains all standard brands. Everything guaranteed. Now is the time to order Goods which must be shipped before frost sets in. We also handle a full line of Flour and Feed.

WRITE FOR SAMPLES AND PRICES

C. O. Genest & Fils

Sherbrooke, Que.

CHRISTIE

A plain business talk to our partners, the Grocers of Canada, about stable profits

Have you ever figured out the source of *the only profit worth while* in the grocery business? Take your pencil and do it right now.

Transient business does *not* amount to much.

Your few score or few hundred dependable customers—*mainly your particular buyers*—make up your *paying* trade.

They are *precisely* the customers who make your good will a *valuable asset.*

These customers *insist* on the best groceries—inferior goods will not satisfy them.

If they want biscuits they *demand*

CHRISTIE BISCUITS

because it's a matter of common knowledge that Christie Biscuits are *"The Purest of all Pure Foods."*

Now, isn't it as plain as day that the manufacturer of high-grade groceries is your best friend? His reputation works for you day after day—keeps on working for you even on Sundays and holidays.

HIGH STANDARD GOODS ARE THE ONLY SOURCE OF STABLE PROFITS IN THE GROCERY BUSINESS.

The superiority of Christie Biscuits *is* conceded—has never been seriously questioned.

You know that, your customers know it—more of them will know it. Whether your best customer wants soda biscuits, sweet or fancy biscuits, she invariably asks for *Christie's.*

The name is a guarantee of biscuit purity and perfection. And the fact remains that

"Christie Biscuits sell more than Biscuits."

CHRISTIE, BROWN & CO., LIMITED

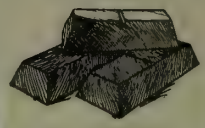
BISCUITS

MAPLE SYRUP



SMALL'S ready prepared CREMO Cake Icing is a practical success, a favorite and staple with all housekeepers who have used it. It interests the right class. STOCK IT.





THE ORIGINAL COUPLED BLOCK



Mr. G. R. Small is the originator of "Small's Brands" and at present manager of the EXCHANGE. This gentleman has 32 years' experience in the Maple industry and is free to give any information possible regarding the product that may be desired by dealers. Address---CANADA MAPLE EXCHANGE, Limited, Montreal, Quebec.

TRADE MARK

Small's

MAPLE CONFECTIONS ARE STANDARD.





There is a demand for a heavy Syrup—a sauce

SUGAR JELLY

We are packing it. Write for list

We notice there is a growing demand for a little

CHOICE BARBADOES IN TINS

We are packing it. Write for list.

"TO THE TRADE"

Practical reasons why you may handle "SMALL'S" Standard Maple Syrup with advantage to yourselves and satisfaction to all in preference to the many Private and Mushroom Brands on the Market.

"QUALITY"—Firstly. We give a written guarantee on every package that materials used are of the highest quality obtainable. Secondly. Claims have been established and universally accepted by Consumers, Expert Judges, and awards from nearly every important Country including the Orient, for the past 32 Years. Thirdly. Its Standard character has been maintained and verdict handed down by Judge Leet, in Canada's High Courts of Appeal as late as November 4th, 1908—

Your Syrup is Superior to anything I have seen. H. Mockford, London, Eng.
Superior to anything we have ever tasted. Milford Sipes & Co., Detroit, U.S.
We thought it fine. Wm. Ranch, M.D., Sect. Board of Medical Examiners, Johnstown, Pa., U.S.A.

"PRICE"—Reasonably in reach of all Consumers. Equal if not lower than that of many of the flavored compounds that have been and are to some extent still urged on the Market, made possible by our long experience, large and advantageous connections in securing choicest raw materials. "SMALL'S" "Standard Maple Leaf" Brand is delivered Freight Prepaid to any Railway Point East of Sault Ste. Marie, at the following prices through all Jobbers:

Quart Bottles, 12 to Case	$2.35	Half Gallon Wine, 12 to Case	$4.70
Pint Tins, Wine, 24 to Case	2.50	1 Gallon Wine, 6 to Case	4.40
Quarter Gal., Wine, 24 to Case	4.70	2½ Gallons Imperial, 2 to Case	3.90

and other Brands less, in proportion to quality. Write for complete Price List.

"TO JOBBERS"

Stock is carried by the following Wholesale Brokers:—

T. M. Duche & Sons, New York, N.Y., and Manchester, Eng.
Standard Brokerage Co., Vancouver, B.C.
MacLaren Imperial Cheese Co., Limited, Toronto, Ont.
de la Ronde & Sons, Ottawa, Ont.
Nicholson & Bain, Winnipeg, Edmonton, Regina, Calgary, Moose Jaw, and Saskatoon.

"NOTICE"

With exception of the C.P.R., CANADA MAPLE EXCHANGE, LIMITED, do not sell to large Retail or Departmental Stores, neither to Hotels, Pedlars, Convents, Factories, etc., but strictly to recognized Wholesale Trade only.

CANADA MAPLE EXCHANGE, LIMITED - MONTREAL, QUEBEC

Tillson's Oats

"A FOOD—NOT A FAD."



We are just commencing a vigorous and extensive advertising campaign for this well-known and well-liked cereal food.

Newspapers and billboards will both be used liberally and, as a result, you will soon observe an

increasingly active demand

Grocers who take the precaution of ordering a liberal stock of Tillson's Oats will naturally get the best dividends from our advertising investment. Tillson's Oats are sold in these two sizes:

Premium Family Package, retailing at 25c.
Pan-Dried Package, retailing at - - 10c.

An excellent margin of profit for you on each size.

Canadian Cereal & Milling Co., Limited

Head Office: Lumsden Building - - - TORONTO, ONT.

Ye right olde English Dainty

CARR'S Superior CHRISTMAS PLUM PUDDINGS

These Plum Puddings are manufactured with selected fruits from a carefully tested recipe. Their quality and excellent flavor will be appreciated by all lovers of this old English dainty.

They are supplied in hermetically sealed tins with tear-off lids. 1, 2, 3, 4 and 6 lb. each.

IN CUMBERLAND CAKE TINS

CARR & CO., LTD.

Biscuit Manufacturers

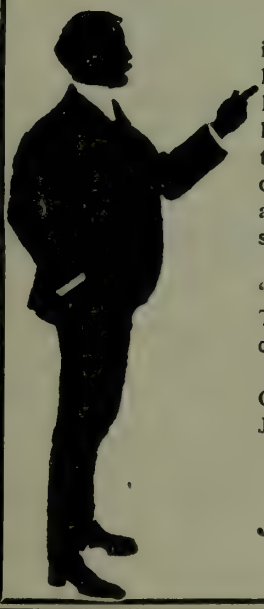
CARLISLE, - - ENGLAND

ORDER FROM AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C.; L. T. Mewburn & Co., Limited, Calgary; T. A. Macnab & Co., St. John's, Newfoundland.

MAKING MORE MONEY!

THE GROCER who is handling a full line of

"White Lily" Brand Biscuits



is on the road to greater profit in his business.

HAVELOCK LUNCH BISCUITS have proved a popular favorite to retail at 15c a pound. They are made of the purest ingredients only, and are mixed and baked in a modern, sanitary factory.

'Sogginess' is unknown with 'WHITE LILY' BRAND BISCUITS. They reach you in as crisp and fresh condition as they leave our ovens.

We also recommend WHITE LILY Cream Sodas — Marshmallow Jam Jams and People's Fancy Mixed.

Write for prices

J. A. Marven, Limited

MONCTON, N.B.



An all-the-year-round Success!

Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but *retain them.*

Huntley & Palmers, Ltd.
Reading
Eng.

Anchor Brand Flour

makes delightful Bread, Buns, Biscuits, Pastry and, in every way flour is used, upholds the manufacturers' guarantee of "highest quality attainable."

21

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Man.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense

TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

A. C. LANDRY

STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions

Open to buy Beans, Peas and Canned Goods



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

GEORGE & BRANDAY

Established 1879
Shipping and Commission Agents
Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.
KINGSTON, - - - JAMAICA

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

The W. H. ESCOTT CO.

WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED



MAPLEINE

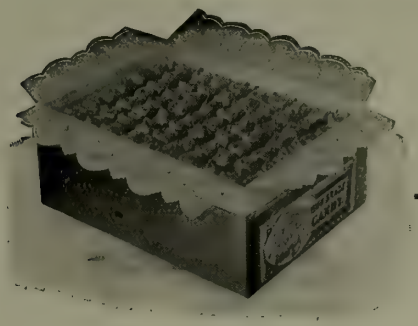
(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.
26 Front St, E., Toronto



Why We Want Your Business—

Your interests are best served by that firm which has proved itself progressive, up-to-date, awake to the needs of a growing country, and prepared to co-operate with you in mutually satisfactory business-building. A maker of biscuits and confectionery, especially, must keep pace with the times. He cannot exist if he does not.

Our record has been one of constantly increasing activities. We began small. Because we worked intelligently with you wide-awake dealers, we have grown. Our factory is now one of the largest of its kind in Canada. Our plant is up-to-the-minute; our goods are superior, surpassed by absolutely no other manufacturer. Our organization is complete—but we are still progressing.

We think, therefore, we are justified in stating that you should be one of our customers. Our range of high-grade chocolates, other confectionery and biscuits, is wide—no matter what your needs, we can fill your order. Every article we make is of the highest quality. We are specialists in some lines, experts in all, we sell. We have experience. Our sales record proves these statements. You will require a large assortment of biscuits and confectionery for Fall and holiday trade. Get our catalogue and prices.

The Montreal Biscuit Company

MONTREAL

Our attractive advertising hangers sell goods. They are free to you.

Florida Oranges and Grape Fruit
(Cluster Brand)
Fresh car due this week. Heavy, Juicy Fruit—Bright's

JAMAICA BANANAS
Fruit is exceptionally fine.

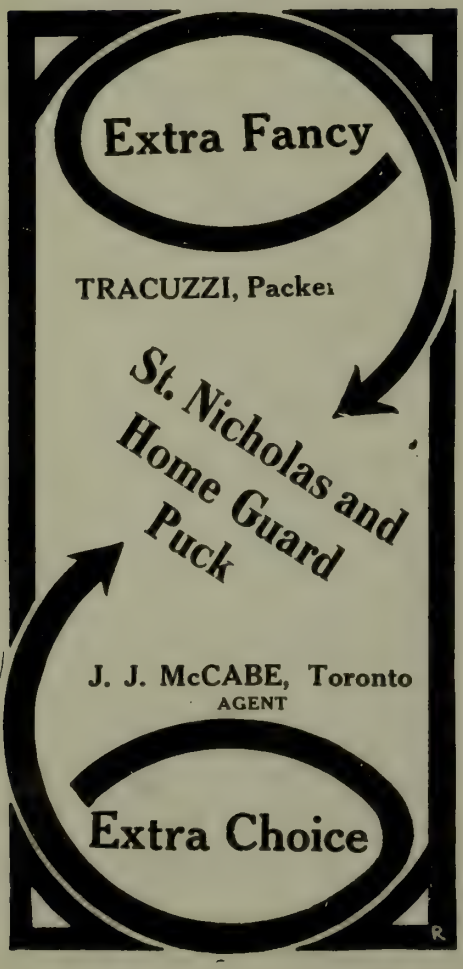
ALMERIA GRAPES
Write for special prices on APPLES

NUTS FIGS DATES
New stock.

CRANBERRIES, SWEET POTATOES
SPANISH ONIONS

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers



Higher Prices Prevail in Fruits

Apples Are by No Means Cheap, Lemons and Oranges are Firm, Pineapples are Bringing A Good Price and Quotations Generally are Firm—Trade a Little Off Color of Late, But the Holiday Should Brighten Things—What is the Lemon Market Going to Do?—Tornado Mussed Things Up a Little in Florida.

The fruit season has about reached its normal level again, after a brisk summer trade, which, although not exactly a record breaker, was about the average. Grapes are still coming in freely, and the last shipment is not yet in sight. Pears are holding on pretty well, and are bringing a fair price. Apples are demanding attention. High prices are ruling, particularly for choice stock. The export of Canadian apples is at a low mark compared with other years, and the statement made earlier in the year to the effect that export apples would be few, is now fully verified.

It will possibly not be long until many of the fruits and vegetables will have to be imported again, and will continue to be received in that way until spring breaks again. Already, in some places, small vegetables that not long ago were produced here, are now being brought into the country. As soon as importation becomes necessary, higher prices may be looked for.

Pineapples are quoted at a rather stiff price, owing to the scarcity of Cuban stock. Valencia oranges are also firm, particularly in some brands, the end of the season causing light deliveries. The lemon situation is pointing toward high prices. Recent sales in New York have witnessed mediocre fruit sold at good prices for the reason that Sicily lemons are scarce, and the buyers needed them so badly that they were even glad to get them. The new crop is late, as has been stated in these columns before, and, in addition, it is not known when the first shipments will be made. Indications are that they will be late, owing to vessels not desiring to call at Palermo, the chief lemon port on the island. Stocks are light here, and—well the future will unfold itself in due time.

A recent tornado that swept across the lower part of Florida is said to have caused a loss of about ten per cent. of the new crops of oranges and grapefruit.

Thanksgiving and Hallowe'en coming together should bring big business to the fruitmen.

Grapes, Canadian grown, are in good demand for both preserving and table use. Although Delawares are about done, there are plenty of Rogers, Concords and Niagaras appearing. Prices are about the same.

Quebec plums are off the market, except a few scattering lots. Canadian peaches are laso done. U. S. peaches are appearing in fair quantity in the large baskets.

The pear crop appears to be good this year, both from the standpoint of quality and quantity. Business has only been fair for all lines.

Apples, bbl.	5 00	6 00
Bananas crated, bunch	2 00	2 25
Cranberries, bbl.	7 50	8 00
Cocoanuts, bags.		4 25
Wild grapes, lb.	0 03	0 05
Limes, per box		1 25
Cali. Malagas		2 00
Lemons	4 25	5 00
Oranges—California, late Valencias	4 00	5 00
Pineapples—Floridas, case		5 00
Plums, crate	2 00	2 25
Peaches, American, basket		2 00
Pears, bbl.	7 00	10 00

Vegetables—Scarcity in some lines is beginning to make itself felt. The main ones to be affected are corn, tomatoes and cucumbers. In the last two mentioned, supplies are practically exhausted, as far as locally grown are concerned, and those now on the market are coming from across the border. Cucumbers are selling as high as $2 per doz., and tomatoes at $2.50 per box. Corn, the little that is coming in, shows a decided advance and is poor in quality even at that.

Squash are in good demand at former prices, and dealers say that there should be an advance in the next few days.

Trade in general is rather quiet at last quotations, but dealers say it is only temporary, and should be brisk in the near future.

Beans, American basket		3 00
Beets, bag	0 75	0 90
Carrots, bag	0 75	0 90
Cabbage, new, dz	0 40	0 50
Celery, doz.	0 75	0 90
Cauliflowers, Montreal	1 00	1 50
Corn, doz.	0 20	0 25
Cucumbers, doz.		2 00
Garlic, 2 bunches		0 25
Green Peppers, basket,		0 75
Hubbard squash dozen		3 00
Leeks, doz		1 50
Lettuce—Montreal, doz.	0 40	0 60
Boston	1 00	1 25
Onions—Spanish, cases	2 50	3 00
Potatoes, bag		0 90
Sweet potatoes, basket		1 50
" " bbl.		4 00
Parsley, dozen	0 15	0 20
Parsnips, new, bag	0 75	0 90
Radishes, dozen bunches	0 25	0 30
Spinach, bbl		3 50
Tomatoes, box		2 50
Preserving tomatoes, bkt.	0 40	0 50
Turnips, new, bag	0 75	0 90
Vegetable marrows, dozen		2 00

MONTREAL.

Green Fruits—Apples are coming in freely, but as yet only in the inferior grades for local consumption. Even for export, the grade is none too good, and as a result prices are somewhat in the air at present. Quotations range about the $6 mark, but grades now appearing are hardly worth that. It is thought the next few days will bring in the better grades in fair quantity, and then matters will adjust themselves.

TORONTO.

Green Fruit—The wholesale fruit men are moving back from the exchange which they have occupied all summer. It is expected that this week will wind up the season at the general market. The lemon situation is still indefinite, and locally has a much firmer tone. The shipping conditions in Palermo are still unsettled. Vessels are not yet willing to touch at this port from which fully 90 per cent. of the Sicilan lemons

used in the United States and Canada are shipped. It is believed that the total lemon stock of Toronto wholesalers at the beginning of the week was no more than two car loads. Recently in New York prices went to a high figure, as did some brands of late Valencia oranges. With the first shipment of the new Sicilian crop quite unknown, and present stocks low, the market price has become much firmer, and those who looked for high prices some time ago still hold to that opinion and look to see it verified.

Late Valencia oranges are rather scarce, and are bringing a high price. Jamaicas are also on the market and in good condtion. New Floridas have not begun to come freely yet, but should soon reach the market. New grapefruit is of good quality, although not as ripe as it might be.

Apples, bbl.....	3 50	5 00
Apples, Canadian, basket..	0 30	0 45
Apples, St. Lawrence, basket.	0 50	0 65
Bananas.....	1 50	2 00
Cantaloupes, bas	40	0 50
Citrons, doz....	0 60	0 75
Cocoanuts, sack	4 00	4 50
Cranberries, bbl		8 00
Cranberries, case....		3 00
Grapes, case		2 25
" Canadian, basket.....	0 15	0 25
Malaga bbl. ...	6 00	6 50
Grape Fruit—		
California.....		3 00
Florida per case	4 50	5 50
Egg Plant, 11qt. basket.....		25
Lemons—		
Verdelli....	5 00	5 50
Limes, box.....		1 25
Oranges—		
Valencia.....	4 00	5 00
Peaches, Canadian, basket..	0 85	1 25
Pears, Canadian basket.....	0 30	0 75
Pears, California box.....		3 00
Pineapples crate	4 00	5 00
Quince, basket..	0 50	0 75

Vegetables—The market has been quiet. There has been a steady demand for most vegetables, but with no special feature. Tomatoes are still received, but their heavy season is over, and the present trade is uncertain. Spanish onions are pretty well stocked by local houses. Potatoes are moving well at unchanged prices. Crop reports differ in different places. From some it is said the crop is a good one, while other reports are not so favorable. On the whole, however, it seems to be an average crop.

Canadian beet, bag	0 60	0 75
Beans, wax, per 11-qt. basket...	0 15	0 25
Cabbage, case—		
Canadian.	0 75	1 50
Carrots, Canadian, bag.....		0 50
Cauliflower, dz..		0 75
Celery, dozen		0 40
Cucumbers, bas	0 15	0 25
Egg plant, 11-qt. basket.....		0 25
Gherkins, bas..	1 25	1 50
Lettuce, Canadian, head....	0 25	0 30
Onions—		
Spanish, large..	2 25	2 65
Spanish, ½-cases		1 50
Yellow, per bag		1 25
Ontario, per bag		1 00
Domestic.....		0 40
Potatoes, Ontario, new, bag.	0 75	0 80
Sweet, bbl.....		3 50
Parsley, per doz bunches.....	0 25	0 30
Red pepper....	0 50	0 75
Green peppers, 11-qt. basket..		0 30
Tomatoes, Can., basket 11 qt...	0 30	0 40
New turnips, per 11-qt. basket...		0 50

FLORIDA ORANGES

Our first car "**Parson Brown**" variety Florida Oranges arrived to-day. Quality and flavor cannot be excelled. When you buy "**Parson Brown**" Floridas you are getting the very best. Try them this week.

WHITE & CO., Limited
TORONTO

P.S.—We have a few thousand boxes Fancy Apples—Spys, Baldwins, Greenings, to offer. If interested, write.

SEASONABLE GOODS

Fancy Almeria Grapes
Ripe Bananas
Oranges and Lemons
Cranberries
Nuts, Figs, etc.

NEW CROP DATES DUE EARLY NEXT WEEK.

Send us your orders.

HUGH WALKER & SON
(Established 1860) **GUELPH, ONTARIO**

BUSTER BROWN
LEMONS





are carefully selected and packed. They are the Lemons you should always buy. If you handle them you will continue; if you have not handled them you should. This brand will make you money. Ask for them—do not accept any other packer but—Follina.

W. B. STRINGER
SALES AGENT - TORONTO

FOLLINA BROS.
PACKERS - PALERMO

BEFORE THE CLOSE OF NAVIGATION, OR RAILROAD WINTER RATES COME INTO FORCE, GET IN YOUR SUPPLIES OF

Pickled and Salt Fish

You will economise in every way, and you will procure the best articles in the market if you order from us.

HERRINGS—Labrador, Scotia, Imported Holland and Scotch in barrels, half-barrels and kegs.
SALMON—Labrador, British Columbia, in tierces, barrels and half-barrels.
MACKEREL—Scotia, Irish, in Barrels and half-barrels.
TROUT---Sea, Red and Pale Lake in barrels and half-barrels.
SALT CODFISH---Boneless, Skinless, Shredded, in barrels and boxes.
DRIED CODFISH---In drums and bundles.

D. HATTON COMPANY

Largest Distributors of Fish MONTREAL

Push Loggie's Lobsters

WHY?

Because in the Loggie method of canning the natural flavor of the fish is preserved.

IN Golden Key and Golden Crown BRANDS

only the freshest Lobsters are canned in our up-to-date sanitary factory, and there's a 'well-worth-while' profit for you in handling them!

SEND FOR PRICES.

WE ARE THE SOLE PACKERS.

W. S. Loggie Co., Limited
CHATHAM, N.B.



BLUENOSE BUTTER

(IN TINS)

It is indispensable for

HUNTERS, MINERS, PROSPECTORS

or others going into districts where they cannot get fresh butter.

It's pure; packed in air-tight tins that keep the butter indefinitely, and it has no "tinny" taste. SELLS ON SIGHT.

PACKED BY

SMITH & PROCTOR
HALIFAX, N.S.

QUALITY HIGHEST—AND ALWAYS UNIFORM



BALAKLAVA BAKED BEANS

WITH OR WITHOUT
TOMATO SAUCE.

SOLD AT A POPULAR PRICE
WHICH YIELDS THE GROCER A GOOD PROFIT.

THE EASTERN CANNING CO.

PORT CANADA, N.B.

CANADIAN AGENTS—Nicholson & Bain, Winnipeg, Western Agents; Green & Co., John Street, Toronto; D. C Hannah London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Martin & Robertson, Vancouver, B C ; John Murphy, 88 St. Peter Street, Quebec.



YOUR EFFORT PLUS OUR GOODS—



A retailer's selling power depends largely upon himself, but even more upon the quality his words imply.

What a combination: A good retail grocery salesman and high-class merchandise!

You have it when YOU sell CONNORS BROS'. high-class sea foods. The quality stands behind your words, an ever-ready guarantee of your sincerity in recommending these sea products.

CONNORS BROS., LIMITED, feel they can always stand behind their products. Their factory is modern, sanitary, located close by the fishing grounds, ensuring economical operation. The goods are guaranteed.

How about YOU—the salesman? Our experience proves to us that the majority of Canadian grocers can consistently sell our goods at a profit.



Are YOU Selling Them?

Connors Bros., Limited

Black's Harbour, N.B.

Sealshipt Oyster System
Is The Only Oyster Insurance

On National Advertising
Every reader in the country will read about SEALSHIPT OYSTERS this season.

On Unfailing Supply
You can always get SEALSHIPT OYSTERS. There are over three hundred wholesale distributors in the U.S. and Canada.

On Safety in Keeping
Packed in the prime of their freshness, perfectly refrigerated, SEALSHIPT OYSTERS will keep for weeks.

On Increased Consumer Demand
You will find that consumers appeciate SEALSHIPT OYSTERS. They will SHOP were SEALSHIPT are sold.

On Purity of Product
Our oyster beds are regularly inspected by the Lederle Laboratories.

On Guaranteed Measure
Rigld contracts with shippers make this solid measure proposition a surety.

On Assured Profit Margin
You are guaranteed 25% profit at the very least. Many SEALSHIPT Dealers get more.

On Co-operative Advertising
We furnish free booklets, signs, ad. matter and cuts for local use.

Sealshipt is Your Insurance Policy
Against an Unprofitable Oyster Business

Do you realize, Mr. Dealer, just what the SEALSHIPT SYSTEM is?

Besides being the largest distributor of oysters in the world, its aim is to have the public realize the food value they can find in oysters. ALL THIS IS AT A PROFIT TO THE DEALER.

Here is a vast organization having nearly one hundred shipping points on the Coast and hundreds of inland wholesale distributing points, all banded together in a Co-operative effort to make our aim possible.

We publish a House Organ, "CO-OPETITION," for the benefit of SEALSHIPT dealers. Do you want a copy?

Write for our catalogue and proposition to dealers.



Oysters Cannot Work, But - -

if you stop to think for a moment, you will realize that you can make money by handling them. You can make oysters work up your profits this season. There is *good money in oysters* and they are *easily handled.*

Have us write you about the cost of a trial order. We have started hundreds of grocers on the road to a profitable business in oysters. Postal us.

Our specialty is SEALSHIPT Oysters, in those patented sealed carriers. Very sanitary; convenient too. But, we also handle bulk oysters, all grades. Do take this matter up NOW. The real season commences at Thanksgiving.

Perhaps you will want fish, too. Our supply is such as to meet your requirements. It includes Haddies, Kippers, Bloaters, Boneless, Smoked, Prepared and Fresh Fish. Prompt shipment. Get our full price list.

P.O. Box 639

Leonard Bros.

20-26 Youville Square, Montreal
also St. John, Grand River, Gaspe.

Dominion Fish & Fruit Company

QUEBEC, QUE.

Proprietors of the new, modern **Dominion Cold Storage** Plant, which we open to the trade for safe and economical storage.

Fresh Salmon

We make a specialty of this line. Supplies received daily by our own boats, direct from our own fishing grounds. Wholesale orders solicited. We handle all other kinds of fish in season.

ALSO DEALERS IN

Fruits and Vegetables

Fresh daily—every variety—very best at attractive prices.

Office and Warehouse: **Champlain Market**
Cold Storage: **St. Paul St. and Bell's Lane**

I. Montreuil Jos. Simard J. N. Beaumont

CCC
Norwegian Canned Goods

"Concord" Norwegian Sardines

are distinguished by many exclusive features. We reject all but the very finest small fish, autumn caught. We handle the fish with the greatest care, pay every attention to sanitary details and use only the highest grade oil. They are the only sardines which have an extra cover for use after the tin has been opened. Each tin is guaranteed by the CONCORD CANNING CO. of Stavanger.

Send your order to any Wholesale Grocer

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.



For the Grocer who realizes the advantage of featuring a 'quality article, backed by an unmistakable guarantee, we recommend

'Beacon' Brand Haddie

We are convinced in our own minds that in point of flavor and all-round excellence, **'BEACON' BRAND** is without a rival, and to protect the retailer and his customer against fraud and substitution, we are attaching to each fish a metal tag (see cut at foot). Don't buy any Haddie without this tag; it won't be genuine 'Beacon' Brand!

The Haddie under this Brand is cured specially by Scotch Experts from prime Bay of Fundy fish, and we pack Bay Leaves with the Fish, giving a very nice aroma.

We are going to give the retailer every assistance in our power, and have arranged an extensive consumer advertising campaign to create the demand and help his sales.

Look for the tag!



The
F. T. James Co.
Limited



Exact Size of Tag

We also handle a full line of Fresh, Frozen and Salt Fish

'Phone Main 7454

Church Street
TORONTO, ONTARIO

How to sell more Oysters



Building up a big, profitable business in oysters depends mainly on three factors :—1. Right Buying ; 2. Pushful Selling ; 3. Quality of the Oysters.

And the existence of these essential factors is also the strongest reason why you should sell

"Coast-Sealed" Oysters

Consider them one by one :

1. RIGHT BUYING—"Coast-Sealed" Oysters cost less than most lines because your order is measured up in **solid oysters.** A gallon of "Coast-Sealed" Oysters is composed of nothing **but** absolute meats.
2. PUSHFUL SELLING—The "Coast-Sealed" Oyster Display Cabinet is a great aid to pushful selling because it displays your oyster stock most attractively, and enables you to keep that stock absolutely fresh until the last pint is sold. And—this is **very** important—"Coast-Sealed" Cabinets are sold outright. No strings, no conditions; the "Coast-Sealed" Cabinet is **your own property** after you have bought it. Quality, not coercion, is what sells "Coast-Sealed" Oysters.
3. QUALITY—Without consistent good quality your oyster business cannot be truly successful. By handling "Coast-Sealed" Oysters you are absolutely certain of consistent good quality. "Coast-Sealed" Oysters are all northern grown on our own grounds in Rhode Island, Connecticut, and New York, and are all over four years old before being opened. They are fat, meaty, full-flavored oysters. They are packed—right at the sea-coast, mind you—in "Coast-Sealed" containers which are then sealed. The container reaches you with the seal unbroken and with nothing inside of it but pure, absolutely fresh oysters with the delicious salt sea flavor unimpaired.

Selling "Coast-Sealed" Oysters is the surest way to do a bumper Oyster trade.

As the season is advancing rapidly we would solicit an early enquiry.

Connecticut Oyster Co.

88 Colborne Street
Toronto



Fish - Oysters



Season for Fresh Fish Fast Closing

Demand is Still Largely Confined to Fresh Fish, but the End of the Season is in Sight—Receipts in the Interior Show Some Improvement—Market Practically Bare of Halibut, but Fresh Trout Receipts are More Liberal—Open Season for Smelts—Fresh Fish in General Coming in More Freely This Week—The Season of Advent is Not Far Distant.

The fish market is pretty active, though many lines are hard to procure. The late storms have played havoc with fisheries and threatened a famine of ground fish. Matters are improving now and it is expected that conditions will be about normal from now on.

The green cod market is a matter of much speculation just at present, and the outlook is for high prices. Still the fact must not be lost sight of that with a couple of weeks good fishing there will be a plentiful supply coming in.

Frozen fish in quantity have been moving, and are in transit already from the Pacific Coast and Great Lakes, although it is still early in the season. The reason is not far off. Owing to the shortage of fresh fish the trade had to take precautions to keep up supplies.

ONTARIO.

Toronto, Oct. 27. The fresh fish season is drawing to a close. The first of November is commonly regarded as the turning point, but trade extends considerably into the month. According to one of the trade, this week will be about mark the passing of fresh halibut. Fresh trout are coming in rather freely, and should be offered for some time yet. Finnan haddie is quoted at a slight advance, partly due to the increased demand. Oysters are moving out more freely, and prospects are brightening. It will only be a few weeks now until Advent, when the demand for fish should be appreciably increased. The retail trade should begin to prepare for the heavy season.

FRESH CAUGHT FISH

Halibut	0 09 0 10	Herring	0 06
Salmon trout	0 12	Yellow pickerel	11
White fish	0 12 0 13	Steak cod	0 08
White fish, pan frozen	0 10	Perch	0 07
		Haddock	0 06 0 07

FROZEN LAKE FISH

Pike	0 07	Gold eyes	0 06

OCEAN FISH (FROZEN)

Herring, per 100 ..... 2 00

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Herring (Labs.) half-barrels	3 25
Acadia, 2-lb. boxes, pr. crate	2 40	Haddie, Finnan	0 08½ 0 09
Boneless Digbys, box	1 00	Halifax, 1-lb. bxs., pr crate	3 12
Codfish, Bluenose, "	1 40	Oysters, extra selects, gal	2 25
Cod steak, per lb	0 07	Oysters, selects, gal	1 85
Cod, Imperial, per lb	0 05	Oysters, standard, gal	1 65
Fillets, per lb	0 12	Quail on toast, per lb	0 06
Halifax, 3 lb. boxes, per crate	4 50		

NEW BRUNSWICK.

St. John, Oct. 27.—The first sign of an improvement in the local fish situation came this week, when several fair shipments of haddock and cod were received. The receipts were not sufficient, however, to affect prices, which remain about the same. It is now expected that with a continuance of fine weather the situation will be much relieved, and that conditions will be about normal again. New halibut are scarce, though a few chicken halibut are being received. With the advent of colder weather the dealers will look to British Columbia for their supply. Mackerel were in fairly good supply last week, but it is hardly expected that there will be any quantity from now on, as the season is about ended.

The fresh fish for the province, up to about a month ago, was a fair average, but since that time it has been bad and dealers look for the season all round to be about equal to last year, which, however, was not a favorable season by any means.

NEWFOUNDLAND.

St. John's, Nfld., Oct. 27 — The extremely small catch during the past season is responsible of the advance in the price of Labrador fish. Supplies are not sufficient to meet the demand. Prevailing prices are—

Fish, large merchantable, per qtl.	6 00
" small " "	5 00
" large Madeira "	6 00
" small " "	5 00
" large West India "	3 50
" small " "	2 50
" Labrador "	4 00
Haddock "	2 50
Herring, No. 1, large, barrel	2 10
Lobsters, case	15 00
Salmon, No. 1, large, tierce	21 00
" No. 1, small, "	15 00
" tinned, case	5 70
Cod Oil, hardwood packages, package	78 00
" softwood " "	73 00
Cod Liver Oil, gallon	0 60

NOVA SCOTIA.

Halifax, Oct. 27 — There is some improvement in the recipt of fresh fish on the local market this week. The stormy weather, however, has hampered the operations of the fishermen along the coasts, and the quantities of fish canned are far below the average for this season. The market is bare of fresh halibut, there being an unusual scarcity of this class of fish. There is a fairly good run of codfish, but few haddock are being caught.

Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.
Write for prices.
W. A. LEARD
SUMMERSIDE, P.E.I.

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Cable Address: "TRESTER." ESTABLISHED 1865 A. B. C. Code, 4th Ed.
HAMBURG, M. TRESTER GERMANY
Old established Commission Agent for the sale of Evaporated Apples, Millfeed, Bran, Tallow, Hides, Cereals, Butter, Cheese and all other Canadian Export Products.
Correspondence with offers F.O.B. solicited.

The season for smelts is now open, but so far there is not any on the market. Smelts are a toothsome fish and are always in good demand.

Prince Edward Island oysters are coming in more plentifully and the price is high, $7.50 per barrel.

There is a good demand for dry and pickled fish, particularly cod and mackerel. The prices rule high and firm.

QUEBEC.

Montreal, Oct. 27—Conditions locally are improving. Reports from the coast say that the storms are over, and the dogfish pest is not so serious as during the past few weeks. Some rather large catches are reported, and orders have been booked for considerable quantities. It is to be hoped that supplies will come in freely for the next few weeks at any rate, as otherwise the winter situation would be a serious one to the trade.

Lake fish continue to come in quite freely, particularly pike and pickerel.

Prices on some grades of fresh ocean fish are lower, and supplies are coming in fairly well.

FRESH

Pike	0 08	Smelts	0 12
Perch	0 10	Whitefish	0 11
Steak cod	0 06	Mullets	0 08
B.C. salmon	0 16	Haddock	0 05 0 06
Flounders	0 10	Halibut	0 10
Market cod	0 05	Bullheads	0 10
Sturgeon	0 12	Carp	0 08
Lake trout	0 10	Dore	0 10
Blue fish	0 15 0 18	Mackerel, lb.	0 12
Sea trout	0 12	Swordfish	0 11
Sea bass	0 15		

FROZEN

Codfish	0 04½	Pike	0 07
Dore, winter caught, per lb.	0 09	Salmon, B.C., red,	0 13
Haddock	0 04½	Gaspe salmon, per lb.	0 20
Halibut, per lb.	0 09	Smelts, 10 lb. boxes	0 10
Herring, per 100	1 70	Whitefish, large, lb.	0 09
Market cod	0 04	Whitefish, small	0 07
Steak cod	0 05		
Mackerel	0 12½		

SALTED AND PICKLED

Green cod, No. 1, bbl.	7 00 7 50	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" ½ bbl	3 00	" " pink, bbl	12 00
Labrador sea trout, bbls	10 00	" Labrador, bbl	16 50
Labrador sea trout, half bbls	5 75	" " ½ bbls	8 50
No. 1 mackerel, pail	2 00	" " trcs., 300 lb.	22 00
½ bbls	9 50	Salt eels, per lb.	0 08
No. 1 pollock, 1	5 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, bbl	5 00	Scotch herring	6 50
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Boneless haddies	0 09
Herring, new smoked, per box	0 15
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 40

SHELL FISH

Shell oysters, bbl., choice	12 00
XXX Shell Oysters	10 00
Lobsters, live, per lb.	0 30
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 65 2 00
" bulk, selects	1 60

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal

Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

OCEAN BRAND FISH

KIPPERS BLOATERS HADDIES

Your customers, once they give them a trial, will insist on having OCEAN BRAND fish. The trade mark stamps it as the highest grade that is being put up to-day.

We have the most sanitary and up-to-date fish-curing plant on the Atlantic Coast.

We use only the primest of fresh fish. These are not idle boasts. Send to your jobber for a trial order or write direct to

The Halifax Cold Storage Co., Ltd.

45 WILLIAM STREET (Selling Branch) MONTREAL

Hints on Care of Tobacco in the Store

Stock Should be Kept Under Glass so That it Will be Free From Dust—Moisture Needed, Particularly in Winter—No Necessity in Cutting Prices to Make Tobacco a Leader — The Buying of Plug Tobacco.

By H. C. M.

Grocers are only beginning to realize the possibilities for trade increase offered by cigars and tobaccos. From the standard of a profit-bringer there are few lines which offer such a margin. As a means of bringing new customers to the store, it attracts the men of the family, which practically no other section of the grocery trade does to any great extent. Tobaccos are staples, and with proper care will keep readily for any necessary length of time.

In order to fully deal with the subject, it would be necessary to do so under two separate headings—from the viewpoint of the city grocer, and from that of his country, or small town cousin. In this article we will deal only with the latter. The reason for this is obvious. In the city the tobacconist flourishes, thus making it essential that only a limited portion of the trade can be dealt with by the grocer. In a small town or village it is entirely different. The grocer has the field practically to himself. That is, he should have if he avails himself of his opportunities. Practically his only competitor is the druggist, and the natural place for cigars is not the drug store. For every-day necessities the grocer is the logical man to go to.

Why is it that tobacco in its various forms has not received its fair share of attention? There are several reasons, but the principal is stated when we say that most grocers pay little attention to this department, and know little about the care necessary to keep to stock properly.

Tobacco and cigars, when properly looked after, do not deteriorate. The observance of a few essential rules will always give the dealer good stock to work with.

Moisture is Necessary.

For instance, tobacco requires moisture always in the proper quantity. In summer nature looks after this with only moderate help. The air usually contains sufficient moisture to keep the stock in good condition.

There is one matter which has to be carefully watched, however. In the average store tobaccos are usually kept in the first place available, where they will be least in the way. This very often means that they are dumped in the first empty drawer, and usually one near the floor. As a result of this carelessness, the dust from the sweeping collects about it, not only spoiling the appearance, but seriously injuring its quality. Tobacco is sensitive to outside influences, and needs fully as much care as the grocer would devote to his finer cheese or teas.

Price-cutting Useless.

Another mistake that is common is using the tobacco department, not as one of the main profit-bringers, but as simply a leader, a drawing card at a cut price for trade in other lines. Cigars and tobaccos appeal only to the men of the family, and constitute almost the only line which does reach them. Thus the uselessness of price-cutting in this particular branch of trade is readily observed.

A proper study of trade must be made in order to stock the quality of goods that will take with customers. Often the grocer finds himself loaded up with a lot of tobaccos, good enough in all probability, but not good enough for his custom. The only remedy for this, or rather preventative, is to buy at first



Tell Your Customers That
SHAMROCK
BIG PLUG
SMOKING TOBACCO
When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

Rock City Tobacco Co.
LIMITED
QUEBEC and WINNIPEG
Manufacturers of
THE
MASTER MASON
Brand of
Cut Plug Smoking Tobacco

McDOUGALL'S
CLAY PIPES
THE BEST IN THE WORLD
D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

in small lots until he is sure just where he will land in stocking certain lines, and then go ahead.

Some Golden Rules.

In the first portion of this article some mistakes have been pointed out, but remedies have been left to the latter part. What are some of the golden rules in tobacco selling?

See that your stock is kept in glass, protected from dust and injurious outside influences.

In winter make sure that some additional moisture is left in your tobacco compartments.

Study your trade and cater to it.

Do not use tobaccos as a leader at cut prices.

Plug tobaccos should be bought in small boxes and kept fully as well protected as any other lines. The reason for the small boxes is obvious; new stock is always open.

Candy Well Displayed is Half Sold

Western Grocer Places His Show Cases near the Door and Uses Price Tickets and Salesmanship—Makes a Profit of From 25 to 50 Per Cent—Care Should be Exercised Not to Overstock as This Results in Stale Goods.

Recent years have witnessed a marked change in the character of the modern grocer's confectionery department. Formerly, the great majority of grocers sold confectionery, but in those days it was known only as candy. It was then in short dresses, so to speak, but now it has reached its majority and is designated the confectionery department as an evidence of its new dignity.

To-day, the grocer displays in handsome showcases choice chocolates, creams, milk chocolate, and other varieties of fancy chocolates and candies for all tastes.

The candy sticks and bars of former years have not at all disappeared. They occupy a position in some stores although apparently they have lost ground. But the new high-class goods have been tried by the grocer and they have proved profitable and easy to handle.

On account of the neatness of the confectionery in boxes and packages, and of the daintiness of the "sweets" that are displayed in bulk, this department possesses a particular attractiveness in those stores where it receives the attention that is its due.

The location is generally a conspicuous part of the store—because it is a profitable line—and a shopper can scarcely pass it without buying. One at least stops to let the eye feast on the dainties if the palate has to be deprived of them.

Business Expanded Quickly.

A Western Canada retailer expressing his views upon the value of a confectionery department states that he has met with splendid success. From the very first it has paid well, and it was not long until he had a regular demand and required special show cases to display them whereas previously he had only a small show case.

"While I knew," he said, "that people came into my store oftener than any confectioner's or druggist's, still I was a little doubtful at first whether they would buy in a grocery store, so my first plan was to get in only a small quantity as an experiment. I put a display in a prominent place but did not try to do any special boosting until the first Saturday when I branched out in earnest."

"There is no reason why I should have doubted these goods even from the beginning but the fact was I did not know anything whatever about them. That should not prove a deterrent for confectionery really gives little or no trouble."

Made a Good Profit.

"The profit varies from about 25 to 50 per cent. It is different with different brands. I cannot just say that it went right up to 50 per cent. but it was not far from it. There is one particular thing to be remembered in handling candy and that is to get the quality. If the quality is good the consumer is bound to like the product. After that it is smooth sailing."

"Buying candy according to my experience is to a large extent a habit especially when people get to like some special kind. But you have to begin them in that habit. It stands to reason that people will not come back for something that did not suit them the first time. Their feeling is rather that they will take good care not to go near that candy stand. That is the only method I know."

Care in Stocking.

The grocer should therefore, carefully select his stocks. When the goods are presented before him he will be able to select wisely and after that he will learn what goods he can sell best. He should make an effort to sell them combining personal salesmanship with that of a good display and with price tickets. He should aim at buying stocks that will retail at a reasonable price and still pay a good percentage of profit, and he should regulate his supply to prevent any of his goods becoming too stale.

It is the persistent advertiser that keeps the public interested in his store. The man who uses newspaper space once a month is not likely to gain many new customers through advertising. Printer's ink and white space can be made a powerful asset in a retailer's business—an investment which many find to be "worth its weight in gold." Persistency, good copy and good goods to back up the ads. are the essential points.



CANADIAN

POLISHES

These lines will interest you because they are polishes of highest quality, and yet can be sold cheaper than imported articles.

This is because Royal Polishes are made in Canada, by Canadians, for Canadians.

We pay no duty—the duty you pay on other polishes we take off our price to you.

Stock up with Royal Polishes before cold weather sets in.

Prompt Shipment.

Royal Polishes Co.

Montreal

Established when George the Third was King

HOLBROOKS LIMITED

BIRMINGHAM, ENGLAND

Sole Manufacturers and Proprietors of

HOLBROOK'S

WORCESTERSHIRE

SAUCE

Acknowledged Sauce of the Premier the World



It is made and bottled in the Largest Sauce Factory in the World and has an International Reputation.

CANADIAN-AMERICAN OFFICES:

40 Scott Street, Toronto, Canada

Manager, H. GILBERT NOBBS.

Head Office and Works, Birmingham, England.
Breweries, - - - - - Stourport, Worcestershire, England.
Export Offices, - - - 64 Leadenhall Street, London England.

DIRECTORY OF

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

R. ROBERTSON J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
VANCOUVER, B.C.

Wholesale Brokers
GROCERIES, PRODUCE, FRUITS, GRAINS
Importers and Exporters

Reference—Bank of Montreal.
Write us for information about B.C. trade.
Cable Address—"Robin," Vancouver.
Codes—A C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

ONE of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

Do you want live representation?
We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence Solicited — Highest References

The

Condensed Ads.

on page 200

will interest you

SLATER BROS.

Wholesale Manufacturers' Agents
P. O. Box 645
VANCOUVER, - B.C.
Correspondence Solicited

WILLIAM W. DUNCAN

Broker and Manufacturers' Agent
DISTRIBUTING
Free and Bonded Warehouses
VANCOUVER - VICTORIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information.

Don't forget to mention this paper.

Where Knowledge is Power 'tis Folly to be Ignorant!

Particularly when the knowledge can be readily acquired at a very low cost.

MERCHANTS and SALESMEN will find their efficiency greatly increased by a careful perusal of any of the books listed below. WRITE FOR FULLER PARTICULARS,

The Making of a Merchant	$1.25	Bookkeeping Self Taught	1.00
Men Who Sell Things	1.00	Success in Letter Writing	.75
Human Nature in Selling Goods	.50	How to do Business by Letter	1.00
Management and Salesmanship	.50	Ropp's Commercial Calculator	
Sales Plans	2.50	Office Edition (Cloth)	1.00
Practical Publicity	2.15	Pocket Edition (Leather)	1.00
The Art of Retail Selling	2.00	" (Cloth)	.50
Retail Advertising Complete	1.00	Vest Pocket Edition (leather)	.50
Ropp's Vest Pocket Edition (cloth)	.35		
Spices and How to Know Them	3.50		
Tea Hints for Retailers	2.00		
Tea, Its History & Mystery	2.00		
Coffee, Its History	2.00		
100 Good Ads for Grocery Store	1.00		
Art & Science of Window Decorating	2.00		

ALL BOOKS SENT POSTPAID

THE MacLEAN PUBLISHING COMPANY, - TECHNICAL BOOK DEPT.
143-149 UNIVERSITY AVENUE, TORONTO

Red Clover Tea

Maritime Grocers! Tea Prices Talk

Do you not consider it a good buy to purchase RED CLOVER TEA at Figures like these?

You buy at	23c.	26c.	30c.	36c.
You sell at	30c.	35c.	40c.	50c.

Good profits? Compare prices and be your own judge. Red Clover Tea quality is the very highest, and is always maintained.

Charles H. McDonald

Direct Tea Importer and Blender

St. John, N.B.

Buy "The Powder with a Pedigree"

THE LEADER FOR 50 YEARS
AND STILL THE BEST.



NO ALUM
IN IT.

FROM ALL JOBBERS,
OR

W. D. McLaren, Ltd.

Montreal

COOK'S FRIEND BAKING POWDER

The Grocer will award medals for the best examples of "Constructive Salesmanship" furnished by merchants or their clerks during the next six months.

Class A.—Open to merchants or clerks in villages or towns up to 2,500 population. 1st, Solid Gold Medal; 2nd, Silver Medal; 3rd, Bronze Medal.

Class B.—Open to merchants or clerks in towns and cities between 2,500 and 20,000 population. 1st, Solid Gold Medal; 2nd, Silver Medal; 3rd, Bronze Medal.

Class C.—Open to merchants and clerks in cities over 20,000 population. 1st, Solid Gold Medal; 2nd, Silver Medal; 3rd, Bronze Medal.

The Competition will close May 1st, 1911. The decision will rest with a committee comprising the editors of nine of the Maclean trade newspapers.

The ability of a merchant to sell depends upon many things—buying methods, display, advertising in its various forms, store equipment, recommendation of goods, telephone service, etc.

Everything that has a bearing upon the building up of profitable business is "Constructive Salesmanship," for salesmanship is the essence of all business. Even buying comes under that heading, because a merchant always buys with the sale in mind.

We want actual methods by which dealers have introduced new goods, broadened the scope of demand for others, and in a general way increased their turn-over and profits by the exercise of their selling power.

No contestant will be judged on his ability to write an article about his experiences. As a matter of fact we'll be quite satisfied if merchants merely send us a rough description of the methods which they have employed. We do want all the facts—good hard facts. Where they come to us minus literary style, we'll do our best to furnish the latter.

This competition promises to be an extremely interesting one, and the beauty of it is that the small man works under no disadvantage because of his size. If he takes off his coat, studies his field and earnestly sets out to develop its possibilities, he has as good a chance of winning as the bigger fellow.

The Editor of The Grocer will be glad to hear from merchants or clerks desiring more specific information in regard to the conditions surrounding this competition.

RICHARDS & BROWN

Wholesale Commission Merchants and Brokers

WINNIPEG, - - - CANADA

MR. MANUFACTURER:—

You would not employ a salesman without seeing him or making a thorough investigation. Then surely you will not appoint agents to sell your goods without knowing their ability.

We have five travellers covering Manitoba, Saskatchewan and Alberta with only the highest grocery lines. If you have goods to market in the above provinces all we ask is that you see us before arranging with some other agent who cannot secure you such profitable results.

Why is it that so many manufacturers fail to get a large connection in Western Canada, and are dissatisfied with their present agents? It is because they did not investigate more thoroughly before leaving the selling of their goods in the hands of someone that has not a well organized selling staff, or is overloaded with lines.

WE INVITE CORRESPONDENCE.

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C., Edmonton and Calgary, Alta., and Winnipeg, Man.

Buchanan & Ahern

WHOLESALE COMMISSION MERCHANTS

QUEBEC

Representing reliable manufacturers of grocery lines. Open to consider one or two new agencies.

ADDRESS P.O. BOX 29.

CEYLINDO TEA

SATISFIES the most exacting tastes because IT IS THE "BEST TEA" AT POPULAR PRICES.

This choice whole leaf Indo-Ceylon Tea, free from dust, is specially blended and packed in our Bonded Warehouses, London, England, and is second to none.

Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.

We want permanent and future business, and if you try this Tea, you and your customers will be satisfied, as they will tell you THERE IS NO BETTER.

W. D. MIDMER & CO., "Canada," LIMITED

New Glasgow, N.S., and London, Eng.



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers - 34 Yonge Street

Domestic and Foreign Agencies Solicited.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Headquarters

New White Beans Arriving.

Get our quotations.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents

Established 1885

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

We have on hand 3,000 cases Gallon Apples, quality No. 1, which we are offering, subject to not being sold.

Prices on application.

Lind Brokerage Company

73 Front St. E., Toronto

NOTICE TO MANUFACTURERS

We WILL SELL your goods to your satisfaction—write us.

The HARRY HORNE CO.

Grocery Brokers, Manufacturers' Agents and Importers

309-311 King St. West, - - - Toronto

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

United Kingdom and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to heRetail Track connection with all Railroads.

90,000 People

Think of the amount of PORK and LARD there is consumed in this centre. Are *you* represented here, Mr. Packer?
I am open to consider a first class American or Canadian agency.

A. FRANCOIS TURCOTTE

Room 16, Morin Block

QUEBEC, CANADA

In Quebec City

Agents for Ontario:
Messrs. W. B. Bayley & Co., Toronto
Agents for Quebec:
Messrs. F. L. Benedict & Co., Montreal

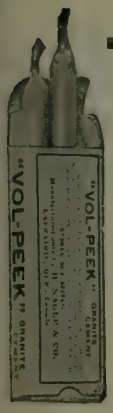
SYMINGTON'S COFFEE ESSENCE

ALWAYS READY!
ALWAYS PURE!
ONE STANDARD QUALITY!

UNQUESTIONABLY THE VERY BEST

TO BE HAD OF ALL WHOLESALERS

THOMAS SYMINGTON & CO. EDINBURGH



"Vol-Peek"

Granite Cement
Mends Holes in Everything

Here is a line easily handled, in demand every day and saleable at a VERY attractive profit.

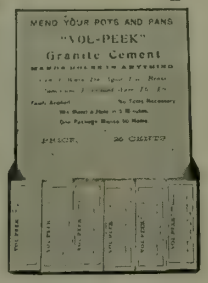
Unsurpassed for mending holes in Graniteware, Tin, Agate, Iron, Brass, Aluminun, Enamelware, etc.

One package will mend 50 holes. No tools necessary.

Supplied to you in nice counter display easels as illustrated on right.

The price could not be more attractive.

2 dozen (prepaid);
$3.00



H. Nagle & Co.
Montreal, Quebec

MADE IN CANADA

WE WANT to interest you in paper, and especially the brands which we manufacture.

Superfine Linen Record
Earnscliffe Linen Bond
Standard Pure Linen
Empire Linen Bond
Crown Linen
Colonial Bond

ENVELOPES TO MATCH—SAMPLES SENT ON REQUEST

The Rolland Paper Co., Ltd.

MONTREAL, P.Q.

General Offices:
MONTREAL, P.Q.

Mills at
ST. JEROME, P.Q.

"JAMES DOME LEAD"

The finest STOVE POLISH on the market. Gives a quick, lasting, brilliant shine. Creates no dirt or dust, all polish.

W. G. A. LAMBE & CO., Canadian Agents.

Imperial Maple Syrup—

¶ It is economical, and decidedly good value in every way. Put up in attractive packages for grocers who cater to a trade that is particular.

You will feature this syrup to advantage. It is a quick seller, and steadily in demand.

The Imperial Syrup Co. :: Montreal

A Delicious Vegetable all the Year Round

FOSTER'S

"Hand Brand"

Lincolnshire

Marrow-fat



Green Peas

THE HOUSEWIFE'S DELIGHT

In Sealed Packets only.

Sole Agents:

Maclure & Langley, Limited

12 Front Street East, Toronto, Canada



Golden Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

TELFER'S GRAHAM WAFERS

They are very appetising and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices.

TELFER BROS., Limited

COLLINGWOOD, ONT.

Toronto Winnipeg Hamilton Fort William

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



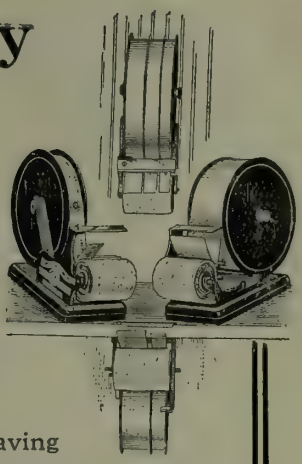
Save Time—Save Money

AND GET

Safer and Neater Packages

BY USING THE

AMERICAN Gum Tape Machine



Four machines have been found to save one clerk in a grocery store, besides saving at least two-thirds on twine. Packages thus sealed are more secure than those tied with string, are much neater and much more quickly fixed.

Many leading American firms—Marshall Field, Wanamaker, Macy, Siegel-Cooper, etc.—have found they can handle their businesses with the least possible expense by using the American Gum Tape Machine.

Printed tape—speaks your name out loud—furnished at slight additional cost. Write us for samples of tape and prices. Machine sent you for free trial if desired.

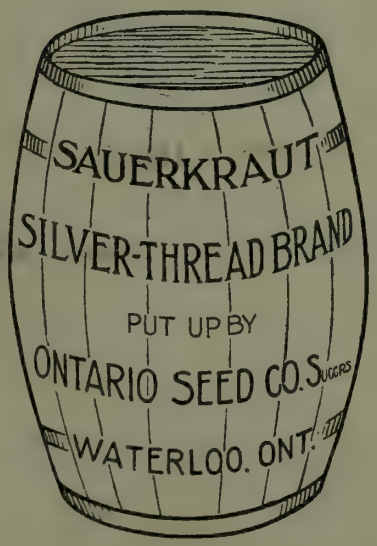
American Gum Tape Company



115-119 Worth St., New York

The Demand for* SAUERKRAUT *is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT

ONTARIO SEED CO., Successors, WATERLOO, ONT.



The kind that will give satisfaction

FROM BEST FIRE CLAY

CROCKS,
CHURNS,
FLOWER POTS,
FIRE BRICK, Etc.

WRITE US FOR PRICES

Belleville Pottery Company

BELLEVILLE, ONT. C. A. Hart, Prop.

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON

91 YOUVILLE SQUARE, MONTREAL



FACTS ABOUT ADVERTISING



By The Advertising Manager

VIII.

"I'll use three half-pages in The Canadian Grocer, at a cost of $37.50, and if the results are good I'll continue in that space right along," said a manufacturer to one of our representatives not long ago.

"Just what sort of results do you figure this advertising should bring you?" asked the solicitor.

"Why, inquiries about my goods," was the reply.

"Before going any further," said the solicitor, "let us look at the real nature of selling work and its relationship to advertising.

"We'll say that you want to push your —— ——"

"You have ten travelers on the road selling these goods, not to speak of the hundreds of jobbers' salesmen who handle them.

"You have the trade pretty well covered and you feel that your goods and selling facilities are quite satisfactory.

"Competition is keen and you've got to hustle for business.

"You place a half-page advertisement in The Grocer, in which you speak earnestly and enthusiastically of the quality of the goods, of the satisfaction they have given where introduced, of the worth-while profit paid the dealer.

"Now, what is the attitude of the dealer when he sees this advertisement?

"We'll say that it contains a good illustration of your package and that the typographical arrangement is neat and attractive.

"The dealer reads what you have to say about your goods and it interests him.

"You have used a good-sized space to give him your main selling arguments, and your story is told in a frank, earnest, enthusiastic way. To be brief, your advertisement gets his attention, and impresses him with the fact that behind your talk is a strong faith in the goods. He feels that such a house is likely to be a 'live wire,' and that when its salesmen calls they'll be men of the same stripe—*aggressive and equipped with something worth while to tell him.*

"But does this merchant rush away to write you a card or letter, inquiring for prices, etc.?

"No, he does not.

"He knows that you are not doing a mail order business.

"He knows that if you want to sell him you are going to send a traveler to call on him.

"He's as sure as he can be of anything that a salesman will call to try and sell him these goods.

"Then, why should he sit down and write to you?

"He won't buy the line anyway until the salesman arrives, and perhaps he won't then—on the first call.

"Your first advertisement gets his attention and he looks for the succeeding ones, into which you introduce new arguments, and in which the typographical arrangement is attractively varied.

"Your talks reach him, you know, at a time selected by himself to study matters connected with his business—at a time when his 'buyer's attitude' is dropped and he is willing to listen to what the firms who are trying to sell him goods have to say through the paper that has his thorough confidence.

"You may never receive a line from this dealer direct, but when your salesman arrives he gets a good hearing.

"Through your advertising you have won the dealer's attention and aroused his interest.

"Now, don't you think the salesman's work has been simplified by this favorable reception you have prepared for him?

"Don't you think he will sell a higher percentage of the dealers he calls on, than he would if this introductory work had not been done?

"Don't you think the securing of attention for your goods beforehand will save a good deal of the salesman's time—permit him to make more calls in a day than he otherwise would?

"Won't you admit that by carrying the dealer through the stages of attention and interest—always essential in the process of selling—this advertising in The Grocer has accomplished actual selling work?

"Won't—"

"You talk like a lesson in scientific salesmanship," interrupted the prospective advertiser with a smile.

"Well, doesn't all this appeal to you as common sense reasoning? Doesn't it fit in with the real nature of selling work?"

"Yes, I must admit that it does. I have never looked at the matter in just that way."

"You did not realize," went on the solicitor, "that it is the established system by which you distribute your goods that discourages inquiries on the part of dealers.

"You overlooked the fact that only one class of advertising ever brings direct sales—mail order advertising.

"The general advertising on which manufacturers spend millions in the daily newspapers and magazines never even brings inquiries, unless the public is asked to send in for a book of recipes, catalogues or samples.

"Even then the value of the advertising cannot be judged by the inquiries. As a matter of fact, they are merely incidental to the real value.

"At the same time, the results are sure and certain, the same as from advertising in The Canadian Grocer."

"Do you mean that The Grocer will not bring inquiries at all?" asked the prospective advertiser.

"Not by any means. The Grocer will, and does, bring inquiries to the advertising of some firms.

"Take an advertisement for a store fixture or appliance that can be accurately illustrated and described.

"Or take an advertisement that offers the dealer a price inducement to buy goods whose quality he is well acquainted with.

"In such instances as these The Grocer brings splendid inquiries, and often actually makes sales."

Here the solicitor turned over the pages of The Grocer and pointed to advertisers who had proved this to be so.

"A half-page every week for a year would cost me $425, would it not?" inquired the prospective advertiser.

"Yes," replied the solicitor, "and don't forget that by means of it you reach ten good buyers, for every cent expended.

"It costs you only about $8 per week to reach 7,000 of the best merchants in Canada.

"This represents a charge against each of your ten travelers' expenses of 80 cents per week.

"Not to speak of the extra sales it brings through the jobbers' salesmen."

"I'll take that half-page for the year," said the manufacturer, "and I'll clearly explain its purpose to my salesmen. Through showing them just how it performs actual selling work, by getting the dealer's attention and interest, and making their task easier, I hope to put enough additional ginger into them to make the advertising worth while for that reason alone.

"I want these advertisements to be good and I'd appreciate the assistance of one of your ad. writers."

The order was signed, the advertisement carefully written and a new advertiser made a very valuable addition to his selling staff—one in which he has every confidence, since he knows just exactly the work that it can be relied upon to accomplish.

The Real Thing at Last!

FUSSELL'S PURE RICH THICK CREAM

(GOLDEN BUTTERFLY BRAND)

Samples and particulars of:—

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.
C. Fairall Fisher, 22 St. John St., Montreal, for Quebec.
W. H. Escott, 141 Bannatyne Ave., Winnipeg, for Manitoba, Saskatchewan and East Alberta.
The Harry Horne Co., 309 King St. West, Toronto, for Ontario.
J. W. Gorham, 251 Hollis St., Halifax, for Nova Scotia.
W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD.
4 Monument Street, . LONDON, Eng.



is NOT a Makeshift nor a Substitute, but PURE Mountain Pasture CREAM. Put up in Sterilized Tins. Guaranteed Quite Pure. Contains no Preservative. Keeps good anywhere.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN TOWNSVILLE, NORTH QUEENSLAND

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto 52 Canada Life Building, Montreal

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - **Hamilton and Winnipeg**



HAMILTON STORAGE

Most Centrally Located. Fireproof Warerooms for Merchandise

BONDED OR FREE

Separate Rooms for Furniture. Insurance Arranged at Lowest Rates.

LIBERAL LOANS

Quickly and Confidentially Advanced on Goods in Store.

GENERAL CARTAGE AGENTS

Distributing from Cars a Specialty.

THOMAS MYLES' SONS, Limited

Main and Hughson Sts., Hamilton, Ont.

BOYD & CO.

(formerly Watson, Boyd & Co.)

Port of Spain,

TRINIDAD, B.W.I.

Are prepared to receive and handle to best advantage all classes of Canadian Produce, including Hay, Oats, Fish, Flour, etc., etc.

Correspondence Invited. **All Codes Used.**

CANADA FIRST EVAPORATED CREAM

THE RICHEST

BY GOVERNMENT TEST

See Bulletin No. 208, Dept. of Inland Revenue





Manufactured and Guaranteed by Canadians

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

THE BRANDS OF BRAND'S!

For your particular customer, no two lines will give the same satisfaction as



BRAND'S

"A1" and "Worcestershire" Sauces

They give a piquancy and zest to the plainest fare, being equally tasty with fish, flesh or fowl. Every article from the BRAND factory is guaranteed prepared from the purest ingredients only. See to your stocks.

OX TONGUES IN GLASS. We have a large consignment just arrived of Brand's famous tongues. The very line for your Xmas trade. *Prices right.*

Brand & Co, Ltd., Mayfair, London, Eng.

T. O. BAXTER, 25 Front St., E., TORONTO
H. HUBBARD, 27 Common St., MONTREAL

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE-CARRIER COMPANY
99 ONTARIO STREET TORONTO, ONT.
EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.

BLACK JACK

QUICK, CLEAN HANDY

TRY IT



SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President W. R. Brock, Vice-President
Robert Bickerdike, M.P., W. B. Meikle, E. W Cox, Geo. A. Morrow,
D. B. Hanna, Augustus Myers, John Hoskin, K.C., LL.D.
Frederic Nicholls, Alex. Laird, James Kerr Osborne, Z. A. Lash, K.C.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

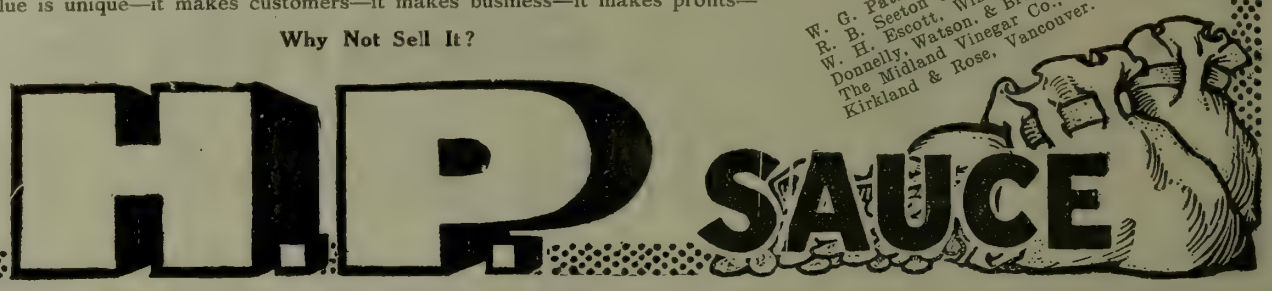
If it's CUSTOMERS you want, Sir—

You certainly want H. P. SAUCE to bring them in.

In many ways H. P. is unique, its flavor is unique, its deliciousness is unique, its value is unique—it makes customers—it makes business—it makes profits—

Why Not Sell It?

W. G. Patrick & Co., Toronto and Montreal.
R. B. Seeton & Co., Halifax, N. S.
W. H. Escott, Winnipeg, Man.
Donnelly, Watson, & Brown, Ltd., Calgary, Ala
The Midland Vinegar Co., Birmingham, Eng.
Kirkland & Rose, Vancouver.



THERE IS MORE

WETHEY'S Condensed Mince Meat

(IN CARTONS)

per capita, used in St. Catharines, where the goods are manufactured, than any other point in Canada.

The Reason is Plain

Our locally well-known sanitary methods, together with the equally well-known quality of our ingredients, cannot help but invite the patronage of the good people of St. Catharines.

What About Your Trade?

3 doz. to a case. All jobbers.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

Don't Be Last!
Order Now
Assorted Car

SALT

from

Verret, Stewart & Co.
Limited
Montreal



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 1 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Percase $6 00
1 "	12 "	
1 "	13 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Size.	Per doz.
Royal—Dime	$ 0 90
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 60
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

DOMINION CANNERS, LIMITED

Aylmer Jams Per doz		Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
		Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 29	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00

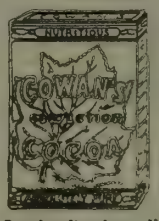


Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa— Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations or Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 24
" ½'s " " "	0 25
" 8's " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz	0 90



Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.

	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes.	0 28
¼ lb. packages, assorted, in 5 lb. boxes.	0 29
½ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb pails and 10, 25 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	.. .	0 15
Macaroon	0 17	....	0 17
Desiccated	12	...	0

White Moss in 5 and 10 lb. square tins. 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 29

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85



TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00



Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins			
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 26c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial Large size jars, doz.. $ 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40



	W.S.P.	Ret. P.
Ground or bean, ½ lb	0 32	0 50
" " ¼ lb	0 33	0 50
" " ½ lb	0 29	0 40
" " ¼ lb	0 30	0 40
" " ½ lb	0 22	0 30
" " ¼ lb	0 23	0 30

Packed in 30s and 50-lb. case Terms—Net 30 days prepaid.

Confections

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors), doz.		1 00
2 "	"	1 75
2½ "	"	2 00
4 "	"	3 00
5 "	"	3 75
8 "	"	5 50
16 "	"	10 00
32 "	"	18 00

Discounts on application

CRESCENT MFG. CO.

	Mapleine	Per doz
2 oz. bottles (retail at 50c.)		4 20
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		14 50

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $140. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40. Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No 00 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1 25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1, $10, No. 2, $1

ABSOLUTELY PURE

CRYSTAL SUGAR

A STAPLE LINE OF PROVED RELIABILITY THAT PAYS AN EXCELLENT PROFIT

DOMINION SUGAR COMPANY LIMITED

WALLACEBURG ONTARIO





OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.

List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.



'Purity" licorice, 10 sticks..... 1 45
" " 100 sticks..... 0 73
Dulc, large cent sticks, 100 in box..... ....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz $3 50
3 cases of 4 doz 3 40
5 cases or more 3 35



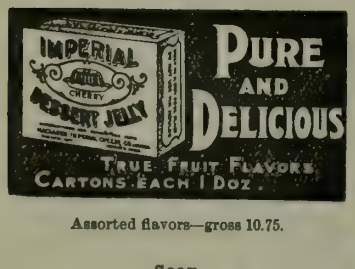
ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Jelly Powders

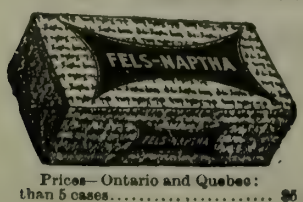
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

less than 5 cases	$5 00
Five cases or more	4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 13½
½-bbls.	0 13¾
Tubs, 60 lbs.	0 13¾
20-lb. Pails.	2 75
20-lb. tins	2 65
Cases 3-lb.	0 14½
" 5-lb.	0 14½
" 10-lb.	0 14



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 13
Tubs	0 13½
20-lb. pails	0 13¾
20-lb. tins	0 13
10-lb. "	0 13¾
5-lb. "	0 14
3-lb. "	0 14
1-lb. cartons	14½

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy box, 40), per box	1 60
Tar licorice and tolu wafers, 5-lb cans, per can	2 00
Licorice lozenges, 5-lb. glass jars	1 75
" " 10 5-lb. cans	7 50

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. 74, $2.85.

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Sauces



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 80
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box $3.00.

Case of ½-lb. containing 120 packages per box $3.00.

Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$2 60
No. 2, " 120 ½-lb. "		2 60
No. 3, " 30 1-lb. "		2 60
" 60 ½ lb "		
No. 3 Magic soda—cases 100 10-oz. pkgs		
½ case		4 75
1 case		8 50



ALWAYS RIGHT. SUN RIGHT

Stove Polish is just right every time you sell it. and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

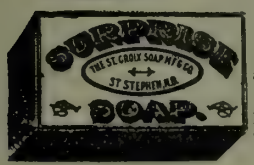
Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd. Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

	Per lb
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 06½
Barrels, 200 lb.	0 06
Kegs, 100 lb.	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 0
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Milk.



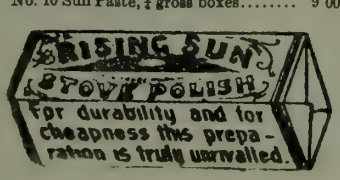
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 55
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

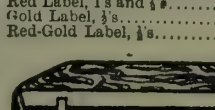
(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 10
10 " ½ " "	3 95
20 " ¼ " "	3 90

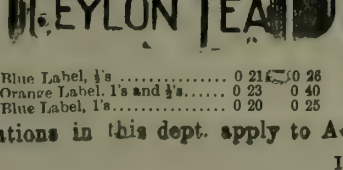
(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 07	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	36c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb. 25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb. 50c ea. 1 00 lb.	
Red Tins, ¼'s & ⅛'s	18c ea. 72 lb. 25c ea. 1.00 lb.	



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ½'s	0 70	1 00
" " ¼'s	0 55	0 80
" " ⅛'s	0 44	0 60
" " 1 lbs. & ½'s	0 40	0 60
" " ¼'s	0 38	0 50
" " 1 lbs. & ½'s	0 35	0 50
" " 1 lb., ½'s, ¼'s	0 30	0 40
" " ½'s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents
Pure Gold Salad Dressing Powder } per doz.

Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's) $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs, each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	48
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	50
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Prepared in COPPER Kettles
Boiled in SILVER Pans
Packed in GOLD lined pails



COPPER

SILVER

GOLD

BUILT 18 MONTHS AGO, NOW TOO SMALL



THE MOST UP-TO-DATE FRUIT-PRESERVING PLANT IN CANADA

This is what the factory will look like after the first of the year, when a $25.000 addition will be built to meet the ever-increasing demand for Wagstaffe's Jams, etc.

WAGSTAFFE'S

Pure Jams, Jellies, Marmalade, Mince Meat, Fine Old English Plum Puddings, Sealed Fruits, Etc.

Ask your wholesale house for our list of new specialties, comprising Preserved Ginger, Green Fig Marmalade, Ginger Marmalade, Fruit in Jelly flavored with Wine, Apricot Conserve, Pulled Green Figs, Apricots in Heavy Syrup in Glass

THESE ARE SPLENDID LINES FOR UP-TO-DATE GROCERS TO HANDLE.

WAGSTAFFE LIMITED

Pure Fruit Preservers, : : HAMILTON

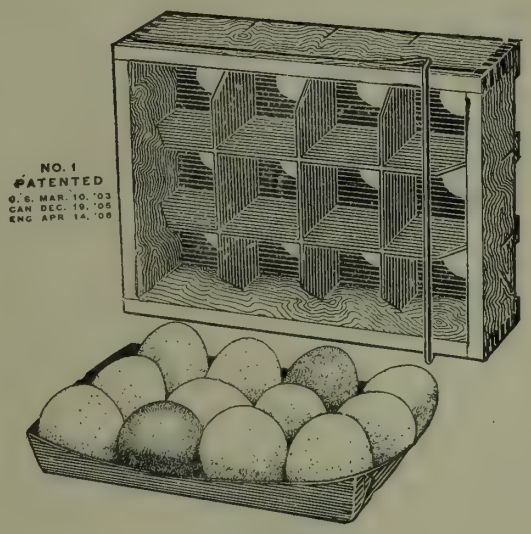
More "Power" to you, Mr. Dealer

when you use

Star Egg Carriers and Trays

FOR EGG DELIVERY

¶ Every wise housekeeper will have confidence in the store **which never delivers a broken egg, which uses a modern system instead of paper bags or boxes and which leaves with the eggs a neat tray upon which the firm can have their advertisement. Yes, she will buy from you again.**



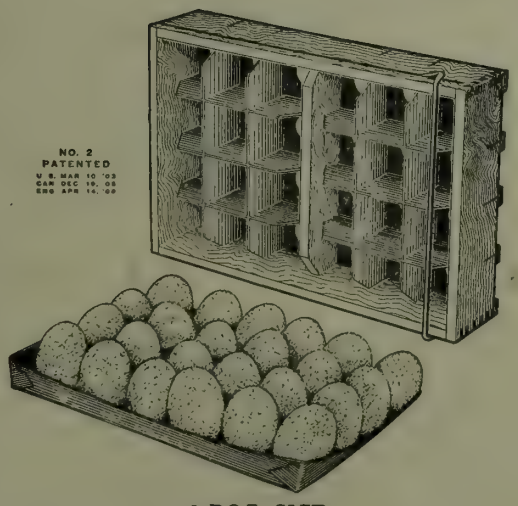
1 DOZ. SIZE

200,000 Dealers

who use our system know that it makes satisfied customers and also that

Star Egg Carriers and Trays

SAVE REAL MONEY



2-DOZ. SIZE

Because—
They Prevent Breakage,
Prevent Miscounts,
Save Time in Handling and
Last a Life-time.

Why don't you try one dozen as a starter? Any Jobber can supply you. Meanwhile write to-day for our booklet "No Broken Eggs"; it tells what some of the 200,000 say.

Star Egg Carrier & Tray Mfg. Co.

1500 JAY STREET — ROCHESTER, N.Y., U.S.A

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HIGH-CLASS SPECIALTIES FOR THE GROCERY TRADE

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Herman Jansen	Schiedam	Gin and Liquors.
G. Pims & Co.	London	Old Tom Gin.
Real Companhia Vinicola	Portugal	Port Wines.
E. Bartissol	Portugal	Port Wines.
Diez Hermanos	Jerez de la Frontera	Sherry Wines.
Feneck Artell et Cie	Tarragona	Mass Wines.
Garrett et Cie	Malaga	Malaga Wines.
Companhia Vinicola Del Norte	Spain	Claret Wines.
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Union Champenoise	Reims	Duc d'Origny Champagne.
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Gondran et Fils	Marseilles	French Vermouth.
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Miller Brewing Co.	Milwaukee	Extract of Malt.
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W. E. Johnson & Co.	Liverpool	Porter, Guinness' Stout.
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Belfast Mineral Water Co	Belfast, Ireland	Imported Ginger Ale.
Belfast Mineral Water Co	Belfast, Ireland	Imported Plain Soda.
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Chateau Rene Robert	St. Yorre, near Vichy	Vichy—Limonade "Savoureuse."
Source "La Sanitas"	St. Yorre, near Vichy	Sparkling Vichy Water.
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Source "La Capitale"	St. Yorre, near Vichy	Natural Vichy Water.
Duffy & Co	Rochester, N. Y.	Apple Juice.
Duffy & Co	Rochester, N. Y.	Grape Juice.
Duffy & Co	Rochester, N. Y.	Apple Champagne.
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H. E. Boule et Cie	Marseilles	Minerva Olive Oil.
Societe Anonyme "Le Soleil"	Malines	Canned Vegetables.
La Savonnerie "Le Soleil"	Marseilles	Castille Soap, Le Soliel.
La Savonnerie "Le Soleil"	Marseilles	Castille Soap, La Lune.
A. et L. Lehucher	Paris	"Lecourt" Mushrooms.
Societe des Vins de Banyuls	Banyuls sur Mer	Banyuls Wines.
Societe des Usines Remy	Louvain	Famous Remy Riz Starch.
Soc. Franc. du Bassin de Vichy	St. Yorre, near Vichy	Digestive Tablets.

We are at your command for any information. Your orders will receive all possible attention. Quick shipment or delivery assured.

LAPORTE, MARTIN & CO., LIMITED

Wholesale Groceries, Wines and Liquors - - MONTREAL

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

A CHRISTMAS GIFT.

HANDSOME pair silver Pepper and Salts would delight your customers. Send 15 cents for sample pair. ELGIN SPECIALTY CO., St. Thomas, Ont. (45p)

BUSINESS CHANCES.

FOR SALE—In the City of Windsor, Ont., large corner grocery store. Good business. Reason for selling. Will sell property or rent. Address Box 357, CANADIAN GROCER, Toronto. (48p)

FOR SALE—Grocery and provision business in a good town in south-western Ontario. Stock new; good stand; rent very reasonable. Easy terms to good man. Box 636, CANADIAN GROCER, Toronto. (43)

FOR SALE—Grocery, crockery and provision business. Established since 1864. Annual turnover about $30,000. Splendid connection; large farming district. Must be sold at once. Good reasons for selling. Apply JAS. R. LOCKHART, Pembroke, Ont.

FOR SALE—Grocery business, large corner store in growing locality; well established, splendid connection, big order trade; annual turnover $20,000. Must be sold immediately. Good reasons for selling. Address Box 334, CANADIAN GROCER, Toronto. (tf)

MISCELLANEOUS.

A book-keeping staff in itself—doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge Street, Toronto.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Beaumel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

GROCERS EVERYWHERE find it most convenient and economical to remit money by DOMINION EXPRESS MONEY ORDERS, or Foreign Draft. Absolutely safe—payable anywhere—no loss or delay—lowest rates. Always remit by Dominion Express Money Orders. Agents all over Canada. Agencies in all Canadian Pacific Railway Stations.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

MISCELLANEOUS.

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WITH an eye to stock-taking but two months away, we offer some especially attractive bargains in rebuilt Typewriters. All makes are represented and all are shown in our finely illustrated catalogue, a copy of which will be mailed on request. THE MONARCH TYPEWRITER CO., Limited, No. 98 King Street West, Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

AGENCIES WANTED.

TRAVELLER, with first class grocery connection in Ontario, wants special line on commission. Box 364, CANADIAN GROCER, Toronto. (43p)

WANTED by Commission Traveller, a few more good lines connected with the grocery, drug or confectionery trade. Apply early so as to be able to get after Xmas trade. Box 366, CANADIAN GROCER, Toronto. (43p)

SALESMEN WANTED.

SPECIALTY SALESMEN WANTED FOR GROCERY AND MARKET TRADE.—A knowledge of the grocery business is necessary. You must be enthusiastic, convincing, continuous worker and push a manufactured article in the Canadian Provinces that is absolutely needed by delivering merchants. Give reference from last employer. Box 365, CANADIAN GROCER, Toronto. (42)

SITUATION WANTED.

YOUNG MAN with eight years' experience in grocery business wishes position as traveler or manager of grocery department. Address Box 455, Owen Sound. (42p)

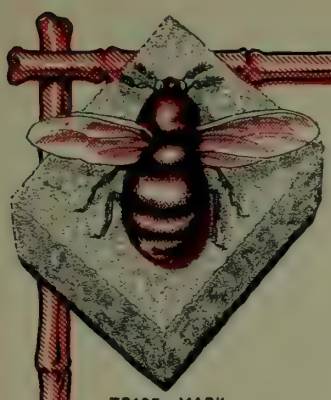
PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

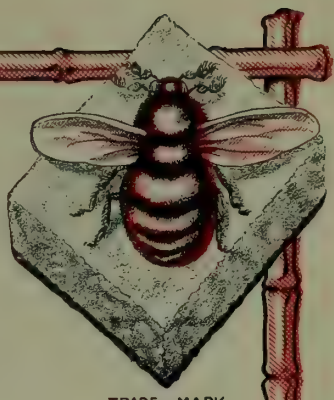
CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave, Toronto.



TRADE MARK REG.

CRYSTAL DIAMONDS

St. Lawrence Sugar



TRADE MARK REG

CRYSTAL DIAMONDS

The Standard of Purity and Perfection.

LABORATORY OF PROVINCIAL GOVERNMENT ANALYST

MONTREAL, February 22nd, 1909.

I HEREBY CERTIFY that I have drawn by my own hand ten samples of the St. Lawrence Sugar Refining Co.'s EXTRA STANDARD GRANULATED SUGAR, indiscriminately taken from four lots of about 150 bags each and six lots of about 450 bags each. I have analyzed same and find them uniformly to contain 99-99/100 to 100 per cent. of PURE CANE SUGAR, with no impurities whatever.

(*Signed*) **MILTON L. HERSEY, M.Sc., LL.D.**
Provincial Government Analyst.

ST. LAWRENCE GRANULATED SUGAR

Absolutely the best sugar made both for Preserving and for Table use.

CRYSTAL DIAMONDS

The finest Lump Sugar on the market.

The St. Lawrence Sugar Refining Company LIMITED

Montreal

CLARK'S "Chateau Brand" Concentrated Soups

TO RETAIL
10¢
PER TIN



Every bit as good as I could make them myself and cost less.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 321 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 140 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, NOVEMBER 4, 1910 NO 44.

The Steady Family Trade

is the sort of business you encourage by handling lines like



KEEN'S OXFORD BLUE

Its consistent excellence of quality during a career of many years makes it the standard line. It goes further than any other blue. Get your customers to try it and they will ALWAYS use it.

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada

Quick Sales

Assured Satisfaction

Benson's "Prepared" Corn

known throughout Canada as the one perfect corn starch.

Edwardsburg "Silver Gloss" Starch

a line that has been giving satisfactory results for many years.

These two lines should be in every up-to-date grocery store.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

Lines Which Should Interest Every Live Grocer

MacLaren's Imperial Cheese
" " Peanut Butter
" " Prep. Mustard
" Canada Cream Cheese
" Imperial Olives
" " Dessert Jellies

Importers of the following:

English Stilton Cheese
Swiss Cheese
Gorgonzola Cheese
Roquefort "
Parmesan "
Edam "
Pineapple "
Oka.
Neufchatel and Cream Cheese
Domestic and Imported Limburger

Maconochie's

Jams, Pickles, Sauces,
Canned Fish and Peels

Snider's

Tomato Catsup
Chili Sauce
Oyster Cocktail Sauce
Salad Dressing

Bensdorp's Cocoa

Ask for new prices and sizes

Upton's Limited

Jams and Marmalade

Redio

The New Polishing Cloth
No metal polish required

Tournade's

Kitchen Bouquet

A. & J. Caley, Norwich, England

Xmas Crackers,
Stockings and Novelties

Edger, Limited, Bolton, England

Dolly Blue Tints and Dyes

C. H. Knorr's, Helibron, Germany

Soup Squares, Nudels, Mixed Vegetables,
Erbsworst, etc.

Huntley & Palmers Ltd.

ENGLAND
Biscuits and Cakes

Duerr's, Manchester, England

Famous Jams, Jellies and Marmalade

Davis Milling Co.

Aunt Jemima Pancake Flour

Canada Maple Exchange

Small's "Maple Leaf" Syrup and Sugar

Flico

The Marvellous Fly Coil

Scaramelli's French

Macaroni, Spaghetti and Vermicelli

We shall be pleased to quote you on any of the above

MacLaren Imperial Cheese Co., Ltd.

Manufacturers and Importers Grocers' Specialties

TORONTO - - CANADA

Macaroni Vermicelli Spaghetti

The peculiarly desirable qualities of Taganrog (Russia) wheat impart to the Macaroni, Vermicelli, Spaghetti and fancy pastes made by Codou of France, a delicacy of flavor unlike any others—the quality is superb.

Added to that is the dependency of expert workmanship furthered by the aid of a model factory. With the definite purpose of securing the **"BEST,"** insist upon having "Codou's"

Look for the Name "CODOU"

on the package—it assures and guarantees satisfaction. It is the stamp of reliability—the seal of goodness—the real and genuine. With it in your stock you are certain to avoid complaints. "Codou"— **that** is the name to think of.

Arthur P. Tippet & Co., Agts.

8 Place Royale, Montreal
84 Victoria St., Toronto

Made in France

Order Now



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

—

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers, 34 Yonge St., Toronto

Domestic and Foreign Agencies Solicited.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

When you want a right price on Good Currants for import, wire or write us.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

We have on hand 3,000 cases Gallon Apples, quality No. 1, which we are offering, subject to not being sold.

Prices on application.

Lind Brokerage Company

73 Front St. E., Toronto

NOTICE TO MANUFACTURERS

We WILL SELL your goods to your satisfaction—write us.

The HARRY HORNE CO.

Grocery Brokers, Manufacturers' Agents and Importers

309-311 King St. West, - - - Toronto

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

United Kingdom and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to heRetai Track connection with all Railroads.

90,000 People

Think of the amount of PORK and LARD there is consumed in this centre. Are *you* represented here, Mr. Packer?

I am open to consider a first class American or Canadian agency.

A. FRANCOIS TURCOTTE

Room 16, Morin Block

QUEBEC, CANADA

In Quebec City

The finest of all lines of California's Canned Fruits are

—HUNT'S SUPREME QUALITY—

APRICOTS PEACHES PINEAPPLES
CHERRIES PEARS

On account of short pack you will do well to order now—

Now is the time to stock up on

OLIVES and PICKLES before the cold weather sets in.

Our Stocks are complete and values unmatched.

We have a SNAP on Mixed Pickles in 5 gal. pails---get our quotations.

EBY-BLAIN, LIMITED

Wholesale Grocers - - - - TORONTO

It Will Pay You to Handle

"RAM LAL'S PURE TEA"

The Consumers will like it, because it is reliable, and is a firm favourite when once used.

Ram Lal's Pure Tea Co., Limited

MONTREAL, P.Q.



Though **COWAN'S Cocoa and Chocolate** sell well all the year round, the best season of all is the winter. People naturally drink more cocoa then, because it so pleasantly and so effectively drives away the chill and wards off colds. This is your opportunity for an increased trade.

Push "Cowan's" and get it.

How is your stock?

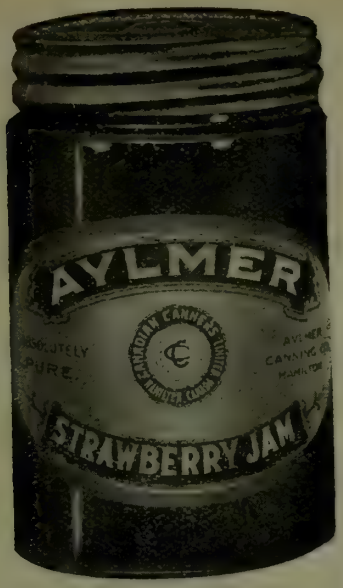
THE

COWAN CO. Limited

TORONTO, ONTARIO









Some Products

OF

DOMINION CANNERS

Limited

"Well worth pushing hard."













ROWAT'S
PICKLES AND OLIVES

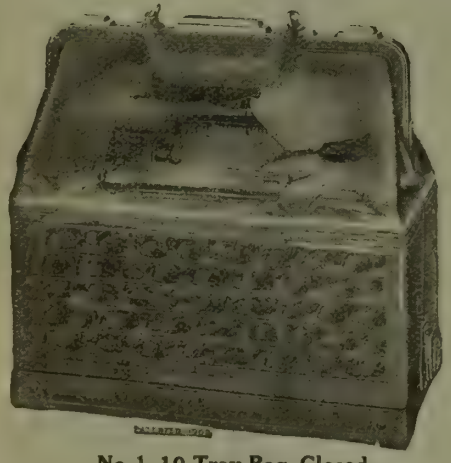
Paterson's Worcestershire Sauce

Every grocer wishes to give his customers something which will make them come back for more. You make no mistake in stocking these lines and featuring them in your advertising.



Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



No. 1, 10 Tray Bag, Closed

ONE OF OUR SPECIALTIES

96 other different kinds

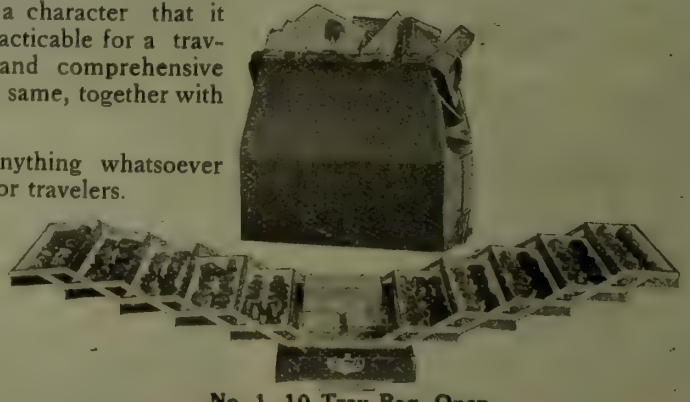
SAMPLE CASES, BAGS, ETC.

To conveniently carry in a practical manner and attractively display **Groceries, Crackers, Cakes and Biscuits, Confectionery, Teas and Coffees, Extracts, Spices, Soaps, Toilet Goods, etc.**

Trays in this No. 1. Bag quickly extended, and as instantly covered up, one at a time or all together. Wearing apparel or large samples can be carried in the top, independent compartment, and samples in the bottom, thus combining a **Travelling Grip and Sample Case.**

Our line is so extensive, and of such a character that it would be impracticable for a traveler to carry samples, therefore we issue a very complete and comprehensive catalog with full detailed information, and will gladly mail same, together with prices, if requested.

We either have in stock, or can make to order, anything whatsoever in a case, bag, scope pocket, etc., required for salesmen or travelers.



No. 1, 10 Tray Bag, Open

Knickerbocker Case Co.

Specialists and Original Designers

Knickerbocker Bldg., Fulton & Clinton Sts.

CHICAGO, U.S.A.



The "All-night-soak" Eliminated

By no means least among the reasons for the great popularity of **MINUTE TAPIOCA** are the speed and ease with which it is cooked. It requires no soaking. Fifteen minutes cooking of **MINUTE TAPIOCA** produces a pudding that in taste, nutriment and good appearance would tickle the palate of a Prince.

Tell your women customers about the tastiness, convenience and nice appearance of **MINUTE TAPIOCA**. Recommend it as an ideal Dessert—*then watch your sales mount up.*

ASK YOUR JOBBER FOR MINUTE TAPIOCA

Minute Tapioca Co. - Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

OPPORTUNITIES

IN MIDSUMMER

The Financial Post of Canada

pointed out that some of the soundest stocks were at a very low price and, therefore, attractive. Since that time there has been a general advance—in some cases as much as 10 points. This is an example of many opportunities which come to the reader of *The Financial Post*. *The Post* will keep you in close touch with the stock, bond and real estate conditions in the main centres of Canada; and, in addition, our Investors' Information Bureau makes special reports gratis to subscribers, upon request, on any matter of concern to investors.

The Post **will be sent to any address from *now* until Jan. 1st, 1912, for the price of a year's subscription—$3.00. You get from now until Xmas free. Fill in the form attached.**

The Financial Post, Ltd.
Toronto, Can. _____ *1910*

Please send weekly, to address below, one copy of *The Financial Post of Canada* until January 1, 1912, for which I {enclose / will remit} three dollars.

*Name*_____

*Address*_____

The Financial Post will prove a good investment.

SELL PURE FOODS!

FOR YOUR HOLIDAY TRADE FEATURE

SHIRRIFF'S MINCEMEAT!

THE LINE THAT CONTAINS THE PUREST INGREDIENTS ONLY

Put up in 6, 12, 28 and 65-lb. pails

IMPERIAL EXTRACT CO., 8, 10 12 Matilda Street, Toronto

The makers of Oxo are the originators of Concentrated Beef Foods

ESTABLISHED 1865

FLUID (IN BOTTLES)

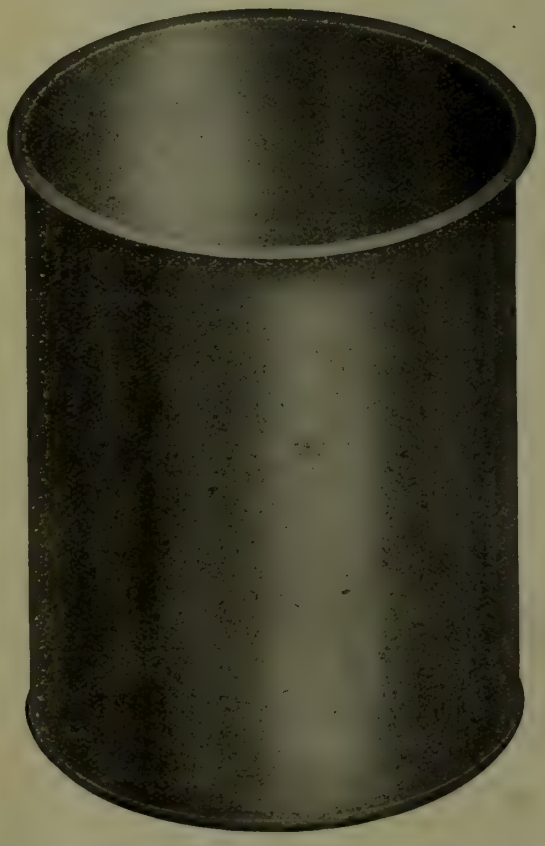
OXO

CUBES (IN TINS)

These articles will be pushed this winter by a strong original advertising campaign. Get your share of the trade. Our organization is at your disposal. Let us hear from you.

CORNEILLE DAVID & CO.

25 Lombard Street, TORONTO
52 Nicholas Street, OTTAWA
334 Clarence Street, LONDON, ONT.
41 Common Street, : MONTREAL



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatces.

Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Ams Patent

Why LOSE YOUR Egg Profit?

Over 200,000 Dealers in Canada and the United States

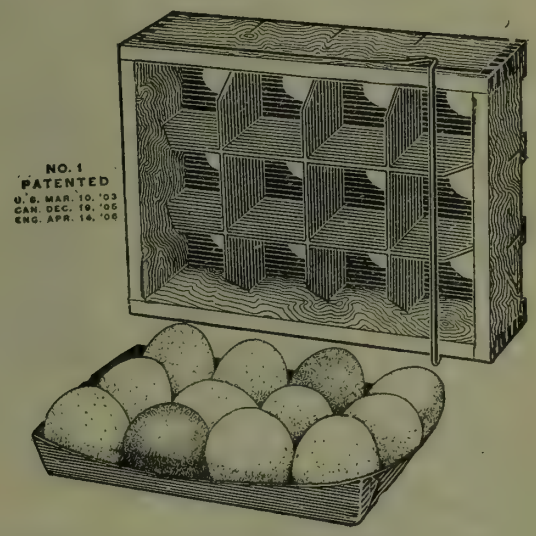
Have Stopped Breakage and Miscounts

by Using

Star Egg Carriers and Trays

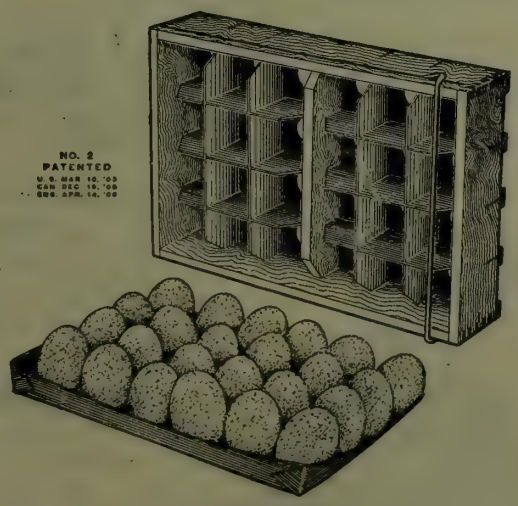
For Safe Egg Delivery

4 out of 100 reasons why the "STAR" system is the cheapest method of egg delivery known.



1 DOZ. SIZE

(1) The "STAR" system pays for itself and then shows you a profit on your EGGS—Because it positively stops breakage—stops miscounts—saves time—and makes satisfied customers.



2-DOZ. SIZE

(2) The first cost of STAR EGG CARRIERS and TRAYS is actually less than paper boxes.

(3) The STAR EGG CARRIERS are indestructible, permanent store fixtures.

(4) Your advertisement upon STAR TRAYS (at a slight expense) will get you more business.

Join the 200,000 class

It will pay you to look into this system now—to-day. Ask your jobber and write us for our booklet "NO BROKEN EGGS"—it explains the system fully and tells what the satisfied 200,000 say.

Star Egg Carrier & Tray Mfg. Co.

1500 JAY STREET ROCHESTER, N.Y., U.S.A.

"KOOTENAY" JAMS AND JELLIES



Donnelly, Watson & Brown, Ltd., Agents, Calgary and Vancouver

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders



Ask any of the following jobbers for our illustrated catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).

Woodruff & Edwards
CO.
ELGIN, ILL., U.S.A.

"An ounce of caution is worth a pound of cure."

And the wise retailer is particularly cautious in the brands of canned fish he buys

"KING OSCAR" Brand
NORWEGIAN SARDINES

are always uniformly pure, sweet and well packed, and are a remarkably profitable and quick-selling line. You can cater for the better-class trade with a line like this.



ASK YOUR WHOLESALER

John W. Bickle
& Greening
(J. A. HENDERSON)
HAMILTON, ONT.

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N S.; C. E. Jarvis & Son, Vancouver, B.C.



You MUST push the Best Goods if you would hold your trade permanently.

The "Best Goods" in a grocery stock always includes



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary

"CANADA'S BEST" SOAP

is a chemically pure soap made by "men who know" the soap business.

It is the laundry soap to feature because it possesses unique qualities.

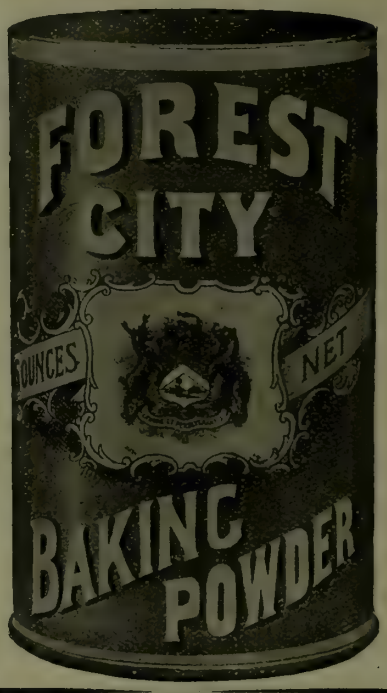
It answers every requirement of the housewife---and most satisfactorily.

UNITED SOAP CO.

OF CANADA

MONTREAL

FOREST CITY BAKING POWDER



THE STANDARD FOR 25 YEARS

6 oz. tins, 75c. doz.
12 oz. " $1.25 "
16 oz. " $1.50 "

Manufactured By
GORMAN ECKERT & CO., Limited
London & Winnipeg



Balaklava Brand Baked Beans

are recognized as standard. By stocking these you will pave the way for increased future trade. Write NOW for prices and information regarding them.

Satisfied customers are our biggest asset.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.



Branches:
TORONTO HAMILTON WINNIPEG FT. WILLIAM

ALWAYS REACH YOU FRESH

You can't be too particular about the freshness of your biscuit stock—stale biscuits will antagonize your most friendly customer. Protect yourself by ordering

TELFER'S GRAHAM WAFERS

and other plain and fancy biscuits. We GUARANTEE every tin to reach our customers fresh, crisp and wholesome.

TELFER BROS., Ltd., - Collingwood, Ont.

Wake Up!!! and Sell Baird's Sauce

"The Best



of All Sauce"

Agents:—Maclure & Langley, Ltd., 12 Front Street East, Toronto—604 Lindsay Building, Montreal; W. L. McKenzie & Co., Winnipeg; R Robertson & Co., Vancouver and Victoria.

PUSH THIS LINE

Every time you introduce to your customers a line that really does lighten labor you make another friend. That's why so many live grocers push hard on

ASEPTO
SOAP POWDER

THE ENEMY OF DIRT

It is a genuine germ destroyer. It is also the most economical soap powder made; it makes your customer's money go farther.

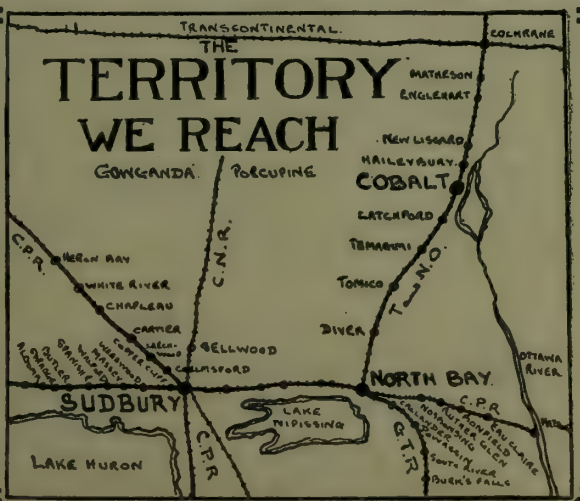
Ask your jobber

ASEPTO MFG. CO.
ST. JOHN, N.B.
Agents—Rose & Laflamme, Limited, Montreal.

Grocers
of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our customers are doing so,

Why not you?

The Young Company
LIMITED
North Bay and Sudbury



FACTS ABOUT ADVERTISING



By The Advertising Manager

IX.

A convention was held recently of all the salesmen for a house whose headquarters for Canada and the United States are at Toronto.

At the closing session the general manager delivered an address on "A Specialty Man's Work, and What it Embraces."

One section of that address impressed the writer particularly. It was this:—

"Did you ever wonder why merchants take special pride and interest in certain lines and not in others?

"It is not because they get an excessive profit, for fat profit to the merchant means thin value to the consumer, and that would injure his trade.

"The merchant has become enthused with the goods.

"The secret behind it is salesmanship."

And Advertising.

In discussing this point we can group the two causes that lead to the effect.

For, as we have shown in previous articles, "the relationship of advertising to salesmanship is the closest relationship known; closer than friends; closer than a team under single yoke; closer than brothers; closer than a man and wife, as there can be no separation or divorce."

Advertising and salesmanship are alike in that both are trying to influence the mind of the dealer—trying to teach him to believe in you and your goods.

The only difference is that advertising conducts a public school, while salesmanship gives individual lessons.

Let us say that a certain dealer has in stock two brands of pickles of the same quality that sell at the same price—

—and allow him an equal margin of profit.

One is advertised through The Canadian Grocer, and the other is not.

"Yet he bought both of them, so what difference did the advertising make?" some readers of this article will ask.

Yes, he bought both brands, and we'll allow that so far as the initial order is concerned, they are *apparently* on the same footing.

You will note that we emphasize the word *apparently*.

It must be remembered that these goods have to be sold, and repeat orders sent in again and again before final judgment can be passed.

So far as quality, price and margin of profit are concerned, neither has any advantage.

Yet in one of them the dealer takes a special pride and interest—

—he gives it the preference in display—

—he recommends it to his customers—

—he devotes liberal space to it in his local advertising—

—he hangs the store card, supplied by the manufacturer, in a prominent position, and frequently gives it a place in his window, along with the goods—

—in short, he makes this brand his leader.

Why?

Because the manufacturer has communicated to him his own faith in the goods—

—his own enthusiasm in their ability to please the most particular people—

—his own pride in the fact that they are winning a steadily expanding market.

The traveler who took the first order reflected the faith and enthusiasm of the manufacturer.

The advertising that had previously appeared in The Grocer played its part as well.

Then, week after week, all the year round, the dealer reads in this paper a series of earnest, straight-from-the-shoulder talks about this brand of pickles.

He reads them at a time selected by himself to study matters connected with the handling of pickles, and the other lines that comprise his stock.

Every advertisement carries the suggestion that this particular brand of pickles is worthy of the dealer's special attention, in display, recommendation, etc.

Each succeeding advertisement is a fresh reminder of the fact that here is a line which should have a bigger sale—

—a line that will justify the special attention the dealer is asked to give it.

The advertising never misses a week.

Every time the dealer picks up The Grocer—there it is.

The enthusiasm of it is catching.

Whenever the dealer thinks of pickles, this brand comes first to his mind.

He finds it easier to talk about to his customers than the other, because the advertising has made him familiar with the talking points.

He knows all about the special care exercised in selecting the vegetables, all about the fine quality of the vinegar, etc.

As a matter of fact, he uses this brand of pickles on his own table, and knows it to be good.

Now let us see what is the standing of the two brands that apparently started out on an equal footing.

One has satisfactory quality, price and profit.

The other has satisfactory quality, price and profit, *plus the enthusiasm and salesmanship of the dealer.*

Under such conditions, what relationship do you suppose the sales of the latter will bear to the former?

You don't have to puzzle over the answer.

All of which proves that the commercial value of an article properly advertised through The Canadian Grocer is greater than that of a competing line which is not, even though quality, price and profit be the same in each case.

WHY HANDLE

ST. LAWRENCE GRANULATED?

Because it is the perfection of the Refiners' science and the Boilers' art, and, being so, must necessarily give satisfaction to consumers. It is unnecessary for us to argue that it works to the Retail Merchants' advantage to give consumers the best article possible of its kind. Every Merchant knows this is so. Supplying goods that please the consumer means repeat orders and increased business. Our Granulated is made only of pure cane sugar. It contains 100% of sugar. There is no Granulated just quite as good as it on the market. Do you know that we are putting up our Extra Standard Granulated in 20-lb. cotton bags? An attractive package. Saves labor in weighing and parcelling and loss in sugar by sometimes giving overweight.

The St. Lawrence Sugar Refining Co., Limited

MONTREAL, QUE.

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

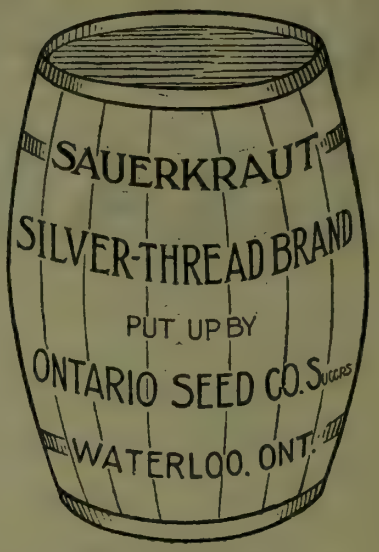
WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,
and is
Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

The Demand for **SAUERKRAUT**
is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT
ONTARIO SEED CO., Successors, WATERLOO, ONT.

GIVE YOUR GOODS A CHANCE!

It is quite useless to spend time and money in perfecting your product if it reaches its destination in a battered and damaged condition.

PACK YOUR WARES IN

"H and D"
Corrugated Fibre Board Boxes

—the modern package that protects from water, damp and damage.

We have an "H. and D" Box to suit exactly the article you have to ship; the package is neat, attractive and strong, and being much lighter than wood, saves you a big amount in freight.

Ask for our booklet
"HOW TO PACK IT"



Write today for full information

THE HINDE & DAUCH PAPER CO., LTD.
Toronto, Canada



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J.C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

"OXVIL"

Best of all Beef Preparations

Sole Agents for Canada:

The HARRY HORNE CO.

309 King Street West - TORONTO



The kind that will give satisfaction

FROM BEST FIRE CLAY

CROCKS,
CHURNS
FLOWER POTS,
FIRE BRICK, Etc.

WRITE US FOR PRICES

Belleville Pottery
COMPANY
BELLEVILLE, ONT. C. A. Hart Prop.



There's a
Constant and
Increasing Demand
for

Bulk Pickles

And no line you can handle will give the same satisfaction as

"Sterling" Brand

They are true to their name, of "sterling" worth, and are made from the finest and freshest spices and vegetables, preserved in pure vinegar.

Sweet, mixed, or sour, in 1, 3 and 5 gallon pails.

Don't overlook this profitable line.

GET OUR PRICES

The T. A. Lytle Co., Limited
STERLING ROAD, TORONTO

Millar's Jam is absolutely pure. No artificial coloring or chemical preservative used.

Millar's Jam is packed the same day as fruit is picked and thus retains the full flavor of the fruit.

Millar's Jam is never put up in pulp to be made into jam later.

Millar's Jam is put up in stone jars and will always retain its natural color.

Millar's Jam is packed in cases, each jar in a separate compartment, ensuring safe delivery.

Millar's Jam is the one Jam that will suit your customers, and retain their trade.

ORDER FROM

Warren Bros. & Co., Ltd.

Wholesale Grocers, TORONTO

AT LAST!

FUSSELL'S PURE RICH CREAM

THE REAL THING!

THE REAL THING AT LAST

Fussell's Cream is *not* a makeshift nor a substitute, but PURE Mountain Pasture CREAM. Put up in Sterilized Tins. Guaranteed Quite Pure. Contains no Preservative. Keeps good anywhere.

Samples and particulars of:—

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.
C. Fairall Fisher, 22 St. John St., Montreal, for Quebec.
W. H. Escott, 137 Bannatyne, Avenue, Winnipeg, for Manitoba, Saskatchewan and East Alberta.
The Harry Horne Co., 309 King St. West, Toronto, for Ontario.
J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia.
W. A. Simonds, St. John for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument St., LONDON, Eng.

St. Lawrence

GRANULATED

and

GOLDEN YELLOWS

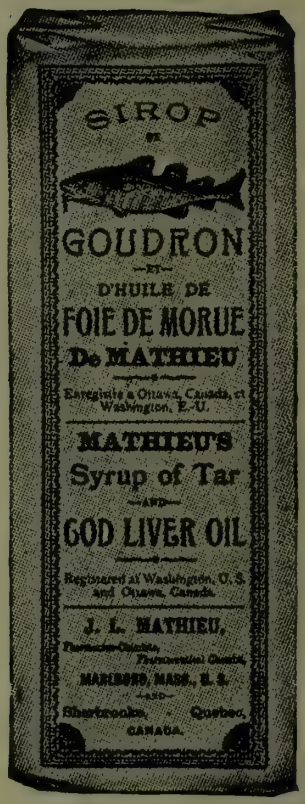
Made only from Pure Cane Sugar

The Trade will appreciate the advantage of our machine sewn bags if they will follow these instructions in opening them:—

Cut off the shortest chain close to the side of the bag, and pull out the single thread.

This is a quick operation and leaves the bag in perfect condition.

The St. Lawrence Sugar Refining Co., Ltd.,
Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere.

It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

Pure, Rich and Digestible

The finest substitute for Fresh Cow's Milk for every grocer is

CANADA FIRST Evaporated Cream

Every can is guaranteed absolutely pure and fully sterilized.



Infants, Invalids and Convalescents can get no better food, its preparation being one long tale of care and cleanliness.

We help the grocer's sales by our extensive advertising and the quality of "Canada First" does the rest.

See to your stocks. Order from your Jobber.

The Aylmer Condensed Milk Co.
LIMITED
AYLMER, - - - ONTARIO
HEAD OFICES:—HAMILTON, ONT.



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

CCC
Norwegian Canned Goods

"Concord" Nowregian Sardines

are distinguished by many exclusive features. We reject all but the very finest small fish, autumn caught. We handle the fish with the greatest care, pay every attention to sanitary details and use only the highest grade oil. They are the only sardines which have an extra cover for use after the tin has been opened. Each tin is guaranteed by the CONCORD CANNING CO. of Stavanger.

Send your order to any Wholesale Grocer

LIST OF AGENTS:

R. S. McIndoe, Toronto. Watson & Truesdale, Winnipeg.
A. H. Brittain & Co., Montreal. W. A. Simonds, St. John, N.B.
Radiger & Janion, Vancouver and Victoria, B.C.

JAPAN TEAS

FANNINGS and SIFTINGS

JOBBERS CAN SECURE THE BEST VALUE AT

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN

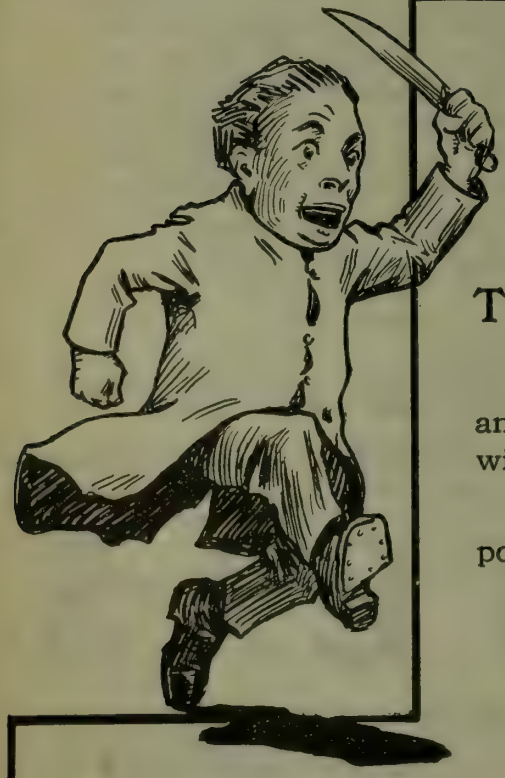


She'll Come Back If You Sell Her Knox Gelatine

Every grocer has a certain number of transient customers and floating customers and wants to turn all of them he can into permanent customers. The best way to do this is to sell them satisfactory articles like KNOX GELATINE. The purity of KNOX GELATINE, and the fact that it makes a pint to a quart more gelatine per package than other kinds, always pleases and brings customers back. And you make a good profit on it at the retail price, 15c. per package.

Charles B. Knox Company, - - - Johnstown, N.Y.

Branch Factory: Montreal, Canada



Poultry Wanted!

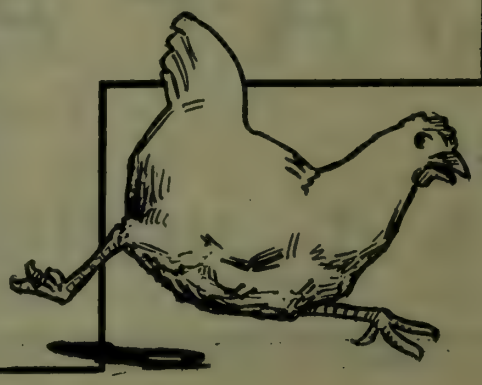
Ship us AT ONCE any supplies you can lay hands on. We want (live or dressed)

TURKEYS, GEESE, DUCKS, CHICKENS, FOWLS

and we will pay CASH, highest market price. We will want a great deal in the next few months.

Have your farmer customers bring to you their poultry. You can make a nice turnover.

Drop us a card TO-DAY telling us you are shipping or that you will have supplies for us later on.



P. POULIN & CO.

BONSECOURS MARKET - MONTREAL





Goodwillie's Fruits in Glass

If freshly-gathered fruit stands for an extended period, or is shipped to a distance, the quality must deteriorate. The packer who wishes to put up fruits so as to retain their full, rich, natural flavor, must operate where the fruits are grown.

It is because Goodwillie's factory is located near Welland, in the heart of the Niagara fruit belt, and the fruits are bottled a few hours after being gathered, that they possess that delicious fresh fruit flavor.

Quality Meats in Glass

As a progressive retailer, you supply your customers with goods not only highest in quality, but packed in the most sanitary and approved fashion as well. **POULTON & NOEL'S** range of meats in glass has an established reputation for quality, and represents the last word in modern packing. The line is a large one, permitting a judicious assorted order, that will prove to your satisfaction and profit the truth of our statements.

Rose & Laflamme
Limited
Montreal - Toronto

The Trail of '98

THE MOST REALISTIC AND THRILLING CANADIAN SERIAL STORY EVER PUBLISHED

has been secured for Busy Man's Magazine, and commences with the November Number. It is from the pen of

ROBERT W. SERVICE

The Canadian Kipling, of whose Books
"The Songs of a Sourdough" and "Ballads of a Cheechako,"
over 100,000 copies have been sold.

Service at one time was an obscure bank clerk in a remote corner of Canada. To-day his name is on the lips of seventy-five per cent. of the population of the Dominion, as a result of his two poems "Songs of a Sourdough" and "Ballads of a Cheechacko."

In The Trail of '98, Service drops the limitations of the poet for the time being, and tells of one of the romances of the rush to the Yukon in '98. With a bold, free pen, yet with all the skill of the poet, he unfolds his story, every line of which conveys to the reader that dramatic interest which is continually expected.

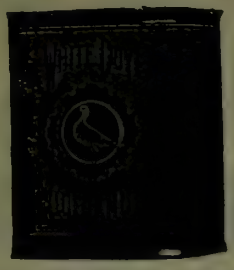
It is not a problem Novel. It has nothing to do with abstruse speculation. In its virility it seems primarily a man's book, yet it cannot fail to interest the woman who likes to hear of strong, brave men and fair women in a rugged land.

The Trail of '98 commences with the November issue. For the coming winter nights the Busy Man's reader will have in this intensely interesting story a wonderful source of refreshing entertainment.

Have your subscription commence with the November Number. Mail $2 to-day and your name will be entered on our subscription list for one year.

Busy Man's Magazine

143-147 University Ave. - - - - Toronto, Ontario



WHITE DOVE COCOANUT

IT IS SOLD BY EVERY GROCER WHO WANTS TO SUPPLY HIS CUSTOMERS WITH A COCOANUT THAT HAS BEEN PROVED THE BEST.

HOW'S YOUR STOCK?

W. P. DOWNEY
MONTREAL

Don't worry over "bad debts."

Worry won't avoid the loss. But THERE IS A WAY to eliminate "bad debts" and still accommodate and please your credit customers.

Allison Coupon Books

systematize credit accounts, simplify collections, and eliminate arguments. They cost but little and pay for themselves many times over.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10 — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

PICKLING SPICES

This is the season during which it is most profitable for you to push Pickling Spices, and we strongly recommend you to feature

Prince of Wales Brand

The brand that always gives your customer, as well as yourself, entire satisfaction.

MINT
THYME
SAVORY
SAGE
MARJORAM

All herbs in ¼ lb. open face cartons.

Send us a trial order.

S. H. EWING & SONS
Montreal and Toronto



It dries them up **Common Sense KILLS** { *Roaches and Bed-Bugs* / *Rats and Mice*

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

A. C. LANDRY
STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions

Open to buy Beans, Peas and Canned Goods

WINES! WINES! WINES!
Port, Sherry, Malaga, Burgundy, Moselle
Madeira, Native, etc.
DRAUGHT OR CASE GOODS
We are Specialists in Clarets and Sauternes
Write, Wire or Phone.
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

When writing advertisers kindly mention having seen the advertisement in this paper.

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

"Alfonso Garafolo"

BRAND

NAPLES MACARONI

Large shipment of last week has been disposed of, but we have another order of 7,000 boxes on the way. This will make over 27,000 boxes in four weeks.

We repeat, this is the macaroni to feature if you want to satisfy your customers.

Order quickly if you require some.

Inquiries:---
From Ontario to our Toronto office.

The Charles Cicero Company LIMITED

Inquiries:---
Rest of Canada to our Montreal office.

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

Cameron & Heap, Limited

Importers and Wholesale Grocers

REGINA, Sask. | FORT WILLIAM, Ont. | KENORA, Ont. | PRINCE ALBERT, Sask.

Prompt Attention to all Orders at Best Prices

Trian Brand Goods

Purity Guaranteed

An auctioneer's flag waving in the breeze attracted the attention of one of our city salesmen : :

In relating the incident he said, "Entering the store, I saw fixtures, bins, counters, old shelf-worn stock, chests of tea and dusty, dirty, stale merchandise in one confused mass. The stentorian voice of the auctioneer was calling for bids. There is no use hanging around here, I thought—auction sales don't spell orders.

"A month later I saw the old familiar name on the window of a new store. Everything was new, bright and cheery, especially his pile of 'Salada.' My old friend stood behind the counter, smiling." "Well, how do you like it," he asked. "Like it," I said, "It's magnificent. How did it all come about. I didn't see you last month. I saw the auction sale. I thought you were done.

"Done ! So I was done—done with the old store—old methods—time killers—money losers. My business wasn't growing and when a business stops growing it soon stops going. I sold everything out.

"You remember I never was much of an enthusiast on 'SALADA.' I always shoved bulk tea. Well one day I saw where I was wrong. A woman asked me for 'SALADA.' I told her I had bulk tea that was 'just as good.' I spent a good deal of time persuading her to try it, going to the bin, scooping out the tea, weighing it and tying up the bag.

"I thought to myself right here is one of the places where I am losing time and losing money. I decided to change my methods—to buy in small quantities—to buy often and make quick turn-overs. You see the result. Now when a woman wants tea I hand her, quickly and promptly, a clean, neat sealed lead 'SALADA' package that I know will please her. I carry a small stock. It's always fresh. I do more business on less capital. I make quicker profits. I sell a tea the peddler can't buy. I know where I am at all the time."

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Selling Power That is Undeveloped

Reducing Expense to a Minimum Availeth But Little Unless a Dealer Can Sell Goods—Interior of a Store Described Which Showed Negligence on Every Side—How Unprofitable Goods Were Discarded and Energy Put Behind Others—Influence of a Clean Store on Women.

By Henry Johnson, Jr.

Several times have I referred to my friend who has his expense-ratio down so very fine. This is the man who does business on 11 6-10 per cent. and who knows just what he is talking about when it comes to figuring expenses and profits correctly. But, my! I was sadly disappointed to note the utter want of balance in the makeup of my friend, for I found that he was neglecting every bit of his selling power. He is a case of ratios and economies gone to seed.

He does business in a good town; has the best location in that town; is on a corner from which a stage makes daily drives into the country, the town being the terminal of the railroad; yet his best word was a moan over "present conditions in the grocery business." He instanced a particular company as one of the big combinations, the formation of which was squeezing the life out of the retailer. In former days, as he truly said, 6 pieces of the article manufactured could be sold for 25 cents at a profit. Now that was impossible—5 for 25 cents was the best that could be done. This leads to the sale of single pieces, reducing the average sale and cutting the retailer's profit. And—but you know the kind of talk.

Negligence Everywhere Visible.

Meantime I was sizing up his store. From floor to ceiling one thing was written like the handwriting on the wall—NEGLECT. The floor was filthy, nothing less. I do not think it had ever been washed. It was ornamented here and there with piles of sweepings which had been taken so far and left. The counters were mussed up with miscellaneous truck originally put there "on display." The two or three old-fashioned show cases were filled with accumulated dirt and disorder. One case had a few cigars and stogies with sundry exhibits of shoe laces and odds and ends so neglected as to justify a question as to what they might be intended for.

Under one counter, open at the front, was a row of cracker tins, shoved in "any old way," with delapidadted glasses and mussed up interiors. A meagre line of very unattractive goods occupied most of the shelves; and the front portion of the most prominent shelving was filled with some cheap line of old and fly blown "prize" breakfast food, same being spread over two or three sections, apparently to fill in. On the most prominent counter rested a display bowl of some kind of pickles which was so reeking in dirt and evident corruption as to turn one's stomach.

They Get the Habit.

And this is a literally fair picture of that store, though I have no doubt my friend will hardly believe it if he shall chance to read this article; for somehow we "get the habit" in such matters, and we become so accustomed to disorderly surroundings that we no longer sense the nature of our environment. Yet this man approved of the movement to compel the display of vegetables and fruits inside of stores and off of sidewalks, though his town had not adopted that plan. In fact, he talked so intelligently on this point that I could hardly believe he could be so blind to the inside conditions in his own store, yet he most certainly was.

Almost Beyond Redemption.

I am inclined to think that this man is too old to change. It was that way with the elder Johnson, good business man though he was. He could recognize quality and value in groceries with a certainty that was almost second sight: but if mention were made of scrubbing the floor, he would be apt to smile tolerantly and maybe suggest that "the boys get those notions nowadays. In my time we kept the floor clean by wearing off the surface doing such a big business!"

But it is bad for a man to feel that any times in the past were better than these times right here now. It is surely a sign of aging and failing powers. To be and remain successful we must be quick to note the trend of the times and anticipate changes in accord with such trend.

For instance, we of Johnson & Son long ago concluded that a certain line of goods was no longer in our line, and we relegated it to the rear shelves and practically closed out our stock. A few farmers and an occasional workman calls for it and gets what he wants. As for volume of sales, however, we should not miss the business were it to stop altogether.

The Ship Was Never Clean.

Needless to say we "cleaned up." We began that work upwards of fifteen years ago; and as we continued the work, fresh dirt and disorder were revealed to us, so that one thing led to another until to-day our motto might be that of the naval officer: "The ship is never clean!" It cannot be done in a day, nor can it all be done at one time. This is an evolution, and moves accordingly. Better still, it is a business education and the course not only takes more than four years, but the answers are not all down in the book.

We did not always know what to sell for the article on which the demand was failing; but we found out. In place of the line which offered us no profit which we discarded, we pushed grape fruit. Other lines discarded have been turned into fancy candies and olive oil, for instance.

Create Demand for Other Goods.

Of course, each problem is different and peculiar to the locality. That is why the answer is not always at hand. But there is a way out of every difficulty. Better still, there is a way of turning each declining demand into a better demand for some other line.

If my friend will polish up his cash register, so it will be an ornament and not an eye-sore, and put it out into the middle of his floor where it will seem busy; and then polish up his cracker tins and paint up the counter on which they rest—after washing the counter, by the way—he will experience an increased demand for crackers at once.

Let him next—very quickly, but quietly—remove the "display" of pickles above referred to, and work up an attractive showing of these goods on a clean portion of his front counter, and he will sell more pickles of the better grades at good profits.

If he will get that stale breakfast food off his front shelves and replace it with something which looks attractive and alive, he will sell more goods in those lines; and he can feed the old food to his horses

May Turn Cheques His Way.

If he will clean up his office so a lady can lean on the desk to write a cheque without spoiling her new coat, ladies will go there to write cheques—payable to him—more often than they seem to go now. If he will do these things, and then follow other leads which these will reveal to him, he will be so busy that he will have no time to wonder what is going to happen to the grocery trade under the domination of alleged modern combines.

OFFICIAL CANNED GOODS PACK.

The official figures of the salmon pack for 1910, as compiled by the British Columbia Canners' Association, show a big gain over the pack of four years ago. Last year was the "big year," there being a great run of salmon every four years, but this year's showing is remarkably good, much in excess of what the canners expected. The figures for the 1910 pack are as follows: Fraser River, 203,957 cases; Skeena River, 226,429; Rivers Inlet, 129,847; Naas River, 40,458; outlying canneries, 137,794; a grand total of 783,485 cases.

The death of J. B. A. Martin, an ex-alderman, and for many years a member of the Montreal firm of Laporte, Martin & Co., occurred in Montreal, October 19th.

Preparations for the Winter Trade

Details That are Necessary to Make the Most of the Coming Season—Special Work Should be Directed Towards Christmas Goods—Suggestions for a Publicity Campaign—Looking in Advance to Easter.

By N. A. Armstrong.

With the beginning of winter now well in sight the careful retailer must begin to think, if he has not already done so, about preparing for his Christmas business. Not only that but there are many lines, quiet through the summer, that are popular throughout the cold season. Of course past experience is the surest teacher in such matters but at the same time there is always something to be learned from men who have already had that experience and applied it to their profit.

Talking the matter over with some representative Montreal retailers several outlines as to fall preparations were given which should be a help in systematizing fall buying.

Check Over Stock.

A general checking up of stock—not necessarily an inventory—is the first thing in order at this season. Therefore, the first step is to see that your stock of poultry is arranged for well in advance, that your stock of cranberries is ample, and that you advertise the fact in your local papers, by window displays, or any or all of the recognized methods of acquainting your trade with the facts.

Proper Time to Work.

There is a psychological moment when judicious advertising will catch the Christmas trade. Only careful observation will enable one to judge just when this is. Then push business for all there is in it. Half hearted measures will not obtain the additional trade. Aggressive campaigning for business is becoming more and more of a necessity. This might be crystallized into three maxims. First, have the goods. Second, tell the people at the proper time, and tell them hard. Third, see that you are never behind your competitor in doing so. A shade in front is the proper place, not too far ahead in your announcements, or they will lose some of their effect through lack of timeliness. In some sections buying is done earlier than in others hence the impossibility of giving any exact date. A close watch on local conversation will soon tell the grocer when people are beginning to plan for Thanksgiving.

General Winter Preparations.

Between Thanksgiving and Christmas is a short breathing space, during which time the winter staples, all that have not already been stocked, can be looked after. Some of the peculiarly cold weather goods are canned pork and beans, beans, rice, nuts, dried fruits, barrelled fruits, cranberries, tapioca, and molasses.

Of course this list is far from complete, but there is a common fact about nearly all of them. They are the rich, heat-producing articles. With these qualities in mind it is not a hard matter to check up your stock and see what is lacking.

Advertising for Winter.

What should be advertised in winter? Nothing is easier to answer than this question and yet look over your ads. of the winter previous and see how much space has been wasted on goods which are not, and probably never will be in much demand through the cold weather.

In the first place the advertising might be divided under two main headings, seasonable advertising, specialties for Christmas, etc., and regular advertising. Under the first head come naturally all the extras in vogue at festival times, such as the turkey and cranberry sauce. These should be featured daily during the time of greatest popularity.

Under the heading of regular comes the placing before your buyers of lines they must have at all times during the winter. As this list is large there are almost infinite possibilities for variety, both in window and store display, and in newspaper publicity. Just here it may be said that too much stress cannot be laid upon advertising co-operation. Display the goods in your windows that you tell your customers about by other methods. Systematize your advertising, making the various branches all work in harmony.

If you say in the newspaper that an especially fine lot of olives have arrived do not make an oatmeal display in your window. That is a mistake very often made, grocers seeming to think that as many lines as possible should be featured. One feature, and be sure to make it an attractive one, will make more trade than a scattering of half a dozen different ones. In this regard, however, care should be taken to make changes frequently. The oftener the better. Possible customers lose interest if one line is shown too long. Variety is always attractive, but make this variety show one line at a time and many to the month.

Look After Perishables.

There are many lines in every grocery which are susceptible to outside influences. For instance, butter, eggs, apples and cheese. Are your storage plans equal to looking after them properly? A loss of a barrel of apples or a few pounds of butter will knock the profits down rapidly. With modern knowledge on the subject of proper storage, there should be little difficulty in keeping winter perishables properly. Potatoes will freeze if left exposed in our climate, and will sprout if left in a damp place.

Just here it seems a good place to give a simple method of preventing the latter. Make a strong solution of ordinary salt in a tub. Use an old wicker or wire basket and immerse the potatoes for a minute or two in the brine. With ordinary conditions the potatoes will not sprout.

The Christmas Trade.

The grocers' harvest is before and during the Christmas season. Preparations should be made well in advance for remember, it is the jobers' busy time as well, and "rush" orders even are not always delivered when their non-arrival means the loss of sales to the grocer.

If a line is running short, steps should be instantly taken to see that it is replenished in time. If customers cannot get what they want from you, they do not wait long at a time of year when everything is done in a rush. It may cost you your customer eventually, if satisfactory treatment is found elsewhere.

Provision for extra help should be made early, and also an advertising campaign laid out. Nothing should be left to chance at this, the most important time of the year to the grocer. Christmas is a time of free buying. Luxuries and expensive lines are used more generally than at any other time. System in a grocery is never more apparent, either for its presence or its absence as at this season.

Looking Still Further Ahead.

Easter is a long way ahead but still it is another important season to the grocer. Eggs, are of course, the feature of all Easter displays. Preparations away ahead are necessary to be sure of your supply. A shortage simply means so many dollars out of your pocket and into your competitor's.

Attractive egg displays can be made cheaply, owing to the colored egg desire at that time of year. A few dyes and a little thought will go far toward the making of attractive windows at this season.

Practical Methods in Retail Stores

Making Use of Readers in New Brunswick Newspapers—Wall Paper and Hunting Season Window Dressing—Vegetable Display for Thanksgiving—Special Confectionery Counter for Christmas—Toronto Grocers Invest in Handsome Display Baskets.

N. B. Grocers Using Readers.

Sackville, N.B., Nov. 3.—It is apparent from a perusal of the Maritime newspapers that the grocers down this way have awakened to the value of newspaper publicity. In addition to carrying larger space in the regular advertising columns of their local papers they are using a lot of readers in the local columns. The following were taken from a Sackville paper:

"The grocer who is most anxious to "make good"—to replace every unsatisfactory thing that goes to a patron, if the complaint has one per cent. of reason in it—ought to have your trade—oughtn't he? Call and see Burwash Robinson, Middle Sackville."

"When a new idea in food comes along—and is a good one—you'll find the store of the Sackville Hay & Feed Company bringing it to you while it's new. They'll keep you up-to-date."

"If you wouldn't invite your friends to a 'cheap' restaurant, why should you entertain them with table food at your home which comes from a 'cheap' grocery? The answer is: You shouldn't. Buy your groceries from J. E. Hickey."

While these serve to draw attention to the stores, they would probably be productive of much better results if the advertisers made mention of some special line, naming the goods and the price. Instead of directing attention in a general way, they would then impress on the reader that so and so was selling a certain line at a certain price. Of course, the price should be attractive enough to ensure the interest of the householder who reads.

Dressing Wall Paper Windows.

Toronto, Nov. 3.—Wall paper windows ought to be given some attention by those general merchants who handle wall paper. The large stores are making this department prominent by constant display space.

A recent instance of this was given by one of the large Toronto department stores, and the window attracted much attention. The arrangement was something like this: Three or four stands of about seven feet high were used at the back of the window on which the paper was laid down flat from top to bottom. On one side of the stand was draped a piece of silk or material appropriate to the paper used, and by gathering this material in at the top of the stand and falling to the floor, it produced the required effect.

Trimmed a Hunter's Window.

Midland, Ont., Nov. 3.—The window of J. B. Horrell & Son's grocery department was recently trimmed to call attention to the hunting season.

In two corners of the window were evergreen trees, between which were situated the tent and cooking utensils. Over wood ready to light was hung the iron pot used for boiling water, potatoes, etc., while to one side was the hunter's larder, and standing up against the tree a number of rifles. Tobacco and pipes were also in evidence upon a table and ready for use after the day's hunt when the men sit around the fireside and tell yarns of by-gone experiences on the hunting grounds. Autumn leaves formed a part of the scene, indicating that Jack Frost has been at work, and winter is drawing near.

To Protect the Valuables.

Chatham, N.B., Nov. 3.—W. S. Loggie & Co., of Chatham, have installed in the rear of their grocery department a large vault, two storeys high, 8x11 feet outside, and 5x8 feet inside. The lower vault is six feet high and the upper one nine feet high. The construction is brick and concrete, with an air space between the inner and outer walls, and so arranged that a stream of water will pass between the two. It is designed to take care of the cash and valuables of the firm.

Thanksgiving Vegetable Display.

Chatham, Ont., Nov. 3.—A window display devoted to Thanksgiving vegetables was arranged last week in S. Bullis' grocery.

The bottom of the window, in the foreground, was filled with cranberries. Behind these, vegetables of various kinds, including tomatoes, onions, cauliflower, cabbage, potatoes, turnips, carrots and squash, were banked. In the rear, on a sort of shelf, were shown two prize pumpkins, each well over 50 pounds in weight. The disp'ay was helped out by small sheaves of wheat at the corners, as well as a few wheat straws in the foreground.

Bought Fancy Display Baskets.

Toronto, Nov. 3.—Some of the members of the Toronto R. G. A. recently took a pleasure trip to New York, and while there incidentally picked up some new ideas. W. C. Miller, David Bell and D. W. Clark purchased a number of fancy baskets, which they will use for disp'aying fruit, such as oranges, lemons, Malaga raisins, etc. The baskets have been made in the shape of automobiles, boats, vehicles, etc., and will certainly show off the displays to perfection.

Moving Barrel Was Used.

Bracebridge, Ont., Nov. 3.—The grocers here did credit to themselves in window decorations for Thanksgiving. One row of windows that attracted much attention was that of Kirk Bros. The main window showed a foundation of apples, and above was placed a swinging barrel, decorated with large, rosy snow apples, with an electric attachment that kept it in motion, like the pendulum of a clock.

This idea might be worked out in a Christmas window.

OUGHT TO BE EVERYDAY METHODS.

F. & J. Morley, of Sydney, N. S., are strong believers in the power of salesmanship to sell goods not actually demanded. One of their methods is to have an order-taker talk up something special while he is out for the regular orders of his customers, who do not come to the store. This has been used with splendid results.

The members of this firm are warm supporters of salesmanship in its various phases, as a means of selling extra goods.

In speaking of it to The Grocer they say: "We appreciate very much your efforts in getting down to bed rock in the business methods of the grocers of Canada.

"While we have some good methods in use, yet we must admit in our own case that most of these ventures are largely hap-hazard when they should be our every-day methods.

"We feel that The Canadian Grocer will have done us, as well as the other grocers of the Dominion, a very great service if you can from time to time stimulate us to become sa'esmen who will be able to create demand for goods as well as supply them."

Big Friday Oyster Trade.

Hamilton, Ont., Nov. 3.—A special effort to sell oysters is made by one of our local grocers every Friday. While he never misses a chance to increase his business in this regard, still his Friday method is of special nature. He calls attention to oysters on a blackboard in front of the store, and sometimes he devotes newspaper space to it, and now and then he arranges a window of the paper containers in which the goods are delivered to customers.

He tries to combine selling, his forces concentrating for that day upon oysters. By neglecting this method once he discovered a falling off in sales, and therefore that his customers had to be educated to buying oysters. He adopted this idea about two years ago, and has found it to work satisfactorily.

Winter's Potato Supplies.

Brantford, Ont., Nov. 3.—A local grocer in boosting his potato orders offered special inducements to those who will buy their supply for the winter in one order. He has received a good supply of potatoes, and is in touch with the farmers, who can forward him as many loads as he requires.

He promises an inducement to those who buy in quantities, and the idea is to sell a whole winter's supply. The plan is partly intended as an advertising idea, for he announces it on a store blackboard. He began this method several years ago and now has it working like a system.

Created Demand for Pickles.

Toronto, Nov. 3.—R. Bell, a Yonge St. grocer, Toronto, is a firm believer in the value of salesmanship in his store. Although only a young man, and therefore not long a proprietor, he has had a number of experiences which have satisfied him that for the most part, his customers depend upon his advice regarding goods, and it remains almost entirely with himself whether he shall handle a certain line of goods or not.

One particular example was that of a particular brand of pickle. A wholesaler asked him to stock it, but the proposition at first did not look good, because of the fact that he had had no demand for them. Finally an agreement was made in which Mr. Bell took no responsibility, the wholesaler accepting it on account of the fact that he was trying to introduce the goods.

Mr. Bell first tried them himself, and afterwards he put his own ability as a salesman behind them. To-day they are the best selling pickle in his store, and the people in the district are now well acquainted with them. He asserts that the sale he has built up was largely due to the quality of the pickles, and all he had to do was to make the first sales. After that it was comparatively easy sailing.

Special Counter for Xmas Sweets.

Peterboro, Nov. 3.—During the rush season around Christmas time, R. C. Braund, a local merchant, prepares a special counter of candies, nuts and fruit, and secures a young girl to look after the sales. He has carried the idea out on a fairly large scale, having all kinds of nuts and candies that are asked for in the Christmas season. Fancy chocolates in boxes, cream and other kinds of candy are included. Oranges, dates, figs and other fruits are also shown.

Under the care of a smart girl this booth has proved successful. A prominent part of the store was set apart for it, and one of the reasons of its success was the fact that it was out of the ordinary. More attention was paid to the season's dainties because Mr. Braund gave them more prominence, and felt that the demand for these goods at that time of the year warranted a method that was out of the ordinary.



This Illustration shows the Importance the Star Provision Co., Regina, Sask., Place on Their Confectionery Department. A Separate Section is also Devoted to Provisions.

The Canadian Grocer

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INCREASED SELLING POWER.

As our readers all know, the special number issued last week featured "The Selling Power of the Dealer." In it were given particular instances showing how dealers in various parts of the country have realized their selling possibilities and utilized, with good results, personal salesmanship as well as other selling forces at their command.

In view of the interest it has already aroused, it was our intention to publish regularly a department dealing solely with this phase of the retailer's business. But on second thought, since everything a merchant does tends to either increase or decrease his selling power, therefore practically every article will bear on this important question.

We believe that the aim of every retail merchant ought to be directed along the lines of increased selling power and trust that all will co-operate with us in presenting the possibilities that are available to bring about such a result.

THE AGREEMENT-BREAKER.

Some time ago nearly all the grocers on Roncesvalles Avenue, Toronto, signed a petition to close their stores at seven o'clock, but it held only for a few days. Now there is a good deal of talk about those who first broke the agreement, and, of course, each one is innocent and the other fellow is guilty.

The Canadian Grocer has many times shown that where early closing has been given a fair trial it has met with such favor that the merchants would under no consideration go back to late hours, evenings of drudgery, no time with the family, big expense with fuel and light, and the meagre transactions that usually take place after the hour of 7 o'clock.

An instance of this was shown in the special number of last week. A retail dealer pointed out that early closing changed the grocery business from a drudgery to a joy, so far as he was concerned, and he gave it his unqualified endorsation.

The first great difficulty is getting unity among those concerned. When once this has been brought about each must be careful not to break his agreement; he must not worry over the business when the store is locked, nor trouble himself about alleged trade that is being lost. Let him enjoy life the remainder of the day as he pleases, for he deserves these few hours of freedom.

If the man who breaks the agreement could—as the bard Burns would put it—see himself as others see him, he would think twice before he acted.

FLOUR EXPORTS INCREASING.

For the nine months ending Sept. 30, 1908, Great Britain imported from Canada 993,228 cwt. of flour; for the same period in 1909 the quantity was 1,282,300 cwt., and in 1910 it was 1,980,586 cwt.

This illustrates that Canada is forging ahead rapidly in her exports of flour to Great Britain. On the other hand, United States is falling behind, the quantity in 1910 being more than a million cwt. below 1909, and about four million cwt. below 1908.

HOG PRODUCTS DECLINING.

A study of the provision market just now ought to be made by every dealer. So far as hog products are concerned it will be observed that the market is sagging.

During the past month the price of live hogs has declined in Toronto $2.35 per cwt. At the beginning of October it was $9.25; now it is $6.90. This is due to increased receipts, and has had the effect of lowering the prices of bacon, ham and lard. This week lard declined a quarter of a cent; bacon is down a cent, and hams about half a cent. The whole tone of the market is downward and buying in the near future should be carefully done.

The receipts of butter and cheese are much larger than last year, but it is different with fresh eggs, which are gradually becoming scarcer and higher in price.

COURTESY IS REPAID.

Courtesy is a great selling factor. In the modern merchandising, the man who takes this means of pleasing his customers is banking on a sure thing.

There are numerous instances which prove, that exercised in the most ordinary way, this quality always repays in kind. The merchant who on a rainy day loaned his customer a brand new rain coat in order to enable her to reach home, not only made a sale of that coat the next day, but also put that customer in a most friendly attitude towards his store. Every day multiplies instances of this kind.

PREPARE FOR CHRISTMAS TRADE.

While many grocers have already begun their preparations for the Christmas season, yet there are some who believe in letting it take care of itself to a considerable extent, buying as they need articles, and then they wonder why it is their competitor seems to be doing such a rushing trade.

Why is it? The answer is simple. People have found that he is the man who is prepared to give them immediately all the lines they need at this festive season, and that the other man may have to put them off until he can lay in a supply. That is not good business—to put off a customer who wants an article for a certain purpose at an early date. It is a simple matter to lay plans for trade. Only certain articles are in especial demand at that time. Turkey, with its garnishings such as cranberries, choice dried fruits, peels, nuts, oranges, etc., go to make up a list that every grocer should be familiar with.

The only mistake that is made is in not being beforehand. See that you are not making this mistake.

FORGOT ABOUT GOODS STOCKED.

The representative of a manufacturing firm tells a story of a grocer with whom he left a case of goods, with the understanding that the grocer would display them and make some effort to sell them.

The traveler on his second trip found that the grocer apparently had forgotten him, as he did not see any on the shelves. However, he hoped that the goods had been sold, so he said: "Well, how has ——— been selling?"

The grocer looked puzzled. He seemed to recall the name, but he was not sure of the nature of the article. The traveler explained its nature, and the grocer scratched his head in an endeavor to collect his thoughts. Finally he called to his clerk.

"Where is that box of ———?" he asked.

But the clerk did not even know that the goods had ever been in the store. Finally the grocer began to search under the counters and found the box just as he had left it on the traveler's previous visit. The grocer had put it under the counter, probably with the intention of doing something in the future, but it soon became lost in his memory, with

other ideas. Nobody had asked for it and he did not use his selling power.

Goods that are to sell should be displayed and talked up to customers. In fact, the more goods displayed and the more neatly are they aranged, the greater number of sales may be expected. Imagine the traveler's feelings when he found his goods untouched.

CUTTING OFF CASH DISCOUNTS.

One of the causes why cash discounts are allowed so sparingly by manufacturers and wholesalers, is the abuse which has been made of them by wholesalers and retailers in the past.

For instance if 10 days were allowed on an account the wholesaler and retailer would frequently demand the discount should the account not be paid for 20 days; if 30 days were the limit they would want the discount in 60 and even 90 days and so on. The threat was used that if it were not forthcoming they knew where they could get it.

Just now the New York Wholesale Grocers' Association is taking up this question, its secretary having recently sent out a sharp letter to the members criticizing severely the action of those who make such demands. The letter was as follows:

"From efforts made by this office in regard to obtaining better discounts from the manufacturer to the jobber we are inclined to believe that more liberal discounts are frequently withheld by manufacturers on account of the inconsistency of some jobbers failing to appreciate the fact that ten days does not mean anywhere from fifteen to thirty days.

"Cash discounts are given by the manufacturer for the special inducement of payment in ten days, and the jobber is no more justified in deducting the cash discount after the ten days have passed than the manufacturer would be in retaining two per cent. of the goods after the bill had been rendered.

"A square deal between the manufacturer and the jobber is necessary if business is to be conducted on legitimate lines, and we feel every wholesale grocer will assist this office in its efforts to accomplish beneficial results."

A LACK OF JUDGMENT.

When a merchant admits he cannot compete with a mail order house, he commits a serious breach of trade etiquette.

Not very long ago a grocer was heard to say, in a bitter, grumbling tone, with two or three customers in the store, that he didn't understand how it should be, but he could not sell as cheaply as ———'s, naming a large departmental store in his city.

Who will deny that such a statement was a strong advertising talk for the big store? As a matter of fact, he was selling the bulk of his goods as cheaply as the departmental store. But he had just noticed in an advertisement that the price of a particular article was cut by his competitor, causing him to give vent to his injured feelings, and leading his customers to believe he was overcharging them.

This is an example of lack of judgment. He might have said that the department store was cutting prices in a few cases, but that this was one of its methods to attract trade; that it made big profits on the goods sold through getting people into the store; that it demanded cash in every case; that it does not give the personal attention supplied by the retail dealer, etc.

That was left unsaid, and the very thing that shouldn't have been said was said. It diminished that dealer's selling power.

Judgment is a necessary attribute in the retailer's business.

EDISON'S NEW INVENTION.

Thomas Edison recently made the statement that the time would come when stores would be reduced to slot machines, thereby the purchaser would simply have to drop a coin in a slot, turn a handle or press a button and he would receive his money's worth of the goods behind that slot.

On account of Edison's prominence as an inventor, this story has spread widely, and even has been reproduced in English journals. Recently in reply to a letter on this point, he said: "My plan is only a scheme for selling coal and bare necessities of life to the poor in the slums, so that they will get their nickel's worth of coal, etc., at the carload price plus enough to cover rent, attendance and repairs."

Those who read the first story and were acquainted with the conditions of the grocery business, referring to it in particular, felt that the idea was a far cry into the future. In the grocery store the most important feature is not the stock or the fixtures, but the grocer himself, and he is beginning to realize this fact more and more.

Not only that, but there are those, too, who are beginning to be impressed with this fact, although they have not admitted it in the past. Stranger things than that which Edison speaks of have come to pass, but the grocery store without the personality of the dealer does not seem a possibility in present-day life. It cannot be expected for several generations, at any rate.

KEEP THE WINDOWS LIGHTED.

Now that the days are growing shorter the question of lighting the show windows again becomes an important question.

In a city of about 15,000 population, one evening recently, The Canadian Grocer noticed that many of the windows of grocery stores were dark. At first thought we concluded that there must be something wrong with the incandescent circuit, but we were informed that it would be very unusual if the store fronts were illuminated.

The retailers of the city in question are leaving idle one of the best and cheapest advertising mediums that is open to them. There, as everywhere else, many people pass down the streets in the evening and, if given an opportunity, the ladies would look for interesting offerings in the windows. They have more leisure then to do so than during the day.

In this connection we might mention the experience of a Montreal trimmer. As an experiment he put in a display Saturday evening, of goods to be sold Monday morning at eight o'clock. The plan was so successful that he continued it for some time. The windows sold the goods without any other advertising.

THE MERCHANT LOSES.

In a case tried at Toronto recently a collector for a weekly payment merchant was freed because he was charged with stealing money from customers, which sums he failed to turn over to his employer.

H. C. Macdonald, the prisoner's lawyer, said: "I submit there is no case to go to a jury. The evidence put in only shows that this man had collected certain sums of money from these witnesses. That was his duty. He was paid for it. He was hired by his company to collect those sums. He cannot be found guilty of stealing money from these people." "That is so," said Judge Denton. "He did not steel any money from these people. The Crown has no case, and the jury will bring in a verdict of not guilty."

The point is an interesting one as it incidentally decides who is the loser of the moneys misappropriated by the collector. The customers having paid to a duly accredited representative of the merchant, are freed from further responsibility and the loss must be sustained by the merchant.

Manufacturers and jobbers of Chicago are arranging for a conference at which trade questions will be discussed. It is expected that the questions of "manufacturing jobber" and "direct selling" will be taken up.

Year's Imports of Sugar Into Canada

Some Interesting Figures Which Indicate Gradual Advance of Sugar Consumption in This Country—For Year Ending March 31, 1910, it was More Than 16,000,000 lbs., or 8,000 Tons Ahead of Previous Twelve Months—Our Sources of Supply.

Sugar statistics showing the imports into Canada during the year ending March 31, and comparisons made with previous years, bring out some interesting facts. They tell of the sources of sugar coming into Canada, the quantity from each country under the different tariffs, and indicate the gradual advance in consumption during the past ten years.

A resume of the latter shows that for the year ending March 31, 1910, the sugar entered amounted to 497,788,481 lbs. Figures for the preceding year were 481,540,640, a difference of more than 16,000,000 lbs. The increase over 1908 amounted to more than 30,000,000 lbs., and over 1901—ten years ago—over 161,000,000 lbs. The only year during the ten to show a decline from the preceding was 1905, the figures being 346,752,598 lbs., as compared with 390,544,660 lbs. of the year before.

Out of the 497,788,481 lbs. mentioned above 153,855,545 were entered under the general tariff, and 343,932 936 under the preferential tariff. No sugar has come in under the surtax tariff since 1907, when for nine months up to March 31, the amount was 3,784 lbs. This was the time when the fiscal year was changed from June 30 to March 31.

The figures for 1910 also point out that the imports of sugars into Canada above 16 Dutch Standard, under both the general and preferential tariffs, amounted to 35,484,778 lbs.; those not above 16 Dutch Standard amounted to 409 081,796 lbs. Considering a population of 7,000,000 in Canada, the amount per capita would reach 71 lbs.

The tables shown herewith, compiled by Wallace Anderson, give the figures on imports from the different countries.

TO CAUSE LARGE CONSUMPTION.

Enough Surplus in Sugar to Result in Low Prices, Say Willet & Gray.

The new cane and beet sugar crops of the world give promise of an enormous total yield, estimated to outturn possibly 1,755,813 tons more than those of last season. This, at any rate, is the opinion of Willett & Gray. They say further: "In the 1909-10 campaign the production was in tons:—Cane, 8,302,592; European beet, 6,138,000, and American beet, 450,595; total 14,891,187, while for the new season (1910-11) the estimates are:—Cane, 8,502,000; European beet, 7,700,000, and American beet, 445,000; total, 16,647,000 tons.

"It is interesting to note that last season the cane sugar crops of the world amounted to 1,713,997 tons more than the beet sugar production, but the prospects are that next season the cane crops will prove to be only 357,000 tons larger than the beet crops.

Last year at this time they estimated that the stock in principal countries would be reduced to less than 991,543 tons (stock Sept. 1, 1909) at the end of the campaign unless consumption was checked by high prices; as it turns out, the year closed (September 1, 1910), with stock of 1,086,403 tons, the high prices which ruled having unquestionably caused the consumption to be curtailed.

Part of the expected increased production will be needed to fill depleted invisible stocks, but the indications are that there will be enough surplus to cause low prices, which will induce a large increase in consumption the world over."

A Philadelphia retailer was recently fined $200 for a breach of the Pure Food law. He sold eggs which were adjuged unfit for food. In other words they were "rotten."

SUGAR ENTERED FOR HOME CONSUMPTION.
FISCAL YEAR ENDED MARCH 31st, 1910.

Above 16 D.S. and all Refined.

	General Tariff lbs.	Prefer. Tariff lbs.	Total lbs.
Great Britain	29,874	33,560,542	33,590,416
B. Guiana		119,895	119,895
B. W. Indies	711	54,955	55,666
Hong Kong	1,144,940		1,144,940
Aust.-Hungary	54,340		54,340
China	431,294		431,294
France	35,013		35,013
Japan	1,280		1,280
St. Pierre	400		400
United States	51,534		51,534
	1,749,386	33,735,392	35,484,778

SUGAR ENTERED FOR HOME CONSUMPTION.
FISCAL YEAR ENDED MARCH 31st, 1910.

Not Above 16 D.S.

	General Tariff lbs.	Prefer. Tariff lbs.	Total lbs.
B. Africa		34,047,298	34,047,298
B. E. Indies		96,840	96,840
B. Guiana		121,772,024	121,772,024
B. W. Indies	3,181,077	146,240,873	149,421,950
Fiji Islands		8,040,509	8,040,509
Belgium	7,745,037		7,745,037
Brazil	386,435		386,435
Cent. Am. States	1,530,545		1,530,545
Cuba			
Danish West Indies	3,197,034		3,197,034
Dutch E. Indies	29,005,654		29,005,654
Dutch Guiana	1,182,542		1,182,542
Holland	3,273,067		3,273,067
Peru	1,464,400		1,464,400
San Domingo	34,354,491		34,354,491
United States	13,563,970		13,563,970
	98,884,252	310,197,544	409,081,796

SUGAR ENTERED FOR HOME CONSUMPTION.
FISCAL YEAR ENDED MARCH 31st, 1910.

RAW SUGAR when imported to be refined in Canada by Canadian Sugar Refiners under provisions of Tariff Items 1353 and 1350. This refers primarily to imports for account Domestic Beet Sugar Factories.	General Tariff.
Aust.-Hungary	6,484,582
Belgium	6,633,181
Cent. Am. States	589,007
Cuba	2,163,398
Dutch E. Indies	10,779,877
Germany	26,571,862
Total	53,221,907

GRAND TOTAL.	lbs.
General Tariff	153,855,545
Preferential Tariff	343,932,936
	497,788,481

How B.C. Association Watches Credits

Constitution of the Grocers' Association in Vancouver—Terms Under Which Members are Admitted—Card Used on Which Applicants for Credit are Rated—The Questions Asked and Information Desired.

Since so many retailers are interested in association work, constitutions of associations already formed ought to be read with interest and profit. The following is taken from the constitution of the Vancouver, B.C., Retail Grocers' Association, and contains special information on how credits are looked after:

"In order to foster and maintain a permanent social feeling among the retail grocers of Vancouver; to obliterate distrust and inspire confidence among the members of the trade; to correct excessive and unmercantile competition; to remove by concert such evils and customs as are against good policy and sound business principle—whether it be cutting of prices, selling of the wholesale house at retail, improper house to house peddling, the distribution and consumption of adulterated and unwholesome goods, the use of fictitious labels, the use of dishonest weights and measures, or whatsoever the evil may be; to disseminate useful information; to watch and influence legislation towards the better protection of our capital; to assist our members in collecting delinquent accounts; to encourage the observance of the Sabbath and all legal holidays and to obtain results which experience have proved are not attainable by individual or divided effort; for these reasons we hereby resolve ourselves into an organization to be known as the Vancouver Retail Grocers' Association."

Admission of Members.

The regulation regarding membership and dues reads as follows:

"Any person dealing in groceries in the retail business is eligible for membership and entitled to the protection and privileges of the association.

"A person having applied for membership in this association shall, if there be no objection, have his name placed upon the roll at once; but if there shall be an objection to him, the members shall proceed to ballot, and should there be five negative votes cast the applicant shall be declared not elected.

"All firms applying for membership in this association must deposit with the treasurer an admission fee of:

Class A	$50.00
Class B	75 00
Class C	100.00

To take the form of a demand note payable to the treasurer, a receipt for which shall be given by the secretary.

"The executive shall decide as to what class the applicant belongs.

"The admission fee to be considered as a deposit and held in trust by the treasurer as a guarantee of good faith.

"The dues of members shall be due and payable on the first day of each month.

"The dues of this association shall be $2 per month."

When Credit is Asked For.

The association supplies members with cards, which are to be used for the purpose of recording the statements of customers desiring to secure credit. The card, which is about the size of an ordinary post card, reads as follows:

"For the purpose of obtaining credit I make the following declaration:

My full name is .....
Present address, No. .....
Tenant or Owner? .....
My (husband's) present occupation is .....
Where employed .....
I will pay on ..... day of each .....
Amount of credit wanted .....
At what grocery did you last trade on credit .....
.....
Give other references .....
.....
I do not owe any past due accounts to any other merchant.

Signed .....

"No honest person will be offended at any reasonable precautions in the extending of credit. The above questions are only fair and reasonable."

Reports are later submitted to the secretary of the association, and in this way a statement is at all times available regarding those who have applied to any member of the association for credit. It is scarcely necessary to remark that this information is only given to those who are members in good standing.

Instructions re Rating.

Special instructions have been issued regarding the making out of reports to be submitted to the secretary. They read, in part, as follows:

"With every name be sure to state customer's occupation, such as banker, lawyer, dentist, merchant, mechanic, carpenter, contractor, mason laborer, clerk, salesman, etc.

"Accompanying employe's occupation if possible, state by whom employed.

"Under general habits, state if customer is lazy, uses intoxicants, gambles or has any other habits that tend to make applicant unsafe risk.

"We especially urge the exercise of careful judgment when rating customers in order to avoid injury to customers or merchants. (Do unto others as you would have others do unto you.)

"Rate your credit customers entirely according to your honest experience, independent of all others.

"Allow only a trusted and experienced employe to prepare credit rating report, and positively forbid all others access to your credit rating paraphernalia.

"As far as you know, please note at bottom of your report any change of address of your customers, especially such as have moved away from the city. Give post office address if possible."

PRICE OF COFFEE KEPT UP.

Brazil Government Bought in Surplus Four Years Ago to Await the Lean Years.

Within eighteen months the price of coffee in the primary market has advanced seventy per cent. Four years ago the coffee growers of Brazil were in a fair way to ruin themselves by overproduction. The yield of their plantations outran the world's demand. It is a deplorable economic fact, as one writer puts it, that the world will reward you with affluence for producing less than it wants of a given article, but break you for producing more than it wants. The price of coffee sank to a point that brought loss to the growers.

To save the industry, Brazil borrowed seventy-five million dollars for the purpose of buying up coffee and holding it off the market until the price should advance to a given figure; also it forbade the planting of more coffee trees. For a good while it looked as if the load would be too heavy for the government to carry and that the novel plan would fail. But on account of a light crop last year and increased consumption, it now seems likely to succeed in its main object of restoring prosperity to the coffee growers by getting higher prices..

The greatest advances in coffee have been in Rios and Santos which are used very largely in the United States. Prominent Canadian coffee men assert that these coffees are not extensively consumed in Canada. They say they are not the coffees demanded by the high-class Canadian trade. The increased prices of Rios and Santos have affected the prices of other coffees, with the result that there is a general firmness.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

King Oscar sardines, as well as other products of the manufacturers, Chr. Bjelland & Co., Stavanger, Norway, received the Grand Prix (first prize) at the International Exhibition at Brussels. This makes a total of seven first prizes, twenty gold medals and six diplomas of honor awarded to this company, which briefly illustrates the superior quality of their goods. Jno. W. Bickle & Greening, Hamilton, Ont., are their agents.

E. C. Phipps, of White Swan Spices and Cereals, Toronto, was in Winnipeg recently, looking over the territory with the local representative, W. H. Escott.

"Now, Johnny," said the teacher, "if your mother bought three baskets of grapes, the dealer's price being 25 cents a basket, how much would she pay for the entire lot?"

"Nobody couldn't tell," answered Johnny. "Ma's a wonder when it comes to beating them hucksters down."

The Markets—Nuts and Fruits Dearer

Shelled Walnuts Scarce and Price is Advancing—Prunes are Also at Higher Price and Same Applies to Almost All the Dried Fruits—Higher Prices in Some Lines Not Unlikely—Beans are Easier—Sugar Not Firm at Last Reduction—Canned Goods are Decidedly Firm.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

POINTERS—

Sugar—Weak at the decline.

Tapioca—½c advance.

Shelled Walnuts—Higher in the primary markets.

Montreal, Nov. 3.—With two holidays in the week, coming on two consecutive days, Thanksgiving and All Saints' day, the trade has hardly been able to show what the normal tone of business is. Still all report a good pre-Thanksgiving trade, and the retailers report that buying of luxuries was more prevalent than for some years past. Even their general trade was a decided improvement on last year.

The sugar situation remains the same, with one refinery 5c below the other, and a weak raw market. It seems to be a certainty that there will be lower levels reached. New York is now down to $4.60, and the fear of a United States invasion will make the local refiners careful not to give them a foothold.

Coffee is in much the same situation as last week. There is a slightly weaker tone showing, and it may be that the market will take a break. There is no reason in present prices, except manipulation, as stocks are ample to supply the world for a year, even should the Brazil crop prove an entire failure.

Collections locally are improving, and trade generally is satisfactory, and what is more, is on a rising market in nearly all lines.

Sugar—The present sugar situation in this city is somewhat peculiar. One refinery continues to quote 5c higher than the other. The raw market continues weak, though there has been a temporary recovery to a slight degree. Another decline is prophecied, but not until the arrival of some of the cheaper raws, now in transit. As none of the cheap grades have as yet arrived, the meltings at present are of high-priced sugars purchased earlier in the season.

Syrups and Molasses—Country demand for molasses is on the increase at last, and if the weather continues as cool as at present, it will stimulate this end of the trade materially. Syrups are holding their former demand well indeed, and prices in both remain firm.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans		0 30
Antigua		0 40
Porto Rico		0 03½
Corn syrups, bbls		0 03½
" ½-bbls		0 03½
" ¼-bbls		0 03½
" 38½-lb. pails		1 80
" 25-lb. pails		1 30
Cases, 2-lb. tins, 2 doz. per case		2 50
" 5-lb. " 1 doz. "		2 85
" 10-lb. " ½ doz. "		2 75
" 20-lb. " ¼ doz. "		2 70

Tea—Two holidays this week has made it a comparatively quiet one. Still Japans of the medium grades have been selling fairly well. The market for Ceylons has been holding its own fairly. Chinas are very slow.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—The coffee situation is weakening a little, according to the trade, but as yet there has not been any material change, except in the tone of the market. Evidently the speculators have either succeeded in disposing of a good deal of their surplus or have failed to do so, in either event the effect would be the same, weaker market.

Spices—Winter demand for the Christmas season is now beginning to be felt, and there is a brisk trade passing for all lines of spices. The pickling trade has showed a slacker feeling of late. Gingers and peppers are firm, though no advance has taken place.

	Per lb.			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 15	0 20
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 18	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 20	0 25	Peppers, black	0 16	0 18
Cream of tartar	0 23	0 32	" white	0 20	0 25

Dried Fruits—The steamer Jacona, the second fruit boat from the Mediterranean, has left Halifax, and will arrive in Montreal some time this week. Reports as to the first cargo, which came on the Bellona, are to the effect that the fruits were small, but firm, and of a fair average quality. The demand for all lines of raisins is heavy, and Valencias appear to be scarce. Prices on currants are firmly held, and the demand is brisk.

Currants, fine filiatras, per lb., not cleaned		0 06½
" " " cleaned		0 07½
" Patras, per lb	0 08	0 08½
" Vostizzas, per lb	0 09	0 09½
Dates		0 05½
Figs, 4 crown	0 09	
" 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
" 9 crown	0 13	0 14
Prunes—		
40-50		0 09
50-60		0 08
60-70		0 07
70-80		0 06½
80-90		0 06
90-100		0 05½
Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins		0 00
" fancy seeded, 1-lb. pkgs		0 09
" loose muscatels, 3-crown, per lb	0 07½	0 08
" " 4-crown, per lb	0 08½	0 09
" sultana, per lb	0 07½	0 10
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb		0 08½
" select, per lb		0 08
" 4-crown layers, per lb		0 07

Nuts—Shelled walnuts are high in the primary markets, and are due for an advance to the retailer. Evidently there have been no better reports regarding the crops than the first indicated, one of the shortest on record. The local market is short on most of the European lines and holds firm throughout.

In shell—		
Brazils	0 13½	0 14½
Filberts, Sicily, per lb	0 11	0 13
" Barcelona, per lb		0 10½
Tarragona Almonds, per lb	0 15	0 16
Walnuts, Grenobles, per lb	0 13	0 14½
" Marbots, per lb	0 15	0 16
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32½	0 35
" 2-crown " "		0 31
" (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb		0 65
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	0 32

Rice and Tapioca—The tapioca trade has been treated to another illustration of the short crop this year by the raise of a half-cent in prices. This was not unexpected, in view of the very firm prices prevailing in the primary markets, and recent advances in them made it a certainty. There seems to be little doubt that they will be well maintained. Rice has been rather disappointing of late, and there is a weak feeling in the market. No changes are reported in price.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 07½

Evaporated Apples — Evaporated apples seem to be having fully as heavy a demand as they have ever had, in spite of the present high quotation. There is too much of a shortage for dealers to take any chance of losing the necessary supplies. Demand for export is good, at high prices.

Evaporated apples, prime	0 11

Beans and Peas—No changes have taken place in beans since the recent decline. At the new figure they are only in fair demand. Peas are quiet at unchanged prices.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 50

CANNED GOODS

MONTREAL.—Since the recent advances there has been no change in canned goods. Sales are extra good, however, as the short supplies have made it necessary for the dealers to lay in stocks as soon as possible. Peas are scarce, and in view of this a further advance would not be any surprise. Tomatoes also are getting more than their share of trade.

In fish, salmon of all kinds is at a premium, and some lines are almost entirely cleaned out.

Meats are in fair demand at current prices.

Peas, standard, dozen	$1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	0 97½
Corn, dozen	1 60
Tomatoes, dozen (Ontario and Quebec)	1 35
Strawberries, dozen	1 77½
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 00 2 22½
½-lb. flats per dozen	1 40
1-lb. flats, per dozen	2 40
Other salmon—	
Humpbacks, dozen	1 00
Cohoes, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	
½-lb. flats, dozen, $2.40; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $4.50.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—Canned goods are advancing in some lines and to repeat a well worn phrase are valuable property. Speaking in regard to tomatoes, and practically the same applies to all the principal lines of canned goods, a jobber said this week: "Name your price and you can sell them. Price is not now so much the question as is 'have you got any to sell?' But the majority of the trade are showing but little desire to sell. They prefer to hold off, feeling that prices are continually going up." According to jobbers there is considerable buying going on just now and they consider it a wise policy. At the end of the year when stock taking is in progress the grocer finds his supplies of canned goods pretty well depleted and orders new goods. This in fact becomes general about that time and the increased business will have a tendency to send up prices to even a higher figure. The opinion of the wholesale trade is that present buying for the future is good business, especially with the canned goods situation as it is this season. It is now definitely known that the delivery of tomatoes will only be 66 per cent. of the orders. In salmon, deliveries of cohoes are stated by jobbers to be only 50 per cent. of orders and pinks are likely to be between 30 and 50 per cent.

Salmon is therefore one of the strong features of the market just now and there are several months yet before the next pack comes in. Salmon is really a staple and even with prices advancing the demand holds firmly.

VEGETABLES	Per doz Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" " (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 95	0 95½
" " Midgets, 2's	1 25	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's	0 90	0 92½
" Refugee Midgets 2's	1 25	1 27½
" " " 3's	1 35	1 37½
Beets, sliced, blood red, 2's	0 95	0 97½
" whole, blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, Rosebud, 2's	....	1 25
" " " 3's	....	1 50
Cabbage, 3's	0 95	0 97½
Carrots, 2's	0 95	0 97½
Corn, 2's	0 95	1 00
" fancy, 2's	1 02½	1 05
" on cob gal	4 75	4 77½
Peas, Standard size 4, 2's	0 95	0 97
" Early June, size 3, 2's	1 10	1 12½
" Sweet Wrinkle, size 2, 2's	1 15	1 17½
" Extra fine sifted, size 1, 2's	1 72½	1 75
Pumpkin, 3's	0 95	0 97½
" gal	3 00	3 02½
Spinach, table, 2's	1 25	1 27½
" " 3's	1 75	1 77½
" " gal	5 00	5 02½
Tomatoes, 2's	1 02½	1 0
" 3's	1 20	1 30
" gals	3 40	3 42½
Turnips, 3's	1 10	1 13½
FRUITS		
Apples, standard, 3's	1 05	1 07½
" " gal	3 00	3 02½
Blueberries, standard, 2's	1 25	1 27½
" " gal	5 25	5 27½
Cherries, black, not pitted, heavy syrup, 2's	1 50	1 52½
" black pitted, heavy syrup, 2's	1 90	1 92½
" red not pitted heavy syrup, 2's	1 50	1 52½
" red pitted, heavy syrup, 2's	1 90	1 92½
" white, not pitted, heavy syrup, 2's	1 60	1 62½
" white pitted, heavy syrup, 2's	2 00	2 02½
" red pitted, gal	8 50	8 75
Gooseberries, 2's, heavy syrup	1 75	1 77½
Lawtonberries, 2's, heavy syrup	1 75	1 77½
Peaches, 2's, white, heavy syrup	1 85	1 87½
" 2's, yellow, heavy syrup	1 85	1 87½
Raspberries, black, heavy syrup, 2's	1 75	1 77½
" black standard gal	7 00	7 02½
" red, heavy syrup 2's	1 75	1 77½
" red, standard gal	7 00	7 02½
" red, solid pack, gal	9 25	9 27½
Rhubarb, preserved, 2's	1 50	1 52½
" " 3's	2 25	2 27½
" standard, gal	3 25	3 27½
Strawberries, heavy syrup, 2's	1 75	1 77½

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 02½ 2 05	Cohoes, per doz.	1 55
½-lb. flats, dozen	1 27½ 1 30	Red Spring, doz	1 85
1-lb. flats, dozen	2 20 2 22½	Lobsters, halves, per dozen	2 00 2 25
Other salmon prices are:		Lobsters, quarters, per dozen	1 40
Humpbacks, doz	0 95 1 10		
Pinks	1 20 1 25		

WINNIPEG.

Canned Goods—Canned goods on this market are creating considerable interest. Prices, corrected up to date, are as follows:

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 64	2 66½
" (talls) 2's	2 64	2 66½
Beans, Golden Wax, 2's	1 04	1 06½
" " Midgets, 2's	....	1 41½
" " 3's	1 57	1 59½
" Refugee or Valentine (Green) 2's	1 09	1 11
" Refugee Midgets 2's	1 39	1 41½
" " 3's	1 57	1 59½
Beets, sliced blood red, 2's	1 09	....
" whole blood red, 2's	1 09	....
" sliced, blood red, 3's	1 52	1 54½
" whole, blood red, 3's	1 57	....
" " " 3's	....	1 74½
Corn	1 06	1 09
Peas, Standard, size 4, 2's	1 09	1 11½
" Early June, size 3 2's	1 24	1 26½
" Sweet Wrinkle, size 2, 2's	1 29	1 31½
" Extra fine sifted, size 1, 2's	1 86½	1 89
Spinach, table, 2's	1 39	1 41½
" " 3's	1 97	1 99½
Tomatoes, 2's	1 16½	1 19
" 3's	1 34½	1 37
" gal	3 95	3 97½
FRUITS		
Apples, standard, 3's	1 27	1 29½
" " gal	3 55	3 57½
" preserved, 3's	1 97	1 99½
Cherries, black, not pitted, 2's	1 64	1 66½
" black pitted, heavy syrup, 2's	2 04	2 06½
" red, not pitted, heavy syrup, 2's	1 64	1 66½
" red pitted heavy syrup, 2's	2 04	2 06½
" white, not pitted, heavy syrup, 2's	1 74	1 76½
" white pitted, heavy syrup, 2's	2 14	2 16½
" red pitted, gal	9 05	9 07½
Peaches, white heavy syrup, 2's	1 99	2 01½
" " " 3's	3 07	3 09½
" yellow heavy syrup, 2's	2 77	2 79½
" " 3's	3 07	3 09½
Pineapple, sliced, heavy syrup, 2's	1 89	1 91½
Raspberries, black heavy syrup, 2's	1 89	1 91½
" black standard, gal	7 55	7 57½
" red, heavy syrup	1 89	1 91½
" red standard, gal	7 55	7 57½
" red, solid pack, gal	9 80	9 82½
Rhubarb, preserved, 2's	1 64	1 66½
" " 3's	2 47	2 49½
" standard, gal	3 80	3 82½
Strawberries, heavy syrup	1 89	1 91½

ONTARIO MARKETS

POINTERS—

Shelled Walnuts—At 40c and going up.

Prunes—Very firm.

Beans—A little easier.

Toronto, Nov. 4th, 1910.

Jobbers are busy delivering nuts, dried fruits and other such goods that are chiefly for the Christmas season. Currants, raisins, table raisins, dates, figs, peel and all varieties of commercial nuts are going out and are going out at high prices. The market in practically every instance is strong. In regard to dried fruits, even evaporated apples are showing indications of reaching to a higher figure. Prunes are decidedly strong just now and there is every reason to believe that present prices are not at all stationary. Currants and raisins are steady. New dates arrived this week and are being delivered. Like the other dried fruits, they are also slightly higher than last year.

Nuts are holding a strong position with walnuts particularly so. There are some who believe that the supply of shelled walnuts will not be sufficient for the demand and even now the price is high and is on the upward trend. Almonds, Brazils and peanuts are all in the same "elevator" and while higher prices may not be the most pleasant greeting of the consumer at the Christmas season, there does not seem to be any other recourse.

Canned goods are losing none of the ground that has been accredited to them. Demand is good, stocks are short and prices are going up. Those desiring to sell are few and they are not having any trouble disposing of whatever supplies they may consider a surplus in these times of scarcities.

Sugar is not very strong at its last reduction. There is no special heavy buying, and there was none expected for the reason that sugar has had its day. Among the trade there are those who look for another drop in prices.

Sugar.—Prices remain the same as last week's. There is still a difference of five cents between the quotations of the two companies which have usually dropped or increased their prices the same amount at the same time. Extra granulated in bags is quoted at $4.80 and $4.85. In barrels, of course, the price is five cents higher. Gunnies or twenty pound bags are quoted at $4.90 and $4.95 respectively. Yellow in bags is at $4.45. Raw sugars are reported a shade firmer, although it is generally

considered that the market is weak even at the last reduction.

Total stock of Europe and America, 647,522 tons against 137,374 tons last year at the same uneven dates. The increase of stock is 118,248 tons, against an increase of 110,618 last week. Total stocks and afloats together show a visible supply of 749,522 tons, against 664,274 tons last year, or an increase of 85,248 tons.

The influences causing this continued decline are the constant reports of everything favorable to the growing beet crops, the "factories" estimate being 7,400,000 tons, which proved larger than exepected.

The damage to the Cuba crop by the hurricane does not have the sustaining influence to the markets that it might without the notable increase of the beet sugar supplies.

The highest estimates made of the Cuba crop damage place it at about 100,000 tons, while other estimates consider that whatever damage is done is fully offset by the good done the growing cane by the heavy rainfall. It will be well into December before a close estimate of the crop can be made. In the meantime some Cuban merchants who approve of the damage estimates place the crop at 1,700,000 tons until the December estimates are made.

Louisiana started sugar making October 17th, with favorable weather crop conditions. A good yield is expected from the smaller acreage.

The consumption of the Convention countries of Europe for the year ending August 31, 1910, was 4,418,443 tons, against 4,453,589 tons the previous year, a decrease of only 35,146 tons, notwithstanding the higher prices of the year.

France and the United Kingdom were the only countries showing decrease.

This is an indication that with low prices for the present campaign, the consumption may increase correspondingly to the increased production.

Syrups and Molasses.—There is continued demand for syrups with good business at the last reduction.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 25	Gallons, 6 to case	4 80
5 lb. tins, 1 doz. in case	2 60	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 50	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 45	Pints, 24 "	3 00
Barrels, per lb.	0 03½	Molasses—	
Half barrels, lb.	0 03¾	New Orleans, medium	0 26 0
Quarter " "	0 03½	New Orleans, bbls	0 24 0 2
Pails, 38½ lbs. ea.	1 70	Barbadoes, extra fancy	0 45
" 25 " "	1 20	Porto Rico	0 45 0 62
		Muscovada	0 30

Dried Fruits.—Dried fruits are receiving considerable attention just now. New dates have been received and are being delivered. They arrived on November 1st and orders are now being filled. Figs are also prominent from the fact that they have not long been on the market. Prunes are going up. They are very strong apparently being scarce the world over. Those who have followed the gossip on dried fruits during the past two months or more will notice that without an exception the markets have been correctly predicted. News at first was confined to estimates upon what the crops would be. Then harvest time drew near in the various countries and the reports given are now recognized as having been most accurate. Prices in some lines may yet recede but not until after the new year. That seems to be the general feeling and a large percentage of the trade is confined to the holiday season.

	Per.
Prunes—	
30 to 40, in 25-lb. boxes	0 12½ 0 13
40 to 50 " "	0 11½ 0 12
50 to 60 " "	0 11½
60 to 70 " "	0 11
70 to 80 " "	0 10½
80 to 90 " "	0 08½ 0 09½
90 to 100 " "	0 09
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard	0 15 0 16
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 20
Candied and Drained Peels—	
Lemon 0 10 0 11	Citron 0 15 0 17
Orange 0 11½ 0 12½	
Figs—	
Elemes, per lb.	0 12½
1½ inches 0 10	0 13½
2 " 0 10½	Umbrella boxes 0 14
2½ " 0 12	
Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 09½ 0 10
Dried apples	0 10 0 10½
Currants—	
Fine Filiatras 0 07½ 0 08	Vostizzas 0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 09½ 0 10
" fancy	0 10 0 11
extra fancy	0 12 0 15
Valencias selected	0 08 0 09
Seeded, 1 lb packets, fancy	0 09 0 09½
" 16 oz. packets, choice	0 08 0 09
" 12 oz " "	0 07½ 0 08
Seeded 2 oz. packets fancy	0 08 0 08½
Dates—	Package dates,
Halloweer—	per 1 lb. 0 06
Full boxes 0 06 0 06½	Fards choicest 0 09½ 0 10½
Half boxes 0 06¾ 0 07	Natural, from 4½ up.
Sairs 0 05	

Nuts.—Shelled walnuts are extremely scarce and are much higher in price. All the wholesalers are unanimous on that point. It is stated by some that they do not believe there will be a sufficient supply for the Christmas and New Year trade and as unfavorable reports continue to come, the price continues to go up. The supply referred to might include other lines. The new crop nuts have not yet arrived and it is freely stated that the supplies are not heavy. It would seem from the bearish news about shelled walnuts that any retailer who has not the supply he wants should not delay until the very season begins as it is very likely that there will be another advance or two by that time. Brokers state that the intelligence they receive from growers is to the same effect that supplies are not at all liberal and particularly shelled walnuts.

Almonds, Formigetta	0 14 0 15
" Tarragona	0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14
" Marbots	0 15
" shelled	0 39 0 40
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 14½ 0 15
Peanuts, roasted	0 09½ 0 12½

Spices—Prices are holding firmly, with the cream of tartar situation much stronger owing to the failure of the grape crop and consequently of the short supply of wine.

	Bbls.	Pails or Boxes	Tins	1-lb. pkgs. dz	1-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 23	0 24	0 26	0 90	0 90
Cream tartar	0 24½	0 26	0 28	0 80	....
Curry powder	....	....	0 25	....	....
Ginger	0 20	0 22	0 24	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 80	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Peppe , white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					0 20

Coffees.—The market is very firm but shows practically no change. While top prices on Rios have not gone up, there is practically no bottom price.

Rio, roasted	0 15 0 16	Java, roasted	0 27 0 33
Santos, roasted	0 18	Rio green	0 11 0 12
Maracaibo, "	0 20	Mexican	0 25
Bogotas	0 18 0 25	Gautemole	0 18
Mocha, roasted	0 25 0 28	Jamaica	0 20

Rice and Tapioca.—Market is strong, particularly tapioca which some jobbers report at a slight increase. Business is steady.

	Per lb.
Rice, stand. B	0 03 0 03½
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	2 90
Rangoon	0 03 0 03½
Patna	0 06½ 0 06½
Japan	0 04½ 0 06
Java	0 06 0 07
Carolina	0 10 0 11
Sago	0 06½ 0 06
Seed tapioca	0 06
Tapioca, medium pearl	0 05½ 0 07

Evaporated Apples.—The market is advancing. Evaporaters report that the apples are nearly all done which is exceptionally early for that intelligence. Calls are being made for last deliveries to the factories and while nothing definite can be learned as to what stocks will be realized they are bound to be small. The home price now is too high for export and unless a change occurs the new stocks will have to be consumed at home. There is a feeling that there will not be enough for home consumption, but more definite news in this regard is not yet at hand.

Evaporated apples	0 10

Beans.—The market is a little easier owing to the fact that shipments have been heavy and with the orders filled and the rush over, there has been a noticeable easier feeling.

Prime beans, per bushel	1 90 2 00
Hand-picked beans, per bushel	2 10

MANITOBA MARKETS

POINTERS—

Syrup and Beans—Reduced.

Dried Fruits—Continued strong.

Winnipeg, Nov. 3.—The market condition is quite the reverse of that of a few weeks ago. For some time it was felt that high prices in the general line were about to rule during the winter season, but this week some sudden changes downward have been recorded. This results from the market manipulations in buying centres, and the abundant crops in the lines so affected.

In the west merchants will readily take advantage of present prices since their stocks have been altogether too light for many weeks. The lack of demand on the part of the consumer has not been the cause of merchants ordering lightly on a few of the lines, but simply the anticipation of lower prices. A brisk trade, however, has been going on in a wide range of goods. Dealers have been ordering often but in small quantities. This in the end seems to be the best method to pursue, as it cur-

tails superflous stocks and leaves the merchant in an advantageous position to order heavily when the right time arrives.

Sugar.—The decline of 10 cents last week is maintained to-day and of course the output at these prices has revived.

Montreal and B.C. granulated, in bbls	5 35
" " in sacks	5 30
" yellow, in bbls	4 95
" " in sacks	4 90
Icing sugar, in bbls	5 95
" " in boxes	6 15
" " in small quantities	6 15
Powdered sugar, in bbls	5 75
" " in boxes	5 95
" " in small quantities	6 10
Lump, hard, in bbls	6 2[illegible]
" " in ½-bbls	6 35
" " in 100-lb. cases	6 25

Foreign Dried Fruits.—The market is strong and further advances may come at any time. In some cases prunes are almost 100 per cent. higher than they were at this date last year. Valencia raisins continue at the $2.55 figure for 4 crown layers.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " cleaned, per lb	0 13
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09½
Raisins, 3 crown muscatels, per lb	0 06
" 4 " " "	0 06½

Prunes—

25lb. bx, 90-100, lb	0 07½	Prunes, 50-60 "	0 09½
" 80-90 "	0 08	Prunes, 40-50, lb	0 10½
" 70-80 "	0 08½	Silver prunes, ac. to quality	0 11 0 14
" 60-70 "	0 09½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08½
" wet, cleaned, per lb	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 08½

Pears, per lb	0 13½	Nectarines, lb.	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 15½	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup.—A further decline of 5 cents is reported on syrup. The cause is the large crop of corn and the abundance of the product. Syrup is going out from this centre in large quantities and will continue to do so since dealers' stocks are not heavy. There is no change on syrup in bulk.

Syrups—	
24 2-lb. tins, per case	2 08
12 5-lb. tins, per case	2 48
6 10-lb. tins, per case	2 37
3 20-lb. tins, per case	2 37
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—Prices are fairly stiff on all nuts. The demand is good and it is questionable whether there will be enough stock to supply the holiday demand. Shelled walnuts are particularly firm and scarce.

Shelled Walnuts, in boxes, per lb	0 35 0 36
" " small lots, per lb	0 38
" Almonds, in boxes, per lb	0 35
" " small lots, per lb	0 36
Peanuts, Virginia, per lb	0 11 0 13
Filberts, per lb	0 12½

Tapioca and Sago.—Prices are held moderately firm due to small production. Local wholesalers expect an advance on sago soon. The world's demand on crop centres is heavy.

Pearl tapioca, per lb	0 06 0 06½
Sago, per lb	0 04½ 0 05

Beans.—The price is down 10 cents. Lots of stock here and a temporary weakness in the demand has caused the decline. Orders are many and heavy in the west at present.

3-lb. picker, per bushel	2 15
Hand picked, per bushel	2 25

Evaporated Apples—These have weakened slightly due to plentiful stocks. The fresh apple distribution throughout the west has been heavy and has limited the demand for evaporated stuff.

25-lb box, per lb	0 11½
50-lb. box, per lb	0 10½

ALBERTA MARKETS.

Calgary, Nov. 3.—The prices of Ontario canned goods have been steadily advancing in the west. The scarcity in that province is the reason the wholesalers assign for the advance.

"We haven't been able to fill sixty per cent. of our orders," a local dealer stated to the representative of The Grocer. Consequently the prices on tomatoes, peas, beans, and other canned goods from Ontario still soars.

Sugar has declined slightly and is selling for $5.84 now.

Apples, per box	1 60 2 00	Evaporated Apples	0 11
Apricots, dried, fancy	0 17	Eggs, local, doz	0 45
Butter, local, creamery choice, lb	0 30	Eggs, eastern	0 40
Butter, eastern, dairy in tubs	0 26	Flour, standard, per bbl	6 95
Butter, eastern, dairy choice	0 29	Ham, cooked	0 30
Beans, per lb	0 03½ 0 04½	Ham, sugar cur'd	0 21 0 22
Bacon	0 22	Haddies, per lb	0 12½
" breakfast	0 24	Halibut, per lb	0 09
" long clear	0 17	Kippers, per box	2 25
Cantaloupes, crate	4 25	Lard pure	0 18
Currants	0 09½	" compound	0 14½
Cornmeal, 100 lbs	2 70	Lemons, Cal., box	9 00
Cod, per lb	0 07½	Oranges, Val., box	5 25
Cheese, Ont	0 14½ 0 15½	Oranges, Cal.	4 50 5 75
" Manitoba	0 14½	Onions, American, lb	0 03
" Alberta, large	0 14½	" Spanish, crate	1 50
" " twins	0 15½	Potatoes—	
Canned Goods—		Alberta per cwt	1 30
Beans, case	2 12	B.C., new, cwt	1 65
Peas, Early June	1 50	Prunes	0 07½ 0 10
Apricots, Cal. case	6 00	Raisins—	
Apples, cases, 6 one gallon	2 10	Valencia, lb	0 03 0 03
Tomatoes, 3's, case	2 44	California	0 03
Dried Fruits—		Rice, per ton	68 00 76 00
Evap. apples, lb	0 11½	Rolled oats, 80's, sack	2 50
Apricots, lb	0 17½	Salmon, Fraser River per case	8 50
Peaches, lb	0 09½	Sugar, std. gran	5 84
Dates, bulk, lb	0 07½	" imported	5 50
Figs, natural, choice per 28-lb. mat	1 85	Tapioca, per lb	0 06½
		Trout, per lb	0 06

BRITISH COLUMBIA MARKETS.

Vancouver, Nov. 3.—Last week saw a reduction in the price of sugar, it being quoted now at $5.70. This is the first reduction for some time, though dealers expect that it will get down to where it was a year ago. The drop in sugar is an odd reduction, that is, there are no others to record to make an even number. On the contrary, advances are in line. Dealers are apprehensive concerning potatoes. Some of the wholesale men have gone into the upper country to buy and are offering their purchases at $30 a ton, and in one instance at $32. Locals are nearly as high. Last year this same thing took place, and at the close of the season prices went down with a thud, the best offering at $15. Still those who had bought in cleared, as the prices previous to the break were good.

The new prices for canned tomatoes, corn and peas are announced. For tomatoes, $1.50, compared with $1.27½ a year ago, which means no retail price of two for two bits. Corn, $1.17½, as against $1.02½ and $1.05, and peas, $1.35 for all grades, except petit pois. The old price for peas was $1.15 for standard and $1.20 for early June, but this was increased to $1.35 some months ago.

Apples, cooking, box	1 00	Currants	0 06½ 0 06½
Apples, local Grav.	1 75	Dried apricots	0 11 0 13
Beans, per lb	0 03½ 0 04½	Eggs, Eastern	0 25 0 32
Butter, Eastern dairy in tubs	0 25	Eggs, local	0 45 0 48
Butter, Eastern dairy, choice	0 28 0 29½	Flour, Standard, bbl	7 10
Butter, local creamery	0 35 0 40	Cornmeal, p. 100 lbs	2 60
Canned Goods—		Rice, per ton	68 00 76 00
Peas, Early June	1 35	Tapioca, per lb	0 03½
Tomatoes	1 50	Canteloupes, crate	4 25
Corn	1 17½	Evaporated apples	0 08½
Apples	3 42½	Bacon	0 25 0 31
Strawberries	1 75	Ham, cooked	0 23 0 23½
Raspberries	2 02½	Lard, pure	0 18
Canned salmon	6 50	Lard, compound	0 17½
Cheese, Ontario	0 14½ 0 15½	Potatoes—	
" Manitoba	0 14	Ashcrofts, ton	31 00
Dried Fruit—		Potatoes, local	25 00
Val. raisins, lb	0 05½	Sugar, standard granulated	5 70
Cal. " "	0 07½	Sugar, imported	5 25
Prunes	0 05½ 0 07½		

NEW BRUNSWICK MARKETS.

St. John, Nov. 3.—There has been considerable activity in the wholesale markets during the last week and several lines experienced a decided slump. Manitoba flour declined 20c a barrel, and Ontarios went off 10c. Oatmeal is quoted 35c lower, and sugar fell off 15c. Lard is also a little easier, both pure and compound, and salt pork is down 75c to $1 a barrel. Canned goods are much higher than the opening price, tomatoes being quoted at $1.30, and peas at $1.17½ to $1.20. Cheese is also higher, as the dealers are holding heavy stocks. All nuts show a considerable advance over last year. Shelled walnuts are now being held at 40c a pound, which was the former retail price. Dried fruits are commencing to come in, and several large consignments of seeded raisins have been received. Malaga fruit is also arriving now.

Sugar—		Peaches, 3's, dozen	2 85 2 95
Standard gran.	4 85 4 95	Raspberries, dozen	1 85
Austrian "	4 75 4 85	Tomatoes	1 30
Bright yellow	4 65 4 75	Strawberries	1 15
No. 1 yellow	4 35 4 45	Rice, lb	0 03½ 0 03½
Flour, Manitoba	6 35 6 45	Beans, hand picked, bus	2 25 2 30
" Ontario	5 60 5 60	Beans, yellow eye, bus	3 50 3 65
Cornmeal, bags	1 40 1 45	Cheese, new, lb	0 14 0 14
" bbls.	3 25 3 30	Lard, compound lb	0 14 0 14½
Oatmeal, bbls	4 95 5 00	Lard, pure, lb	0 17 0 17½
Std. oatmeal	5 55 5 65	Bacon	0 18 0 20
Buckwheat, west. grey, bag	2 90 3 00	Pork, domestic mess	27 50 28 00
Val. raisins, lb	0 05½ 0 06½	Pork, American clear	6 00 26 50
Cal. raisins, seeded	0 08 0 08½	Salmon, case—	
Currants, lb	0 07½	Red spring	6 50 6 75
Prunes, lb	0 05½ 0 09	Cohoes	6 00 6 25
Molasses, fcy. Barbados, gl	0 30 0 31	Baked beans, dozen	1 20 1 30
Butter, dairy, lb	0 18 0 22	Fish—	
Butter, creamery, lb	0 23 0 24	Cod, dry	3 00 4 25
Eggs, new laid	0 26 0 30	Herring, salt, bbls	4 75 5 00
Eggs, case	0 25 0 26	Bloaters, box	0 85 0 90
Ham	0 20	Harbour salmon, lb	0 16
Potatoes, new, bbl	1 25 1 50	Fresh Gaspereaux, cwt	1 00
Canned goods—		Walnuts, lb	0 40
Peas, No. 4	1 17½		
" No. 3	1 25		
" No 2	1 30		
" No. 1	1 77½		
Peaches, 2's, dozen	1 75 1 85		

NOVA SCOTIA MARKETS.

Halifax, Nov. 3.—The autumn trade in the wholesale grocery lines is quite brisk. Collections are only fair, but on this score the dealers are not making any complaint.

Pork and pork products are showing signs of a decline, and dealers think that the outlook for a reduction in prices in the near future is good.

The sugar markets are easier, a decline in the local market of 15c per 100 pounds having taken place this week. Extra standard granulated is now sell-

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Just as convenient to handle as advertised carton goods—but with a much more satisfactory profit. None of the waste or deterioration that so frequently accompanies bulk business.

RETAIL PRICES

Oat Flakes	2½-lb.	bag	retailing	at	. . . . .	10c
Oat Flakes	7	"	"	"	. . . . .	25c
Flaked Wheat	2½	"	"	"	. . . . .	10c
Flaked Wheat	7	"	"	"	. . . . .	25c
Corn Meal	3	"	"	"	. . . . .	10c
Corn Meal	7	"	"	"	. . . . .	20c

Graham Flour in bags contains 7, 14 and 24½ lbs. respectively. Oatmeal in bags, containing 6, 12 and 24½ lbs. respectively.

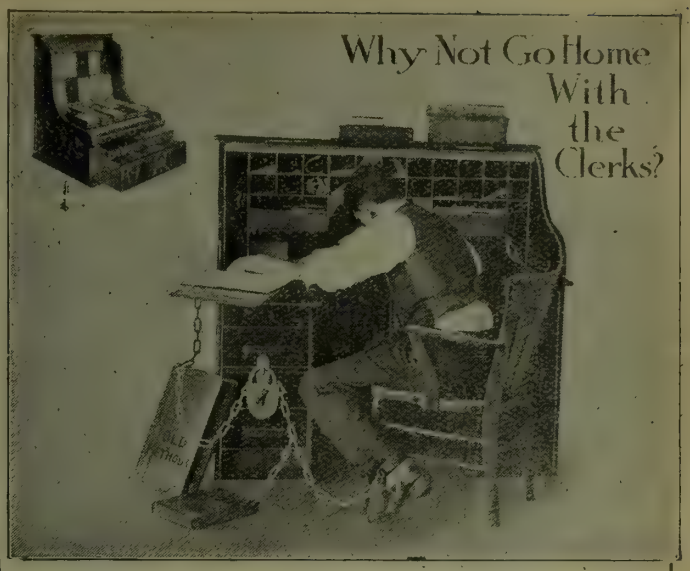
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ing at $4.75, and No. 1 yellow at $4.35.

Butter continues firm and high. Some small tubs of dairy were marketed this week for the Thanksgiving trade, and sold at 24c to 25c per pound. Creamery prints are quoted at 26c to 28c.

Flour is easier, there being a drop of 10c per barrel on standard brands this week.

An advance has taken place in the price of cream of tartar. The wholesalers say that they now have to pay 8c per pound more for crystals than at the beginning of the month. The advance is due to the failure of the grape crop. Wholesalers, who a few weeks ago, were asking 25c to 27c for cream of tartar, now ask 30c to 32c. The price of crystals is the highest in 20 years.

Apples, bbl....		
No. 1 Grav....	....	4 50
Sweets.....	2 50	3 50
Butter—		
Creamery prints per lb.....	0 26	0 28
Creamery solids per lb.....	0 24	0 25
Dairy, tubs, lb.	0 24	0 25
Bacon.....	0 21	0 22
Bananas.....	1 75	2 50
Beans, box, wax		2 50
Cornmeal, bag.	1 60	1 65
Cream of tartar	0 30	0 32
Canned goods—		
Beans.....	....	1 00
Corn.....	....	0 97½
Tomatoes	1 15	1 25
Peas, std.....	....	1 00
Peas, early June		1 15
Corn beef, 1's.. ...		1 85
Corn beef, 2's..		3 25
Fresh eggs, doz.		0 26
Flour h. wheat per bbl.....	....	6 65
Flour, Ontario blends, bbl...	....	5 90
Fruits—		
Lemons, 300....	....	7 25
Oranges—		
Valencias.....	6 25	7 50
Mediterranean..	4 50	4 75
Pineapples.....	4 25	4 50
Rolled oats, bbl.		5 25
Pork, American per bbl.....	....	25 50
Pork, clear bbl		28 50
Hams smoked		0 18½
Codfish, quintal		5 60
Herring, pickled per bbl.....	....	5 00
Lard.....	....	0 17
Molasses, fancy Barbados, bbl.		0 36
Molasses, fancy Barbados, gal. . ..		0 32
Potatoes, bbl..		1 75
Pears, bbl.....		3 50
per bbl.....		1 75
Onions, Spanish ber lb.....	0 02½	0 02½
Onions, Can., 75 lb. bag.....		1 40
Raisins, Val....	0 10	0 10½
Sugars—		
Extra Standard, granulated		4 75
Unbranded Yellow.....		4 20
United Empire.		4 65
No. 1 yellow....		4 35
Tomatoes, 11-qt. basket.....		0 25

Shrinkage Losses in Handling Produce

Western Ontario Dealer Advises That 10 Per Cent. be Deducted From Weight to Overcome This—Thinks That a Grocer Who Pays a Farmer for Eggs Above the Wholesale Market Price Loses Money and is Not Fair to His Town Customers — Some Experiences Given.

By H. R. Daniels.

Butter and eggs worth more than money! Impossible, you say; nevertheless, this condition actually prevailed in one Western Ontario town for over a year, and, let me add, is likely to exist again at any time.

Permit me to explain: assuming that eggs are worth say 20c in the wholesale markets and a merchant pays 22c for them, is it not as plain as day that one dollar's worth of eggs are equivalent in buying power to $1.10 in cash at his store? In other words, Farmer Brown's dollar's worth of produce will purchase as much as $1.10 of his city cousin's hard earned cash. Just think of it. Here is a dead loss of 10 per cent. which if not counteracted in some way must eventually spell failure in the face of a steadily declining margin of profit.

No Sound Reason Given.

Nor are the reasons given by those who are responsible for this policy of a convincing nature. Generally, of course, the object is to promote trade. Yet this must loose its stimulus as soon as competitors fall into line. One dealer at least defends his policy of regularly paying an advanced price for butter by the statement that he is able to retail practically all he gets to his town customers at a price sufficient to protect him. Yet this seems grossly unfair to those patrons who pay cash for their groceries and who, in fact, constitute the real back-bone of his trade.

This leads us to a consideration of a vital point, viz., how may we determine what constitutes a fair price for produce? This will be governed by the season, loss by shrinkage being much heavier in the warm weather.

Is Shrinkage Figured?

Right here, Brother Grocer, let me ask, "are you getting out even, profit not considered, on the butter you buy during July, August and September?" At first thought you may say "yes": but let's see. Do you figure the shrinkage resulting from careless working of the butter and which will surely take place in your cellar, and do you make allowance for it?

The writer has seen 2¼ lbs. water taken from a 28 lb. crock of butter by a simple manipulation with the ladle in emptying. This is approximately 8 per cent.

Doubtless this is an extreme case, yet under the most favorable conditions I believe it will average 4 per cent. to 5 per cent. Some dealers endeavor to eliminate this loss by employing a squeezer to separate the milk and water from the butter. These are then returned to the crocks and the weight deducted. This however, is a slow process and not always practical. Others again estimate the quantity of moisture and make due allowance. This, too, is a dubious procedure and liable to arouse a suspicion in the minds of customers that they are not getting a square deal.

The Freight Charges.

To the above losses must be added the cost of shipping tubs or boxes. As the closest price on these is 26c., and as a box contains about 58 lbs. net, it will be seen that this means practically another ½c per lb. In the winter the butter, of course, comes in rolls and empty packing cases may be utilized for shipping, though something must be added for wrapping.

Advises Deducting 10 Per Cent.

Keeping the foregoing in view we are able to arrive at an approximately fair price for our produce. This, I believe should be regularly determined by deducting 10 per cent. from the prevailing market price. This practice would protect the merchant and at the same time be fair to his customers. Of course, such a policy could only be maintained by a concerted action of the dealers in each town.

One of the chief

causes of the success of Fels-Naptha soap with the grocery trade was its distribution without any prizes, premiums, schemes and other nuisances. A steady, satisfactory sale and assured popularity with women were greater premiums.



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A Sharp Decline in Pork Products

Live Hogs Have Dropped From $9.25 to $6.90 in Toronto During the Past Month—Decrease in Prices of Lard, Boiled Ham, Smoked Ham, etc., Announced This Week — Butter is Still Weak, But Has Improved Since the Last Report — Poultry Trade for Holiday was Quite Satisfactory — Pickled Eggs in Greater Demand and are Quoted Higher.

Undoubtedly a feature of the grocery market just now is the condition of the provision market. In the issue of October 7th live hogs were quoted at as high as $9.25. This week they are bringing only $6.90. That is a criterion of the whole market. Lard is down a quarter of a cent in some places, and pork, in its various marketable forms, is down practically all along the line. This decline is seasonable according to general reports, and in addition, supplies are coming in more freely than in the past. The drop has been sudden, and it has been rather heavy.

Supplies of butter are falling off now, but still the market is on the weak side. There is still a good make and while the season is nearing a close it has not yet given up the ghost. Demand is good, and at present conditions are about to change. That is, it is evident that with decreased supplies in the near future butter prices will become firmer.

Eggs are bringing the price. New-laids are scarce and the demand on pickled eggs has increased the price of the latter. Storage eggs are now depended upon for most of the supplies, and will have to supply the bulk of the trade for many weeks to come.

The holiday brought out large supplies of poultry and they are still coming in. The price is favorable and trade has been good.

MONTREAL.

Provisions—Hogs are coming in freely, in fact so much so that prices have been pounded down a full half-cent on both live and dressed. Other lines of provisions are holding firmly, on account of the heavy buying. Evidently winter preparations are in order, and the prospects are for a fine trade this fall.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15½
" " " 3 " "	0 15½
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 14½
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13½
Cases, 10-lb. tins, 50 lbs. to case, per lb	0 13½
" 5 " " " "	0 13½
" 3 " " " "	0 13½
Pails, wood, 20 lbs. net, per lb	0 13½
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 13½
Tierces, 375 lbs., per lb	0 13½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 14½
Long clear bacon, heavy, lb	0 14
Long clear bacon, light, lb	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16
Large sizes, 18 to 25 lbs., per lb	0 17½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 19½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 18½
" " " small, 9 to 12 lbs., per lb	0 19½
Breakfast bacon, English, boneless, per lb	0 18½
Windsor bacon, skinned, backs, per lb	0 19½
Spiced roll bacon, boneless, short, per lb	0 17
Hogs, live, per cwt	7 50
" dressed, per cwt	11 25

Butter—Butter receipts are falling off somewhat, and evidently are going to be below last year's figures for the next few weeks. The reason assigned for this, in view of the receipts for the season being higher, is that the exports to the States have not fallen correspondingly with decrease in the make. This has cut down supplies here somewhat. Receipts for the week are 5,954 packages, as against 6,043 same week last year. For the season they are 384,432 packages, as against 339,258 same season last year.

New milk creamery	0 25 0 25½
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 22 0 23

Cheese—Cheese is going to the Old Country in larger quantities now, but home consumption has fallen off. The result has been to hold prices the same as last week. Receipts for the week are 56,530 boxes, as against 46,003 same week last year. For the season they are 1,815,787 boxes, as against 1,796,280 same season last year.

Quebec, large	0 12 0 12½
Western, large	0 12 0 12½
" twins	0 12 0 12½
" small, 20 lbs	0 12 0 12½
Old cheese, large	0 15

Eggs—New-laids are scarce, and apparently growing scarcer every day. Prices are high and firm. Storage eggs are coming on the market in considerably increased quantity. Prices are as yet unchanged, though the increase of demand for the Thanksgiving trade has strengthened the market to a large extent. Receipts for the week are only 1,374 cases, as against 1,663 same week last year. For the season they are 175,577 cases, as against 180,346 same season last year.

New laids	0 40
Selects	0 28
No. 1	0 24

Honey — Retailers report a good Thanksgiving trade, but this as yet has shown no decided effect on prices. Otherwise there is little of interest.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

Poultry—With Thanksgiving a thing of the past, trade has suffered a slump, but still not to any exceptional degree. Supplies are not coming in any too well, and if the present season is any criterion there will be a struggle to get them for the Christmas trade. Prices are the same as last week, but are slightly weaker in tone.

Chickens	0 16 0 18½	Ducks	0 18 0 19
Fowl	0 14 0 15	Turkeys	0 18 0 19
Geese	0 13		

TORONTO.

Provisions—Live hogs have dropped to $6.90, and other prices have followed in the same direction. Just a month ago hogs at country points were bringing as high as $9.25, so that it will be understood how rapid has been the slump. At this season there is always reduced prices, and, besides, the deliveries of hogs have been heavier. Lard is down locally a half a cent, the lower price ruling with the most houses. Hams, cooked and smoked, are also quoted at lower prices. Heavy mess pork and short cuts are also reduced.

Long clear bacon, per lb	0 15
Smoked breakfast bacon, per lb	0 19
Pickled shoulder	0 11½
Roll bacon, per lb	0 14
Light hams, per lb	0 18
Medium hams, per lb	0 18
Large hams, per lb	0 17
Cooked hams	0 24
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 19
" pea meal	0 19½ 0 20
Heavy mess pork, per bbl	25 00 26 00
Short cut, per bbl	27 50 28 00
Lard, tierces, per lb	0 14½ 0 15
" tubs "	0 15 0 15½
" pails "	0 15½ 0 15½
" compounds, per lb	0 13 0 13½
Live hogs, at country points	6 90
Live hogs, local	7 20 7 35
Dressed hogs	11 00

Butter—Prices remain unchanged, and, indeed, the market seems weak. Supplies are still heavy, and while the demand is steady, the supply seems to be a surplus.

	Per lb.
Fresh creamery print	0 26 0 27
Creamery solids	0 25 0 25½
Farmers' separator butter	0 24 0 25
Dairy prints, choice	0 22 0 23
Fresh large rolls	0 21½ 0 22
No. 1 tubs or boxes	0 21 0 21
No. 2 tubs or boxes	0 19 0 20

Cheese—A steady business is passing in cheese. Twins are quoted a little higher, but it is not considered an advancing market.

New cheese—		New twins	0 12½ 0 12½
Large	0 12 0 12½	Stiltons	0 14
Old cheese	0 14 0 15		

Eggs—New-laid eggs are scarce, and pickled eggs are quoted at an advance because of the fact that they have had an increased demand. What the country needs are hens that will lay in winter as well as the summer, and thus relieve the anxiety with which the winter months are regarded by those who depend upon the hen for a certain assistance. What about importing hens from Argentine?

New laid eggs	0 35 0 40
Selects, storage	0 29 0 30
Fresh eggs, doz., storage	0 26 0 27
Pickled eggs	0 26 0 26½

Poultry—From all reports, there seems to have been a sufficiency of poultry for the holiday, and the leading poultry houses state that they had little or no stock held over. There was a good demand for the holiday, and supplies are still coming in freely.

Spring chickens, live	0 11 0 12
Hens, per lb live	0 [illegible]
Turkeys, per lb., large, dressed	0 16 0 18
Spring duck, lb., live	0 10
Geese, live	0 09 0 09

Note.—Dressed prices from 1½ to 2 cents above live.

Chocolate "BORDO" Are Trade Builders

One of the most notable successes in the Confectionery world is "Bordo" Chocolates.

Now-a-days the public is showing a keen discrimination in the matter of buying Chocolates, so that when they ask for their favorite they name the kind they want; invariably the name is "Bordo."

The reason is, their purity of composition, the excellence of the materials used, and the delicacy of their unique flavor.

Those retailers who have stocked "Bordo" have found them a most paying line, and it is encouraging both to retailers and to us to know that the demand is increasing by leaps and bounds.

People who have tried this specialty, not only continue to buy them, but are talking about them. "Bordo" are now the fashion, and the fashion is one that will not change.

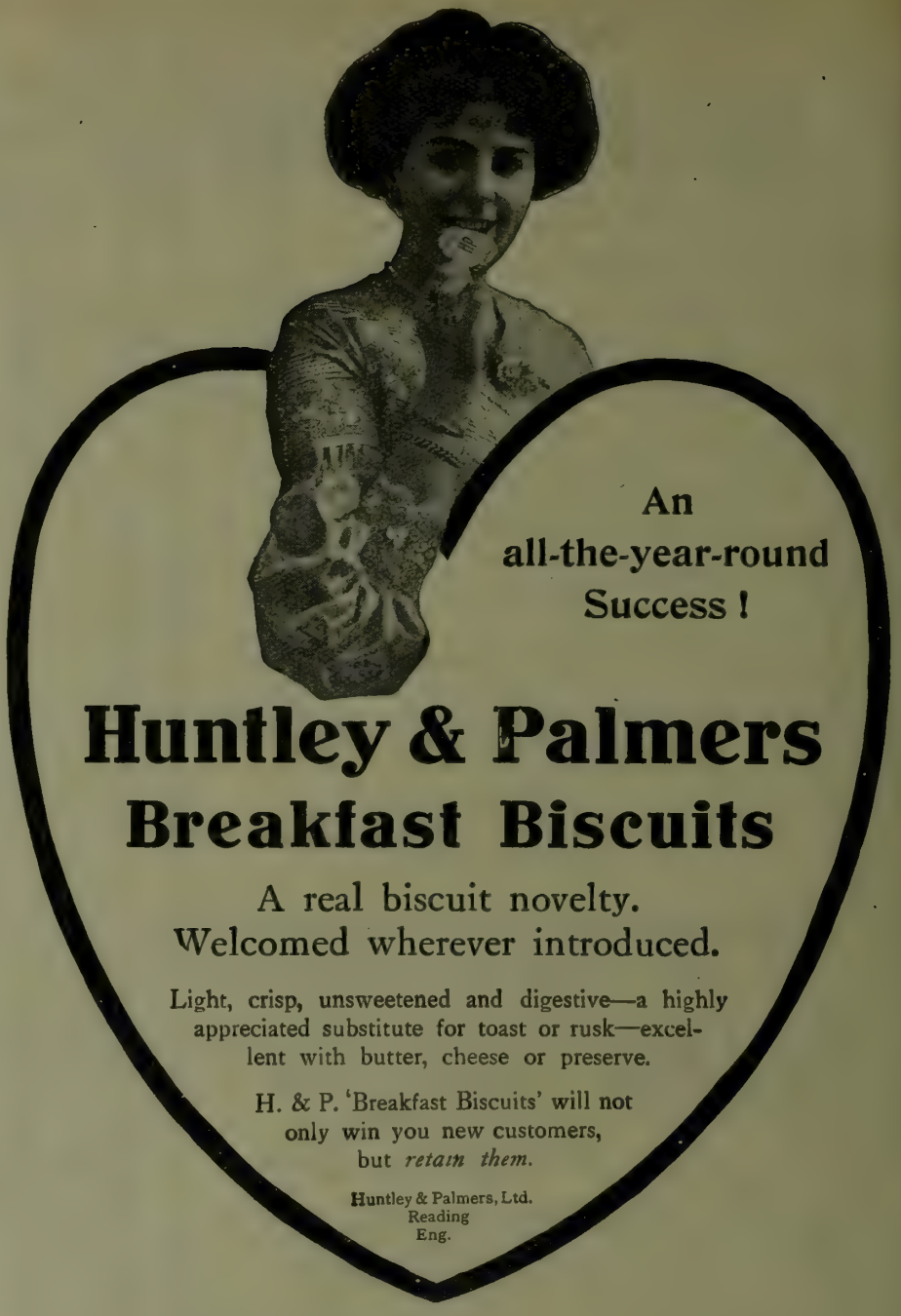
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The Montreal Biscuit Co.

"THE ORIGINATORS"

MONTREAL

The House for Rapid Selling Novelties



An all-the-year-round Success!

Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but *retain them.*

Huntley & Palmers, Ltd.
Reading
Eng.

Honey—The market is steady at unchanged prices. Reports agree that the amount of business is encouraging.

Clover honey, extracted, 60 lb. cans	0 10½	0 11
" " " 10 lb pails	0 11½	0 12
" " " 5 lb. pails		0 12
" " comb, per dozen	2 00	2 50
Buckwheat honey, lb.		0 07½

No Complaints Now Heard About Canadian Flour

E. H. S. Flood, Canadian Trade Commissioner, writing from the Barbados, states that complaints regarding Canadian flour there are no longer heard and that in the future the importation will steadily increase year by year.

"On looking into the customs report," he says, "and inquiring of the officials it is found that Western Canada flour shipped via New York is credited to the United States so that there is no way of finding exactly how much Canada is now supplying but it is safe to say that at least half comes from Canada though the returns would not show it."

PLANS FOR SUGAR REFINERY.

St. John, N.B., Nov. 3.—Interest was awakened last week in the proposal to establish a sugar refinery in St. John by the filing of the plans of the Atlantic Sugar Refinery Co., of Montreal. The plans were filed on Saturday last with the city clerk by F. R. Taylor, legal representative of F. C. Durant, the promoter of the project. The plans provide for the building of a plant to cost in the vicinity of $2,000,000 and it is expected an announcement will be made shortly as to the time for the commencement of the work.



Millions of People Use Gillett's Lye.

The fact that Gillett's Lye is so favorably known and well advertised makes it the best cleaner to sell.

GILLETT'S LYE EATS DIRT!

It cleans baths, sinks, pans, cans, dishes, drains, closets, etc., and everything pertaining to the home. It is a fine disinfectant.

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WINNIPEG. TORONTO, ONT. MONTREAL.

GILLETT'S CHEMICAL WORKS ESTABLISHED 1852.



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SHREDDED WHEAT is one of the best paying food products you can handle, not only because you make a good profit on every sale, but because it's a steady, all-year-round seller. Our extensive magazine, newspaper and street car advertising, demonstration and sampling, have made SHREDDED WHEAT better known and easier to sell than any other cereal food. Thousands of visitors to Niagara Falls pass through our $2,000,000 sunlit factory, to see SHREDDED WHEAT being made and tell friends and neighbors of its cleanliness and wholesomeness. SHREDDED WHEAT is flavory, nourishing and satisfying—people who eat it once eat it always. Because it is widely advertised and easy to sell, sure to please and profitable to handle, it will pay you to push

Shredded Wheat
"It's all in the Shreds"

The Hunting Season

is now on, and you are doubtless daily supplying parties. Be sure they take

Clark's
Pork and Beans

All of CLARK'S MEATS find favor with hunters, for they are convenient, nourishing and tasty.

Your Jobber will supply you

Wm. Clark - Montreal

A Demand—
A Decision—
A Disposal!



That there will be an increasingly active **demand** for

Tillson's Oats

—A FOOD NOT A FAD—

in the very near future is an assured fact, in view of our very extensive and forceful newspaper and bill-board advertising.

And the wise Grocer will speedily make the **decision** to stock up liberally with this popular cereal food—the food which **is** a food **not** a fad!

The result will be an increasingly large profit to every retailer who has been assisting in the **disposal** of TILLSON'S OATS. Put up in 2 sizes:—

Premium Family Package,
Retailing at 25c.

Pan-Dried Package,
Retailing at 10c.

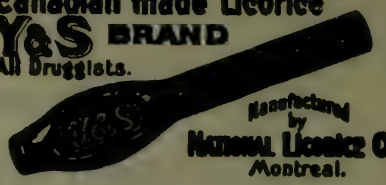
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Head Office, Lumsden Building, Toronto

Canadian made Licorice

Y&S BRAND

All Druggists.



Manufactured by National Licorice Co. Montreal.

Grocers Confectioners and Druggists

should not fail to handle a full range of our

Licorice Specialties

which will be found quick selling and profitable.

We also recommend our

Delicious Y&S Licorice Pepsin Gum

Soft Mints, 5c. boxes | M.&R. Wafers 5c. bags

Acme Pellets, 5-lb. tins | Lozenges, etc.

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POWDERED GELATINE

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LOZENGES

Should be in your confectionery department.

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The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.
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J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

A Decline in Flour is Expected

Wheat Market Has Been Going Down and There is a Feeling That Flour Should Take Another Drop—Millers State, However, That Previous Prices Had Been Low and The Decline in Flour Simply Equalizes Conditions for Them—Good Trade in Rolled Oats, and Market Prices Likely to be Stationary for Some Time—Price of Ontario Wheat Near 75 Cents.

Wheat has declined considerably during the past week, the market seeming to be entirely under bearish influence. As prices continue to the level on which an export demand might be created, the Liverpool market seems to keep lower than it by dropping at the same time, with the result that Canadian prices are always too high. Of late, however, the bearish movement has been more marked and it looks as if the price will decline to a figure at which a lot of business will be transacted.

While wheat has been going down, flour has been holding firmly and every decline means money for the mills while the prices of flour remain at their old figures. It is possible that flour will not be reduced, but judging from past happenings it is more likely that some one will come in on the decline and cut prices. A miller stated this week that he would not be surprised to hear of a decline in flour now at any time, that is while wheat prices are at their present level.

There has been good business in rolled oats and the market seems to have reached firm ground. The oat market, however, is considered strong just now, and while it is difficult to even surmise what will be the next movement, it seems that the market is likely to hold at its present figures for a time.

Ontario wheat is just now on a rather dull market, and as far as business goes there seems to be but little doing. The price is practically down to 75c, and a miller chuckled as he expressed the opinion that the Ontario farmer was "going to get it in the neck" this year. The farmers held off their wheat when they could have received a dollar for it. Now it is nearing 75c.

The European visible grain supply this week amounts to 104,216,000 bushels, as compared with 101,228,000 last week, the exact jump being 2,988,000 bushels. The supply is now almost 24,000,000 bushels larger than it was at the same time last year.

Yesterday the Canadian visible grain supplies were estimated as follows:—Wheat, this week, 11,031,000; last week, 10,415,000; last year, 12,068,000. Oats, this week, 8,508,000; last week, 8247,000; last year, 3,099,000. The difference in oats stocks is accounted for, of course, by the retention of much of last year's crop.

MONTREAL.

Flour—Flour market is somewhat weaker this week, owing to the uncertain state of the wheat market. Although no actual decline has as yet taken place, demand has fallen off considerably, buyers seeming to feel assured that such a movement is in prospect. Even for export the demand is light.

Winter wheat patents, bbl	5 45
Straight rollers, bb	5 25
Extra, bbl	5 25
Manitoba 1st spring wheat patents, bbl	5 80
" straight patents, bbl	5 30
" strong bakers	5 10
" second "	4 60

Rolled Oats—Oatmeals are down 20c this week, as a result of the weakness of the oat market. In addition to this, sales are not what they should have been, particularly for export trade. In view of the approaching close of navigation this is rather an unlooked-for condition, but it may change in the next few days. Local trade is only fair at the decline.

Fine oatmeal, bags	2 25
Standard oatmeal, bags	2 25
Granulated " "	2 25
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 00
" barrels	4 45

TORONTO.

Flour—There is not a great deal of interest in flour just now, except in watching the market. As the price of wheat recedes it is expected that another drop in flour prices may materialize, although the principal mills give no reason for that expectation just now. On the whole the trade has not improved a great deal on the conditions of the past few weeks. There is a noticeable feeling of hope in some quarters that the price of wheat will go lower, as these have for a long time now been waiting for a good export business, and they see in reduced prices their hopes about to be fulfilled.

Manitoba Wheat.		
1st Patent, in car lots		5 70
2nd Patent, in car lots		5 20
Strong bakers, in car lots		5 00
Feed flour, in car lots	3 10	3 30
Winter Wheat.		
Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 20

Cereals—The market is steady, with a fair amount of business passing. Trade is good at last week's reduction in rolled oats..

Rolled oats, small lots, 90 lb. sacks	2 05
" " 25 bags to car lots	1 95
Rolled wheat, small lots, 100 lb. bris	2 85
" " 25 bris. to car lots	2 75
Standard and granulated oatmeal, 98 lb. sacks	2 25

TRADE NOTES.

M. L. Foy has purchased the grocery business of H. Clarke, 119 Roncesvalles Ave., Toronto.

Castor & Pruner, Stratford, Ont., have bought the business of J. Plesky, 1594 Dundas St., Toronto.

A Toronto grocer on Roncesvalles Ave., says that in one day recently 23 travelers called on him.

Chas. Sutherland, manager of the Detroit branch of the Salada Tea Co., died last week. He was eighteen years with the firm, 12 years of which he was in charge at Detroit. He has not been well for the past 3 years although his death was quite sudden. Hamilton, Ont., was his native home.

Biscuit Quality

is no less a matter of purity of materials and of skill and care in mixing and baking, than of the way in which the biscuits are packed.

Your absolute guarantee against soggy conditions is to sell exclusively--.



This is the kind that always reaches you in the same crisp and fresh condition as it leaves our oven.

Your cracker business will be booming this summer if you are selling

MOONEY'S

Order to-day.

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St. E., Toronto

Cocoa Campaign Appropriate for This Season

With the beginning of the cold season there is ushered in the time during which cocoa has one of its largest sales. This is a matter of some concern to the grocer who has the cocoa trade all to himself. There is no need of waiting until the people ask for it of their own accord. It is not a difficult matter to arrange a window and in addition it is timely to talk cocoa to customers.

One plan that might be worked out in a cocoa window would be to use a small table, probably one such is found in a parlor would present the best appearance. A dainty cloth laid on top is preferable and then show a small tea service with two or three cups and saucers. Fill the sugar bowl with lump sugar and in a prominent position on the table put a can or package of some good brand of cocoa.

A neat show card against one of the legs of the table should be appropriate and on the floor of the window pyramids of cocoa tins or packages could be arranged.

Social evenings will be numerous throughout the fall and winter and cocoa will be in big demand from that point alone. The dealer needs simply to suggest it. Then in many homes it is always a bed-time drink with a few light cakes to promote pleasant dreams. This is a common practice and not only can cocoa be shown to advantage but the grocer is making no mistake by pushing loaf sugar, fancy cakes and cookies as well. An attractive window combining these goods could be easily arranged.

AWAY FROM PUBLIC'S PURSE.

Wholesaler Claims That Salmon Will Cease to be Staple.

The salmon market interests a particular Western Canada wholesaler who asks the question how long will salmon be a staple. He points to the ever increasing markets, big fields that had no demand for salmon heretofore, the high cost of living and the resultant dependence on salmon. Europe, Western Canada, Australia and other lands are beginning to recognize the value of salmon and as the demand increases the price has increased. This wholesaler, therefore, considers his question a pertinent one, for with every advance in price the tendency is to get away from the general public's purse, he claims.

F. W. Thompson, Montreal, general manager of the Ogilvie Flour Mills Co., has left for the west on a business trip.

The retail grocery store of S. C. Carpenter, St. George Street, Moncton, N.B., was destroyed by fire recently. Mr. Carpenter carried about $1,500 of a stock and it was practically all destroyed. He places his loss at $1,500, with $700 insurance.

CIE FRANCAISE des PATES ALIMENTAIRES
Macaroni, Vermicelli, etc.
Strictly French Manufacture Guaranteed
Manufactured at
92 Beaudry Street MONTREAL

THE HODGSON GUM CO.
898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.

MAPLE SYRUP!
SMALL'S brands are standard world over. 36 years reputation. Wholesale Brokers carrying stock: Standard Brokerage Co., Vancouver; Nicholson & Pain Winnipeg, Calgary; MacLaren Imperial Cheese Co., Toronto; T. M. Duche & Sons, New York and Manchester, Eng.
Canada Maple Exchange, Limited - Montreal

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
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COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

CEYLINDO TEA
SATISFIES the most exacting tastes because IT IS THE "BEST TEA" AT POPULAR PRICES.
This choice whole leaf Indo-Ceylon Tea, free from dust, is specially blended and packed in our Bonded Warehouses, London, England, and is second to none.
Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.
We want permanent and future business, and if you try this Tea, you and your customers will be satisfied, as they will tell you THERE IS NO BETTER.
W. D. MIDMER & CO., "Canada," LIMITED
New Glasgow, N.S., and London, Eng.

Spices, and How to Know Them
By W. M. GIBBS
The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.
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All the year round
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"Diamond" and "Elite"
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are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.
EVERY JOBBER SELLS THEM
John P. Mott & Co.
Halifax, N.S.
SELLING AGENTS:
J. A. Taylor, Montreal — R. B. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

You can't guarantee cheap flour

FLOUR that you can't back up with all the strength of your personal recommendation—
Flour that falls down weakly, that fails to bear out your quality pledges—
This is the *dangerous* staple to handle, Brother Grocer.

For no maker on earth can "moneyback" a product in which he has no confidence, in which economy of production is the prime factor.

The maker escapes his liability with "the sale"—it's the dealer—YOU—who must face the irate customer, the long line of complaints, the business irretrievably lost, the discouragement, the disappointment.

If the maker *can't* guarantee "cheap" flour, neither can YOU.

And the customer cannot recommend its use to others, and you lost the very best advertising there is.

You get no "to-morrow's profits," don't you see. Because low price and poor work go hand in hand in flour making—cheapness in the right hand means a raw deal in the left.

Sell FIVE ROSES, Brother Grocer.

It is *doubly* guaranteed; by *us*, by *you*.

You can't talk quality too strongly, but FIVE ROSES will bear you out.

And in case of accident, for we are dealing with the human element, we want to make everybody happy.

And the trade says this is *"a good company to deal with."*

Consider this when *you* are in the buying mood.

Sell Five Roses

LAKE OF THE WOODS MILLING COMPANY KEEWATIN

LAKE OF THE WOODS MILLING COMPANY, LTD.

Montreal
Toronto
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LAKE OF THE WOODS MILLING COMPANY KEEWATIN

NEW GOODS

DATES—Hallowi, Fard
BOXES and PACKAGES
FLORIDA ORANGES,
GRAPE FRUIT,
LAYER RAISINS,
FIGS, NUTS,
CRANBERRIES,
SWEET POTATOES,
ALMERIA GRAPES, Etc.

Shall be pleased to quote apples in car lots or less.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

Extra Fancy

TRACUZZI, Packer

St. Nicholas and Home Guard Puck

J. J. McCABE, Toronto
AGENT

Extra Choice

Easier Feeling in Price of Potatoes

Reports of Good Crops Have Had the Effect of Slightly Easing the Market—Lemons and Oranges are Firm and Market is Generally Strong—Apples are Quoted at Higher Prices—Peaches are Done and Pears are Becoming Scarcer—Number of Imported Goods Gradually Increasing With Passing of Home-Grown Goods.

The holiday created a good demand for fruits and some vegetables, too. Some state that it was a "good trade, but nothing to write home about." Others claim to have done a nice business, and altogether it undoubtedly helped trade to a great extent. At the present season the market is what might be termed "betwixt and between." The home-grown fruits are passing and gradually dependence is being placed on outside markets and importations are already being made. At the present time the market is undergoing its annual transformation, and it will not be long until imported goods predominate again.

There is a certain firmness to the lemon and orange market. Lemon supplies are scanty and the first shipment to arrive this week will not do much good, it is believed. Late Valencia oranges are high, as are also the new Florida crop.

Apples are decidedly firm and show every inclination to remain so. The demand is good, but the supply is small and high prices are expected to curtail the total amount of business transacted this year. Valencia onions are arriving in better condition, as are also Almeria grapes. The first car of new dates arrived this morning. Peaches are to all purposes done, and pears are nearly in the same condition. The market is generally pretty firm. Potatoes are a little easier, the result of encouraging crop conditions and a good yield. The only discordant note in the potato market are reports of rot showing in some places, more or less seriously.

MONTREAL.

Green Fruits—Thanksgiving has given a much needed impetus to the green fruit trade. Dealers report apples as popular, and all lines of table fruits have also been much in demand. There has been, of course, the usual large demand for cranberries, and this year it seems to be if anything better than last year.

Apples, bbl.	5 00	6 00	Oranges—		
Bananas crated, bunch	2 00	2 25	California, late Valencias	4 00	5 00
Cranberries, bbl.	7 50	8 00	Pineapples—		
Cocoanuts, bags		4 25	Floridas, case		5 00
Wild grapes, lb.	0 03	0 05	Plums, crate	2 00	2 25
Limes, per box		1 25	Peaches, American, basket		2 00
Cali. Malagas		2 00	Pears, bbl.	7 00	10 00
Lemons	4 25	5 00			

Vegetables—While all lines of vegetables have been in brisk demand lately, there has been an especial call for tomatoes and sweet potatoes. Supplies of all lines have proved ample to meet the requirements, however, and as a result prices are no higher. The market is much firmer, though, and the trade are well satisfied.

Beans, American basket		3 00	Onions—		
Beets, bag	0 75	0 90	Spanish, cases	2 50	3 00
Carrots, bag	0 75	0 90	Potatoes, bag		0 90
Cabbage, new, dz	0 40	0 50	Sweet potatoes, basket		1 50
Celery, doz.	0 75	0 90	" " bbl.		4 00
Cauliflowers, Montreal	1 00	1 50	Parsley, dozen	0 15	0 20
Corn, doz.	0 20	0 25	Parsnips, new, bag	0 75	0 90
Cucumbers, doz.		2 00	Radishes, dozen bunches	0 25	0 30
Garlic, 2 bunches		0 25	Spinach, bbl.		3 50
Green Peppers, basket		0 75	Tomatoes, box		2 50
Hubbard squash dozen		3 00	Preserving tomatoes, bkt.	0 40	0 50
Leeks, doz.		1 50	Turnips, new, bag	0 75	0 90
Lettuce—			Vegetable marrows, dozen		2 00
Montreal, doz.	0 40	0 60			
Boston	1 00	1 25			

Fruit—The first steamer carrying new lemons was expected on Thursday of this week, and only a small quantity of lemons are said to be on board. A fairly large share is destined for this city, but already an offer has been made for them, with the possibility of a sale materializing. The lemon market is firm, with reports from the Sicilian ports showing no more definite announcements of the shipments. Apples are bringing stiff prices throughout the country, with prices of a rather wide range. The best offerings are naturally for the choicest fruit, and as these are none too plentiful the price is going up. First quality oranges are bringing a good price. Late Valencias are nearly done and this adds to the price of the western fruit. New Floridas are coming in, but not plentiful enough, and no one wants to buy green fruit. Peaches seem to have passed away, and pears are pretty nearly done. It should not be long now until imported fruits will again be unopposed, and, as a fruitman recently said, the home-grown article has had its day for this year. Grapes are still selling well and had a good holiday run. Demand for cranberries has also been good. Malaga grapes have likewise been moving well. On the whole the market continues satisfactory.

TORONTO.

Apples, bbl.	3 50	5 25	Grape Fruit—		
Apples, Canadian, basket	0 30	0 45	California		3 00
Apples, St. Lawrence, basket	0 50	0 65	Florida, per case	4 50	5 00
Bananas	1 50	2 00	Lemons—		
Citrons, doz.	0 60	0 75	Verdelli	5 00	5 50
Cocoanuts, sack	4 00	4 50	Limes, box		1 25
Cranberries, bbl	6 00	8 00	Oranges—		
Cranberries, case		3 00	Valencia	4 00	5 00
Grapes, case		2 25	Pomegranates, doz.		0 75
" Canadian, basket	0 15	0 25	Pears, Canadian basket	0 30	0 75
Malaga, bbl.	5 50	6 50	Pears, California box		3 00
			Pineapples, crate	4 00	5 00
			Quince, basket	0 35	0 50

Vegetables—There seems to be an easier feeling in potatoes. The price is quoted at a reduction on last week's quotations, and the reports from the country are to the effect that the crop is a good one. It is also said that there is considerable loss from rot in some places. Wax beans by the hamper indicate the passing of home-grown kind. As other stocks are exhausted and the public's taste demands the vegetables, they will be imported in turn. Japanese persim-

mon were shown by some houses this week. Canadian tomatoes are still arriving, and are also in good demand yet, even if the season is practically over. Cucumbers are done, and gherkins are becoming scarce.

Canadian beet, bag	0 60	0 75
Beans, wax, per 11-qt. basket	0 15	0 25
Beans, wax per hamper	2 00	2 25
Cabbage, case—Canadian	0 75	1 50
Cabbage, per 100		3 50
Carrots, Canadian, bag		0 50
Cauliflower, dz.		0 75
Celery, dozen		0 40
Lettuce, Canadian, head	0	0 30
Onions—		
Spanish, large	2 25	2 50
Spanish, ½-cases		1 50
Yellow, per bag		1 25
Ontario, per bag		1 00
Domestic		0 40
Persimmon, case		2 25
Potatoes, Ontario, new, bag	0 65	0 75
Sweet, bbl.		3 50
Parsley, per doz bunches	0 25	0 30
Red pepper	0 50	0 75
Green peppers, 11-qt. basket		0 30
Tomatoes, Can., basket 11 qt.	0 30	0 40
New turnips, p.r 11-qt. basket		0 50

Christmas Navel Oranges are Not Likely to be High

Regarding the California navel crop a recent market review says: "In the past it has always proven a bad feature for future markets to have the Christmas market too high. Dealers would stock up with fruit that they could not sell at a profit, and in consequence the January market has always been slow. To offset this feature the shipments have been usually held back in the early part of January, but with the big crop in sight for this year there can be no holding back and it would seem good policy to get lots of fruit out in December at a price that would sell the goods. A big Riverside packer stated recently that he had never seen the fruit so far advanced at this time of the year. He said that some fruit in some orchards was already showing a good color and he had eaten fruit that was already fairly sweet. If there is much fruit of this kind it is reasonable to suppose that more will be shipped in December this year than ever before and if so, this would certainly seem to imply lower prices than common."

From this it would seem that the price of navels for the Christmas trade are likely to be lower than usual.

FANCY BOX APPLES

Nearly 6,000 boxes of the fanciest kinds of apples, consisting of

Ontario Spies, Baldwins and Greenings.
California Red Pearmains and Spitzenbergs.

The fancy trade will appreciate these goods. EVERY APPLE SELECTED. No waste or culls.

Order sample boxes.

WHITE & CO., Limited

Fancy Fruit, Produce and Fish Dealers
TORONTO

SEASONABLE GOODS

Fancy Almeria Grapes
Ripe Bananas
Oranges and Lemons
Cranberries
Nuts, Figs, etc.

NEW CROP DATES DUE EARLY NEXT WEEK.

Send us your orders.

HUGH WALKER & SON

(Established 1860) **GUELPH, ONTARIO**

Package Dates

CAMEL

Brand

¶ Every care is exercised in putting up this brand and it does not matter what anyone tells you regarding them — you can rest assured that when you yourself are comparing our "Camel" with others your order will be for "Camel." In your order to your wholesaler mention "Camel" Brand. You will be pleased —your customers will be satisfied and ask for more.

WM. HILLS, Jr.
IMPORTER, - - NEW YORK

W. B. STRINGER
SALES AGENT, - - TORONTO



Fish - Oysters



Fish Shipments to the Interior Larger

Reports From Coast Show Increased Activities—Fishermen Received Doubled Price for Sardines—Inclement Weather and Dog Fish Continue to Interfere With the Catch—Higher Prices in Some Lines of Fish Are Expected Soon—Fresh Halibut Said to be off the Market—Depend on Frozen Fish.

NEW BRUNSWICK

St. John, N.B., Nov. 3.—The fish situation thus far shows no sign of improvement. All kinds of fish are scarce, but the dealers managed to get enough last week to tide them over. The weather and the dogfish are given as the chief cause of the difficulty. One of the local dealers in summing up the conditions said it was as bad as it could possibly be. The like of it had never been known here and the same was true of every part of the coast. One vessel which was in last week had only made two trips during the month of October, whereas it usually made two trips a week. In making up a car of mixed fish for shipment to the west last week, a local dealer was hard put to get enough to fill it. A quantity of smoked herring was desired but they could not be secured. It is estimated that the entire output of smoked herring to date has not exceeded 5,000 boxes. At present the fish dealers in Eastport are offering 6 cents a pound for the fish as they come from the smoke houses, without being boxed. This price is equal to 30 cents a box, whereas they usually sell at about 6 or 7 cents a box.

The sardine fishermen have at last won out in their fight with the packers at Eastport and Lubec and they are now receiving $12 a hogshead for their catch, instead of the $6 offered earlier in the season. At this price it pays the fishermen better to go after the sardines and little deep sea fishing is being done.

Despite the scarcity, the prices show little or no change. The only fresh fish offering at present are cod, haddock, and a few mackerel. In frozen stock there are salmon, halibut and mackerel. The usual lines of smoked and salt fish are offered.

NOVA SCOTIA.

Halifax, Nov. 3.—Notwithstanding the fact that stormy weather on the coast has greatly interfered with fishing operations, large shipments of fish are being made from Nova Scotia to upper Canadian cities. The fish trade between the Maritime Provinces and Quebec, Montreal and Toronto, and points farther west, is showing great development. More fish products are being shipped to these points than ever before, and the Maritime dealers are now catering to this trade. All kinds of fish are being shipped, fresh, dry, pickled and smoked. Few fresh mackerel were landed during the week, the fishermen being unable to set their nets owing to the stormy weather.

Shipments of fish to foreign parts are quite brisk, totalling between 6,000 and 7,000 packages.

The local receipts of oysters from Prince Edward Island are light this season, and the price for the choicest stock continues high.

ONTARIO.

Toronto, Nov. 3.—Fresh halibut is now practically entirely done and is being replaced by frozen white fish and frozen halibut. It is reported that in one or two lines an increase in price will be made during the coming week. The season of fresh fish is beginning to pass and more attention will be paid to frozen fish. The oyster season is gradually increasing and a good business is now being done. There is a fair demand for smoked and pickled fish.

FRESH CAUGHT FISH

Halibut	0 09 0 10	Herring	0 06
Salmon trout	0 12	Yellow pickerel	0 11
White fish	0 12 0 13	Steak cod	0 08
White fish, pan frozen	0 10	Perch	0 07
		Haddock	0 06 0 07

FROZEN LAKE FISH

Pike	0 07	Gold eyes	0 06

OCEAN FISH (FROZEN)

Herring, per 100	2 00

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	1 60	Herring (Labs.) half-barrels	3 25
Acadia, 2-lb. boxes, pr. crate	2 40	Haddie, Finnan	0 08½ 0 09
Boneless Dighys, box	1 00	Halifax, 1-lb bxs., pr crate	3 12
Codfish, Bluenose, "	1 40	Oysters, extra selects gal	2 25
Cod steak, per lb	0 07	Oysters, selects, gal	1 85
Cod, Imperial, per lb	0 05	Oysters, standard, gal	1 65
Fillets, per lb	0 12	Quail on toast, per lb	0 06
Halifax 3 lb. boxes, per crate	4 50		

BRITISH COLUMBIA.

Vancouver, Nov. 3.—The fish market is quiet this week, no halibut having come in. With the search in further waters for this fish, it is interesting to note that in the "twenty years ago" column of a local paper, a catch of 12,000 pounds of halibut was made at Plumper's Pass. This place is half way between Vancouver and Victoria in the Gulf of Georgia. Nowadays it is difficult to get halibut in Hecate Straits, hundreds of miles up the coast, and for the past month or two the boats have had to go to Alaskan waters.

There is no change in prices this week. Halibut still holds at four cents. Since there is not many fish of other varieties incoming, there is little change otherwise.

Local oysters still hold their own. They grow to a good size in the lagoons set apart for them.

NEWFOUNDLAND.

St. John's, Nov. 3.—Tinned salmon will be scarce in the winter. The herring fishery promises to be good. It will be noted that codfish has advanced. The Labrador fishery for the past season was only about half the average catch.

Codfish, large merchantable, per qtl.	6 20
" small " "	5 20
" large Madeira "	6 20
" small " "	5 20
" large West India "	3 20
" small " "	2 0
" Labrador "	4 00
Haddock "	2 70
Herring, No. 1, large, barrel	2 20
Ling	2 70
Lobsters, No 1 flats, case 48 1-lb. tins	15 00
Salmon, No. 1, large, tierce	18 00
" No. 1, small, "	16 00
" tinned, case	5 70
Cod Oil, hardwood casks, tun	81 00
" softwood " "	75 00
Cod Liver Oil, gallon	0 55

QUEBEC.

Montreal, Nov. 3.—Haddock and cod are still scarce. Pike and pickerel are now arriving freely, but the season is almost finished. There is not a great deal of fresh halibut on the market, but the frozen article is now on the market. Fair supplies of perch and bullheads are arriving. In smoked fish haddies continue scarce. New kippers and bloaters are arriving.

FRESH

Pike	0 08	Smelts	0 12
Perch	0 10	Whitefish	0 11
Steak cod	0 06	Mullets	0 08
B.C. salmon	0 16	Haddock	0 05 0 06
Flounders	0 10	Halibut	0 10
Market cod	0 05	Bullheads	0 10
Sturgeon	0 12	Carp	0 08
Lake trout	0 10	Dore	0 10
Blue fish	0 15 0 18	Mackerel, lb.	0 12
Sea trout	0 12	Swordfish	0 11
Sea bass	0 15		

FROZEN

Codfish	0 04½	Pike	0 07
Dore, winter caught, per lb	0 09	Salmon, B.C., red,	0 13
Haddock	0 04½	Gaspe salmon, per lb	0 20
Halibut, per lb	0 09	Smelts, 10 lb. boxes	0 10
Herring, per 100	1 70	Whitefish, large, lb	0 09
Market cod	0 04	Whitefish, small	0 07
Steak cod	0 05		
Mackerel	0 12½		

SALTED AND PICKLED

Green cod, No. 1, bbl	7 00 7 50	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" " ½ bbl	3 00	" " pink, bbl	12 00
Labrador sea trout, bbls	10 00	" Labrador, bbl	16 50
Labrador sea trout, half bbls	5 75	" " ½ bbls	8 50
No. 1 mackerel, pail	2 00	" " trcs., 200 lb	27 00
½ bbls	9 50	Salt eels, per lb	0 08
No. 1 pollock	5 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, bbl	5 00	Scotch herring	6 50
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 08
Boneless haddies	0 09
Herring, new smoked, per box	0 15
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 40

SHELL FISH

Shell oysters, bbl., choice	12 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 30
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 85 2 00
" bulk, selects	1 60

OCEAN BRAND FISH

KIPPERS BLOATERS HADDIES

Your customers, once they give them a trial, will insist on having OCEAN BRAND fish. The trade mark stamps it as the highest grade that is being put up to-day.

We have the most sanitary and up-to-date fish-curing plant on the Atlantic Coast.

We use only the primest of fresh fish. These are not idle boasts. Send to your jobber for a trial order or write direct to

The Halifax Cold Storage Co., Ltd.

45 WILLIAM STREET (Selling Branch) MONTREAL

Connecticut Oyster Co.

Growers and Shippers of "Coast Sealed" Oysters

88 COLBORNE STREET, TORONTO

Dear Mr. Merchant:

It's well to be careful about these things in connection with your oyster business:—

See that your oysters come from communities that produce oysters with the best flavor and that these oysters mature sufficiently firm to retain that flavor for the longest time possible. See that shipment is made in the most sanitary package obtainable; and that the oysters are refrigerated at a low temperature, and also protected from freezing. And be sure you display them attractively.

Let us add that "Coast Sealed" Oysters are grown on ground that is famous for the flavor of its oysters; shipped to you in the "Coast Sealed" Carrier—the acknowledged peer of all packages, properly refrigerated all the way.

We solicit your enquiry,

FATTENING GROUNDS AT:

Greenport, L.I.; Peconic Bay, N.Y.; Rockaway, N.Y.; Sakonnett River, R.I.; Narragansett Bay, R.I.; Warwick's Point, R.I.

Connecticut Oyster Co.

P.S.—We can supply you with a Vacuum Insulated Cabinet that will protect your oysters from freezing and save at least 75 per cent. of ice.

PREPARED FISH

Boneless cod, in blocks or packages, per lb.....5½, 6½ and 7½	
Pure mixed boneless fish, blocks and packages, lb 0 05	0 06½
Shredded cod, per lb	0 15
Skinless cod, 100 lb. case....	6 00
Dried cod, medium, 100 lb. drum....	7 00
Dried cod, large, bundles....	6 00
Dried cod, medium, bundles....	6 00
Dried haddock, medium, bundle....	5 50

The total importation of fish into Barbados for 1909 and the two previous years amounted respectively to $344,000, $334,000, and $227,000. As the smaller neighboring islands are supplied with part of their food stuffs by Barbados, these figures are to be reduced by the amount which is exported to these islands, which, one year with another, amounts to about one half the importation.

Last year Great Britain exported to the Barbados $75,000 worth of butter, Canada $6,100, United States $7,300, Denmark, $3,625, and France $8,500 worth. Denmark and France gained ground over 1908 but the other countries fell behind.

WHERE CRANBERRIES GROW.

Cape Cod the Principal Producer But Canada Has Many Bogs.

Cape Cod, while not the only home of the cranberry, is recognized as one of the largest producing fields and its product is usually considered the standard. One of the most widely known promontories on the New England coast is Cape Cod where the cranberry industry is rivalled by fishing.

Wisconsin is regarded as a heavy provider and Nova Scotia and Prince Edward Island are both large growers. Parry Sound in Northern Ontario also grows the cranberry. In fact it can be profitably grown in almost any swampy place if given proper attention.

Nearly everyone in the Cape Cod district has his cranberry bog. Some are so extensive that their owners are enabled to live comfortably the year round on the proceeds. During this season, everyone young and old, is occupied in harvesting his or her share and after that is done he helps someone else with the same purpose in view. Boxes and barrels are in evidence from one end of the Cape to the other and everybody is busy picking and packing the fruit from dawn until dusk. The cranberry brings considerable wealth to the Cape and the houses generally indicate prosperity.

WEEKLY TRADE CHANGES.

Business Happenings Among the Canadian Grocery Trade.

Ontario — James Carter, grocer, St. Thomas, Ont., has sold to C. H. Joliffe.

Jos. Leithwood, grocer, Toronto, has sold to W. E. Randell.

F. S. Smeath, grocer, Toronto, has sold to Frederick Hobson.

Willson and Jackson, grocers, etc., Ridgetown, Ont., have assigned.

Quebec—The assets of Ross Theophile, grocer, Buckingham, Que., have been seized

J. Guerin, grocer, Montreal, Que., has registered.

Viau & Co., grocers, Montreal, have assigned.

Richard & Frere, grocers, Robertsonville, Que., have registered.

The assets of A. A. J. Gingras, grocer, etc., at Cap Saute, Montcalmville and Quebec, P. Q., are to be sold on Nov. 3rd.

Labossiere & Vandelac, grocers, Montreal, Que., have dissolved.

Taylor & Peacock, grocers, Montreal, Que., have registered.

Western Canada—J. L. Dube, general merchant, Montmartre, Sask., has sold to E. Dan Scott.

W. H. Stovin, general store, Sintaluta, Sask., has sold to J. A. Grove.

H. Young, grocer, Victoria, B. C., is succeeded by Proctor & Silburn.

Position of the Retailer Among His Fellow Men

By W. T. Simpson.

There is a certain dignity to the grocery business that should be more generally recognized by individual grocers. They render the public an invaluable service. Through the grocer can be procured foodstuffs gathered from the four corners of the earth, and the customer is often afforded an extended system of credit that enables him to pay for these goods at his leisure.

In addition to this, most grocers protect their customers against inferior goods. The average citizen is unable to discuss from the standpoint of quality few of the articles that appear on his table. To secure protection against adulterated goods dependence is placed on the family grocer who is trusted to deliver none but genuine, pure foods. The latter from his experience is able to judge most of the goods he buys, but some grocers who may not be familiar with a particular article will in turn trust the manufacturer with whom he has had extended dealings. Thus, the grocer is rendering a great service to his customers every day in the year.

But there are some of the trade who conduct themseves as if theirs was an inferior position. They permit themselves to be badgered by persons who do not appreciates the value of a grocery store in their midst.

The leading grocers of to-day, however, are not in that class. They realize the dignity of their business, and everything about their stores and themselves is indicative of that fact. A grocer looking over his stock finds spices from the East Indies, tea from far Japan, China and India, currants from Greece, raisins from Spain, dates and figs from Turkey and Arabia, and so on—the world's best in foodstuffs collected in a good retail store.

And the store itself is in keeping with the quality of these goods. A bright clean interior, attractive arrangements of goods in conspicuous places, display bins, show cases, street windows used to advantage, everything in fact combined to give a tone of real business. It is evidence of a feeling of pride in the store and particularly is it a magnet to customers.

There is a certain dignity to practically all forms of labor and the proprietor of a grocery store is worthy of his share. But before expecting others to appreciate the service he renders them he must first realize and appreciate it himself.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

Dried Apples

Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1888
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS



WILL PROMOTE PROFIT!

Because not only will their good appearance make *one* rapid sale for you, but their exceptional quality will guarantee the 'repeats.'

This season we are attaching to every fish we cure a metal tag (see illustration below) and this will be your safeguard against any fraud or substitution for the genuine "Beacon Brand" Fish.

"Beacon Brand" Haddie is the most delightful fish in the world, caught in the Bay of Fundy, and cured under the most perfect sanitary conditions by Scotch experts.

Here's a line to add to your reputation and profit, but be sure you see the tag on every fish!



THE F. T. JAMES CO., Limited

CHURCH STREET Phone Main 7454 TORONTO



It's knowledge that directs the successful grocer in stocking up with

Brunswick Brand Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that has "made good."

You will always be on the safe side if you sell "Brunswick Brand," because it is the "Quality" brand, and we leave no stone unturned to maintain the high standard we have reached. Order to-day.

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt, Yarmouth, N. S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yeckney, Edmonton, Alta.



Business Leaks Which Point to Grocer's Failure

Business leaks are a menace to the grocer. In spite of ordinary precautions they exist and it is only by exercising unusual care that they can be located. In many cases they have been largely responsible for failure. Herewith are given a few that should not be overlooked.

First—Ignorance of the cost of doing business; therefore, ignorance of what to charge for goods in order to be certain of selling them at sufficient profit.

Second—Not knowing the selling price of goods. Some advocate the marking of the selling price plainly on all articles, thus rendering it practically impossible for anybody in the store mistakenly to sell at too low a price.

Third—Not knowing the goods that do and the goods that do not return, the cost of handling, and what percentage of the total sales consist of non-profit-paying items; not knowing how to change the non-profitable into profitable items.

Fourth—Being short-handed, running along without sufficient store help; not allowing yourself time to study market conditions, business methods and plans for increasing your business.

Fifth—Over-buying and not having ready cash as a result. Therefore, you are left without the opportunity of taking advantage of any cash discounts that may be extended.

Left an Unpaid Grocer's Bill of Eighty Dollars

There are some grocers who want to waken up to the fact that giving promiscuous credit is not doing business. Just because some stranger who has moved to your locality leaves you a big order and promises to pay every two weeks, instead of going around the block to Smith, your nearest competitor, that is no reason why you should feel particularly elated. There have been Smiths who thanked their fates, when many such customers passed their door for some other grocers.

An actual happening will illustrate the point. A family moved into an Ontario town. The husband went to a grocer and told him that he had a job in prospect, that he intended to remain in the town and would it be all right, etc. The job was longer in coming than was expected. The man's ready money ran out and when he did start to work his bill had a nice little start. Other debts were owing and while he paid the grocer from time to time, the bill kept on increasing. Finally, when the grocer's clerk called at the house one morning, the new customer had gone, leaving an unpaid bill of $80.

ESSEX TO GROW BROOM CORN.

Some Claim it Will Flourish Wherever Ordinary Corn Grows Well.

A despatch from Essex County, Ont., says that in the near future Essex may be an important broom corn centre.

A citizen of Comber has contracted with a number of farmers to grow broom corn at $100 per ton, he supplying the seed and furnishing the instructions with regard to handling the crop. Between 100 and 200 acres have been secured. A farmer near Ruthven has been growing broom corn for some years, and also makes brooms on a small scale. It is claimed by some that the corn can be grown in any locality where ordinary corn can be successfully grown. The future will prove whether this is true or not. Hitherto the product seems to have been largely confined to Illinois and the south-western states.

Some Government Reports on Late Canadian Crops

While potatoes are selling in car lots at about 50 cents a bag and in small lots at from 60 to 70 cents, the market is likely to go higher when some of the stocks now held have been lightened. A report from the Dominion Department of Agriculture places the crop in Canada at the end of September at a little over 76 per cent. of the normal as compared with upwards of 90 per cent. last year. In the United States there was a similar falling off. Here and there throughout the country a certain amount of rot is reported but it is not believed to be serious.

A later report says that in Eastern Canada the crops have obtained a high percentage in quality for nearly all crops and quantity is nearly as good as a year ago and better than in 1908. In western provinces there is a drop of about 20 per cent. in the quality of grain and roots, but threshings indicate that the yield will be larger for wheat, oats and barley than was promised at the end of August.

The total yield of beans in Canada last year was placed at 1,324,000 bus. while this year the estimate is for 1,089,000 bus.

INDIA'S TEA EXPORTS.

Figures Showing Amount Which Has Been Sent to Various Countries.

The annual report of a large tea company in London, Eng., contains information of value to the retailer who studies the markets. The following is an extract:

"It is difficult to give exact figures of the amount of tea grown throughout the world, as a great deal is consumed in the countries of production, particularly China and Japan, where it is grown on small farms and consumed locally, so that it does not appear in any returns. Probably the world's total production is about 1,200 million pounds annually of which about half is grown in China, rather more than three-eighths in the British Empire (India, Ceylon and Natal) and rather less than one eighth in other countries, of which Japan, Java and Formosa are the most important.

"This calculation would give rather more than 450 million pounds as the amount of British-grown tea produced each year. This year the crop has considerably exceeded this quantity, India having produced in round numbers 262 million pounds, Ceylon 191 million pounds and Natal 2 million pounds, making a total of 455 million pounds.

"The tea exported from India during the last two seasons was distributed as follows:—

	1909-10 lbs.	1908-9. lbs.
United Kingdom	180,000,000	168,000,000
Australia	8,500,000	8,900,000
America	5,600,000	5,500,000
Russia and China...	30,000,000	25,000,000
Other Ports...	11,000,000	13,000,000
	235,100,000	220,400,000

"Russia and China are put together in this table because practically all the tea sent to China from India consists of dust and broken tea, which is converted into "brick tea" and sent to Russia.

"As will be noticed, the United Kingdom took 12 million pounds more than last year, but in spite of this large increase in imports, prices have not fallen, the increase in consumption having been still greater. Comparing the figures for the last five years, we find that the production of British-grown tea has increased 15 million pounds. Consumption, however, has increased 48½ million abroad and 15 million at home, making an excess of consumption over production of 12½ million."

A retail dealer states that whenever he hears of price cutting he is reminded of two little boys who tried to see which could lean the farthest out of a window, the winner finishing in a hospital. A somewhat similar result inevitably awaits the price cutter, he says.

Sealshipt Oyster System Is The Only Oyster Insurance

On National Advertising
Every reader in the country will read about SEALSHIPT OYSTERS this season.

On Unfailing Supply
You can always get SEALSHIPT OYSTERS. There are over three hundred wholesale distributors in the U.S. and Canada.

On Safety in Keeping
Packed in the prime of their freshness, perfectly refrigerated, SEALSHIPT OYSTERS will keep for weeks.

On Increased Consumer Demand
You will find that consumers appeciate SEALSHIPT OYSTERS. They will SHOP where SEALSHIPT are sold.

On Purity of Product
Our oyster beds are regularly inspected by the Lederle Laboratories.

On Guaranteed Measure
Rigid contracts with shippers make this solid measure proposition a surety.

On Assured Profit Margin
You are guaranteed 25% profit at the very least. Many SEALSHIPT Dealers get more.

On Co-operative Advertising
We furnish free booklets, signs, ad. matter and cuts for local use.

Sealshipt is Your Insurance Policy Against an Unprofitable Oyster Business

Do you realize, Mr. Dealer, just what the SEALSHIPT SYSTEM is?

Besides being the largest distributor of oysters in the world, its aim is to have the public realize the food value they can find in oysters. ALL THIS IS AT A PROFIT TO THE DEALER.

Here is a vast organization having nearly one hundred shipping points on the Coast and hundreds of inland wholesale distributing points, all banded together in a Co-operative effort to make our aim possible.

We publish a House Organ, "CO-OPETITION," for the benefit of SEALSHIPT dealers. Do you want a copy?

Write for our catalogue and proposition to dealers.



How Food Standards Will Affect Prices

Writer States That in Case of Spices They Will Tend to Keep The Market High—Consumption Ought Also to be Increased—Average Consumer Not a Judge of Quality in Spices.

By W. L. Mortimer.

One of the reasons given by manufacturers for the increased cost of spices in recent years, is the increase in consumption. This would suggest that people are demanding more and more spices as years go by, and that as the result of heavy demands the prices have been forced up. That, however, is not the only reason.

It must be admitted that there is always a growing demand for spices, and greater quantities are being consumed, but the main reason is that the idea of adulterating is passing, and instead of ground shells and many other adulterants being now used, there is an increasing tendency towards absolutely pure goods. Thus increased prices are explained to a certain extent by the fact that pure spices are now used, taking the place of foreign ingredients. Thus consumption of pure spices is increased because the genuine article is being less and less substituted by adulterants.

In the United States the Pure Food Laws demand genuine goods, and many convictions are registered weekly, showing that inspectors are vigilant. These same inspectors are taking the trouble to caution consumers against impure goods, and taking it all in all, the tendency is against inferior quality.

In Canada the Food Standards have not yet been issued. They are, however, being formulated, and some were expected to have been given to the public before now. In England Pure Food Laws have been in existence for some time, but violations have been numerous and are still reported. But public opinion together with careful inspection by the authorities will soon bring about the desired changes in the manufacture of spices.

Do Not Know Pure Goods.

In this particular market deteriorating the goods has been a rather simple matter in as much as the average citizen would not likely discover the inferior quality. Consider pepper for instance. The average person, as a matter of custom, shakes what he supposes to be pepper over his meat and then forgets all about it. He does not look for the taste of genuine pepper. Probably it is because he is not accustomed to the pure stuff. At any rate, the fact is emphasized that the consumer did not in the past pay sufficient attention to the quality of goods.

This is not intended to deal with the character of adulterations, for that has been touched upon before, but if the grocer ever stops to wonder why his spice bill is higher than it used to be, he should remember that purer goods are being used, and if he assures a customer that his spices are of the best he can secure a better price.

Manufacturers who sell pure spices only are eagerly awaiting the new standards, because all manufacturers will be put upon the same basis, and there will be less unfair competition.

Pure Mustard Too Strong.

Absolute purity cannot be found in all articles sold as spices. At least one exception is known, viz. mustard. Commercial mustard, such as is sold for table use, is a compound, for the reason that in its purest form mustard would be too strong and could not be used.

RESULTING FROM A FIRE.

Legal Case for New Brunswick Court Affecting Wholesale Grocery Firm.

St. John, N.B., Nov. 3.—The trial of the case of Reid vs. the King, which was to have been heard at the October sitting of the exchequer court here, has been postponed until the next sitting in June, 1911. In this case the suppliants are John W. Y. Smith and J. Frederick Edgett, doing a wholesale grocery business as F. P. Reid & Co., at Moncton and Campbellton. The suppliants' petition of right discloses that on October 30 and 31, 1907, a car of tobacco, cheese and the like, consigned to the suppliants, was unloaded by the servants of the I.C.R. at Campbellton and the goods placed in the warehouse, that, owing to the negligence of the crown's servants, the warehouse and contents were destroyed by fire on Thanksgiving Day of 1907. The suppliants claim the sum of $2,500. The crown, in defence, deny that there was negligence on the part of the servants of the railway, and contend that the suppliants were negligent in not removing the goods from the warehouse in the time allowed.

The marriage of E. R. Ebbitt, of Snowdon & Ebbitt, Montreal, to Miss E. Stewart, took place on October 19. Mr. and Mrs. Ebbitt have sailed for England.

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL
Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scotland
CLAY PIPES

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade



This Association Figures Out Costs and Profits

Helps Its Members to Fix Retail Prices on Ham, Cheese, Butter, Etc., in Order to Prevent Losses—Shows Average Amount of Shrinkage on These Goods—Some Extracts From Circular it Sends out Showing Help That is Given.

The executive of the Glasgow Grocers' and Provision Merchants' Association prepare occasionally a booklet showing the costs of ham, bacon, butter and cheese in order, as it is stated, that traders might perceive at a glance what prices they should charge to secure a fair profit on their turnover. J. F. Holloway, a Toronto grocer recently received one of these copies from a friend in the association and it is plainly evident that it was compiled with great care.

An extract will show what the pamphlet deals with. For instance, under Belfast smoked hams appears the following:

Gross weight of 30—450 lbs.
Deduct for Shanks ..... 53 lbs.
Deduct for Bone and Skin 44 lbs.
—— 97 lbs.

Total net weight ..... 353 lbs.

Average gross weight, 15 lbs.
Average net weight, 12 lbs.

Allowing 6d. per lb. for shanks these hams work out as under, viz:

Cost Price.

Per cwt.	Per. lb. sliced.
76s.	10d.
78s.	10¼d.
80s.	10½d.
82s.	10¾d.
84s.	11d.
86s.	11¼d.

And so on.

"Note.—There should be never less than 2¼d. per lb. clear profit."

Therefore reverting to the above list the selling price would be 2¼d. added to the cost price. By this the first ham costing 10d. or 20 cents a lb. should be sold for 12¼d. or 24½ cents and so on.

Similar tables are worked out with Canadian and Wiltshire bacon showing number of pounds bought, number lost, cost per lb., net cost and selling price and gain and per cent of gain on the sales.

Shrinkage Losses in Cheese.

In regard to cheese it states "that on trial a number of very finest Cheddar cheese lost in six weeks between 1 and 2 lbs. each. Softer grades lost more. As ¼d. per lb. is lost in weighing, ¾d. per lb. is a fair estimate of the loss on a cheese, say of the value of 70s.

"In Dunlop cheese, the shrinkage is greater than in Cheddar," reads the circular, "and it is safe in a general working way to allow say 1d. per lb. for loss when fixing the selling price.

"On Gorgonzola, Roquefort, Stilton, etc., there is a heavy loss. If say 2d. per lb. were considered a fair profit for a Cheddar cheese, 3d. to 5d. per lb. of profit would no more than pay for these fancy cheese, which usually are unprofitable."

The Profit on Butter.

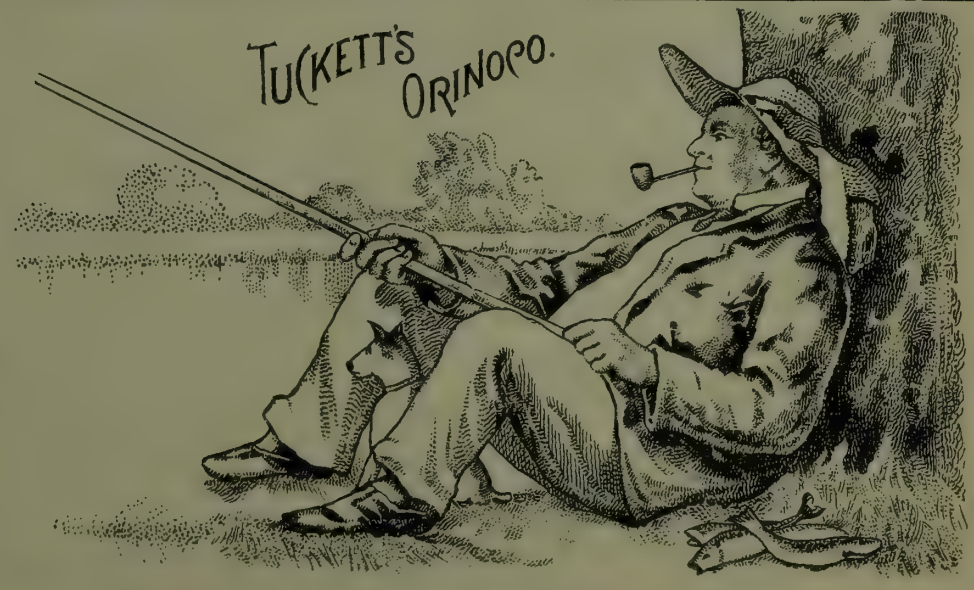
The circular reads further: "Loss on butter depends greatly on evaporation and manner of weighing. When it is considered that generally speaking a cask of butter is weighed out in small quantities, turning the scale from 200 to 300 times the necessity for sufficient allowance is self evident. In view of these facts it is certainly prudent to take at least a clear margin of 2d. per lb. on all butter selling at 1s. per lb.

Thus it will be seen that this association pays particular attention to profits—a very sane thing for it to do too.

The first cup of coffee was drunk in Europe at Venice toward the end of the sixteenth century. In the old Venetian coffee houses patrons did not pay for each cup of coffee they drank, but settled their bills at the end of each year.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

A CHRISTMAS GIFT.

HANDSOME pair silver Pepper and Salts would delight your customers. Send 15 cents for sample pair. ELGIN SPECIALTY CO., St. Thomas, Ont. (45p)

BUSINESS CHANCES.

FOR SALE—In the City of Windsor, Ont., large corner grocery store. Good business. Reason for selling. Will sell property or rent. Address Box 357, CANADIAN GROCER, Toronto. (48p)

FOR SALE—Grocery, crockery and provision business. Established since 1864 Annual turnover about $30,000. Splendid connection; large farming district. Must be sold at once. Good reasons for selling. Apply JAS. R. LOCKHART, Pembroke, Ont.

ARTICLES FOR SALE.

FOR SALE—Eureka refrigerator, size 7½' by 9', latest model. Three front windows, suitable for butcher or grocer. Will sell cheap. Box 367, CANADIAN GROCER, Toronto. (44p)

MISCELLANEOUS.

A book-keeping staff in itself—doing the work with machine precision and accuracy, the National Cash Register. Write for demonstration literature. National Cash Register Co., 285 Yonge Street, Toronto.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

GROCERS EVERYWHERE find it most convenient and economical to remit money by DOMINION EXPRESS MONEY ORDERS, or Foreign Draft. Absolutely safe—payable anywhere—no loss or delay—lowest rates. Always remit by Dominion Express Money Orders. Agents all over Canada. Agencies in all Canadian Pacific Railway Stations.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

FOR FILING PAPERS, LETTERS and vouchers, fastening bulky envelopes or backing statements the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

MISCELLANEOUS.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St., E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

HONEY—Everybody wants the best. My 1910 crop of pure White Clover extracted now ready for delivery. Write for prices. CHAS. T. ROSS, 15 Liverpool St., Sherbrooke, Que. (43p)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

MISCELLANEOUS.

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WITH an eye to stock-taking but two months away, we offer some especially attractive bargains in rebuilt Typewriters. All makes are represented and all are shown in our finely illustrated catalogue, a copy of which will be mailed on request. THE MONARCH TYPEWRITER CO., Limited, No. 98 King Street West, Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

AGENCIES WANTED.

TRAVELLER, with first class grocery connection in Ontario, wants special line on commission. Box 364, CANADIAN GROCER, Toronto. (43p)

WANTED by Commission Traveller, a few more good lines connected with the grocery, drug or confectionery trade. Apply early so as to be able to get after Xmas trade. Box 366, CANADIAN GROCER, Toronto. (43p)

SALESMEN WANTED.

SPECIALTY SALESMEN WANTED FOR GROCERY AND MARKET TRADE.—A knowledge of the grocery business is necessary. You must be enthusiastic, convincing, continuous worker and push a manufactured article in the Canadian Provinces that is absolutely needed by delivering merchants. Give reference from last employer. Box 365, CANADIAN GROCER, Toronto. (42)

SITUATION WANTED.

YOUNG MAN with eight years' experience in grocery business wishes position as traveler or manager of grocery department. Address Box 455, Owen Sound. (42p)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 50



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz.	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER

Sizes.	Per doz.
Dime	$ 0 90
½ lb	1 40
8 oz.	1 95
½ lb.	2 55
12 oz.	3 85
1 lb	4 90
3 lb.	13 60
5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz		
Strawberry	1 95	Peach	1 80
Raspberry	1 95	Pear	1 70
Black currant	1 95	**Jellies**	
Red currant	1 95	Red currant	2 00
Raspberry & red currant	1 95	Black currant	2 75
Raspberry and gooseberry	1 80	Crabapple	1 45
Plum jam	1 55	Plum	1 70
Greengage plum, stoneless	1 75	Grape	1 85
Gooseberry	1 75	**Marmalade**	
		Orange Jelly	1 55
		Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

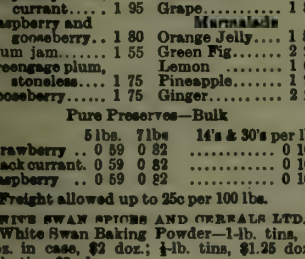
Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's	per lb.
Strawberry	0 59	0 82		0 10½
Black currant	0 59	0 82		0 10½
Raspberry	0 59	0 82		0 10½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 1 doz. in case, per case $1.00.

The King's Food, 2-doz. in case, per case $4.80



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen b xes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" ¼'s " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen 0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

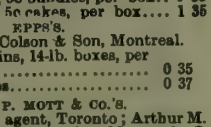
EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.



Elite, 10c size (for cooking) doz	0 90
Mott's breakfast cocoa, 10c. size	90 per ds.
" breakfast cocoa, ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb cakes, 35c. lb.; Breakfast cocoa, 1-5, ⅓, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
½ and ¼ lb. packages, assorted	0 26½
⅓ and ¼ lb. packages, assorted	0 27½
1 lb. packages, assorted, in 5 lb. boxes	0 28
½ lb. packages, assorted, in 5 lb. boxes	0 29
¼ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb pails and 10, 25 and 50 lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	.. .	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0
White Moss in 5 and 10 lb. square tins.			21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	[illegible]
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins

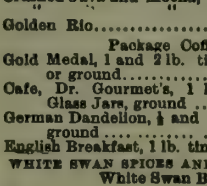
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17½
" " " ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ¼ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.

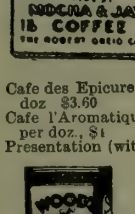


1-lb. decorated tins, 32c. lb	
Mo-Ja, ½-lb. tins 30c. lb.	
Mo-Ja, 1-lb. tins 28c. lb.	
Mo-Ja, 2-lb. tins 28c. lb.	

Cafe des Epicures—1-lb. fancy glass jars, per doz $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 35
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

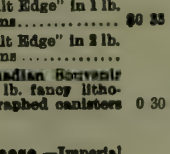
Cheese.—Imperial

Large size jars, doz. $ 2 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 doz.	0 95
Large blocks, doz.	2 35
Medium blocks, doz.	1 40



	W.S.P.	Ret. P.
Ground or bean, 1s	0 32	0 50
" 1s	0 32	0 50
" 1s	0 29	0 40
" 1s	0 30	0 40
" 1s	0 23	0 30
" 1s	0 23	0 30

Packed in 30s and 50-lb. case
Terms—Net 30 days prepaid

Confections

IMPERIAL PEANUT BUTTER

Small, cases 2 dozen	0 95 dozen
Medium, cases 2 dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Ro' inson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors),	doz.	1 00	
2 "	"	1 75	
2½ "	"	2 00	
4 "	"	3 00	
5 "	"	3 75	
8 "	"	5 50	
16 "	"	10 00	
32 "	"	18 00	

Discounts on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $140. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40. Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 80 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $13 ds

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

2 in 1

Shoe Polish

The best-selling Shoe Polish in every part of the North American Continent. Keep well stocked—your jobber can supply you.

The F. F. Dalley Co., Limited

Hamilton, Ont. — Buffalo, N.Y.



BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON

91 YOUVILLE SQUARE, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

Opening New Accounts

Your business will not grow unless you do add new customers constantly. The old ones will drop out with surprising regularity and those that remain will not increase their purchases materially.

Have a good live talk about your goods in THE GROCER every week. All the best grocers in Canada will read it, and if what you say is worth while, they'll steadily be influenced in your favor.

You will find THE GROCER the most powerful agent at your disposal in the cultivation of new accounts.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb. $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

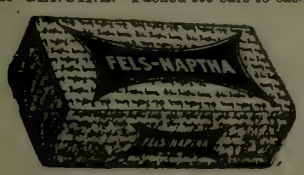
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five case or more	4 95



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 12½
½-bbls.	0 12¾
Tubs, 60 lbs.	0 12½
20-lb. Pails.	2 55
20-lb. tins	2 45
Cases 3-lb.	0 13¼
" 5-lb.	0 13⅛
" 10-lb.	0 13



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 12¼
Tubs	0 12½
20-lb. pails	0 13
20-lb. tins	0 12¼
10-lb. "	0 13½
5-lb. "	0 13⅝
3-lb. "	0 13½
1-lb. cartons	14

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 60
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 10 5-lb. cans	1 50
'Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

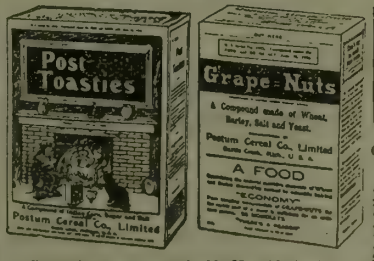
12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch —	
1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel,	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45	doze
Medium, cases 2 dozen	0 90	"
Large, cases 1 dozen	1 35	"

Sauces



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box $3.00.

Case of ½-lb. containing 120 packages per box $3.00.

Cas- of 1-lb, and ½-lb containing 30 1-lb. and 60 ¼-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

	Per case
No. 1, cases 60 1 lb. packages	$2 60
No. 2, " 120 ½-lb. "	2 60
No. 3, " {30 1-lb. " {30 ½-lb. "	2 60
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	1 65
2 cases	3 25

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious! ***The Choicest of the Choice.***

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. **Montreal**

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box $3 60

6 doz. to box $7 20

30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$3.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

laundry Starches—	
Canada Laundry, boxes of 40 lb	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb	0 06½
Barrels, 200 lb	0 06
Kegs, 100 lb	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07½
6-lb. toy trunks, 8 in case	0 06
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Milk



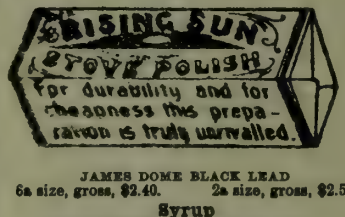
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs	0 03½	per lb.
Half-barrels, 350 lbs	0 03¾	"
¼-barrels, 175 lbs	0 03¾	"
Pails, 25 lbs	1 20	each
" 38½ lbs	1 70	"

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 5/
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

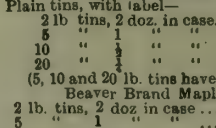
(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 10
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s.	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

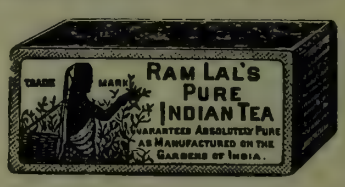
LAPORTE, MARTIN & CIE, LTD.

Japan Teas—		
Victoria, hf-c, 90 lbs		0 25
Princess Louise, hf-c, 80 lbs		0 19
Ceylon Green Teas—Japan style—		
Lady, cases 60 lbs		0 18
Duchess, cases 60 lbs		19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 48	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 67	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	45c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters

Gold Tins, 5's	35c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	35c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.	
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.	

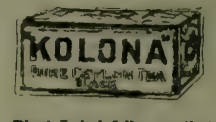


MELAGAMA TEA

MINTO BROS., 45 Front St. East

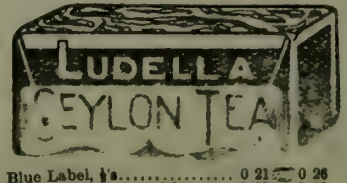
We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retai
Black, green, mixed, ¼s	0 .0	1 00
" " ½s	0 55	0 80
" " ¼s	0 44	0 60
" " 1 lbs. & ½s.	0 40	0 60
" " ¼s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

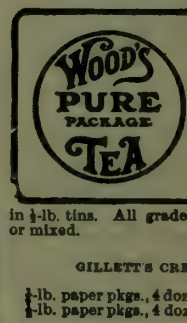
Black Label, 1-lb., retail at 35c	$0 30
Black Label, ½-lb., retail at 36c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blu Label, 1's	0 20	0 25



Pure Gold Jelly Powder } 90 cents per doz.
Pure Gold Salad Dressing Powder }
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

GILLETT'S CREAM TARTAR

	Per doz
½-lb. paper pkgs., 4 doz. in case	$1 90
¼-lb. paper pkgs., 4 doz. in case	1 40

	Per case
4 doz. ½-lb. paper pkgs. / 2 doz. ¼-lb. paper pkgs. } assorted	$7 20

	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75

	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10 lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

THE QUAKER OATS CO.

Winnipeg prices—Quaker oats, 36's (or 2-18's $3. case; Quaker oats, 20's, (with premium 4.10; Quaker Best Y. Cornmeal, 24's, 2.40 Puffed rice, 36's, 2.90; Puffed wheat, 36's, 2.90 Quaker Toasted Corn Flakes, 36's, (11 case lots, 1 case free, delivered) 2.90; 5½ case lots, ½ case free, delivered); Banner oats, 20's (with premium) 4.10; Saxon oats, 20's, (with premium) 4.10; Pettijohn breakfast food, 18's, 2.25 Apitezo biscuits, 24's, 3.50; Saxon wheat food 24's, 3.25; Cracked wheat, 24's, 3.50; Hominy 24's, 2.40; Puffed rice, brls., 25 lbs. each, 22c lb

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	56
Cut Smoking—Great West Pouches, 5s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

McLean's
COCOANUT

You have particular customers
Satisfy them and yourself and
sell them this brand.



The Canadian Cocoanut Co.
Sole Makers
MONTREAL

LET THERE BE LIGHT

A steady, brilliant white light in your store will prove an asset whose value cannot be over-estimated. Get in touch with us. Our apparatus is absolutely safe, is better and cheaper than electricity or gas and safer than coal oil and candles.

Clean and sanitary.

Write for circular and special price to merchants direct.



MacLAREN & CO.
Gasoline Lighting Systems
MERRICKVILLE, - ONTARIO
AGENTS WANTED.

GINGERBREAD
BRAND
MOLASSES

A Molasses that increases your sales.

THREE reasons for it:
No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited
HALIFAX - NOVA SCOTIA

Commercial Account Register

Bookkeeping Without Books

Used It Three Years

"In August, 1907, I put in one of your No. 200 Account Registers, and have had it in constant use ever since—over three years.

The Register is in first-class condition now, but trade has increased and I need a larger one. Would you kindly let me know if you could make any kind of exchange with me?



Sheets lift out and fit any safe.

After examining several systems, I satisfied myself that yours is the best, and I would not care to do business without it."

Yours truly,
G. E. COON, Groceries, Flour and Feed.
Eglinton, Ont., Oct. 1st. 1910.

INDISPENSABLE TO ANY MERCHANT DOING CREDIT BUSINESS.

Send us postal for Catalogue and full information.

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

Let us send you quotations for your fall supply of

SALT

Verret, Stewart & Co.
Limited
Montreal

The up-to-date grocer who finds apples short immediately puts

WETHEY'S
Condensed Mince Meat
(IN CARTONS)

prominently before his trade.

What about yourself?

All jobbers. 3 doz. to a case.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The Grocer will award Nine Medals for the best examples of "Constructive Salesmanship" furnished

by merchants or their clerks during the next six months.

Class A.—Open to merchants or clerks in villages or towns up to 2,500 population. 1st, solid gold medal; 2nd, silver medal; 3rd, bronze medal.

Class B.—Open to merchants or clerks in towns and cities between 2,500 and 20,000 population. 1st, solid gold medal; 2nd, silver medal; 3rd, bronze medal.

Class C.—Open to merchants and clerks in cities over 20,000 population. 1st, solid gold medal; 2nd, silver medal; 3rd, bronze medal.

The competition will close May 1, 1911. The decision will rest with a committee comprising the editors of nine of the Maclean trade newspapers.

The ability of a merchant to sell depends upon many things—buying methods, display, advertising in its various forms, store equipment, recommendation of goods, telephone service, etc.

Everything that has a bearing upon the building up of a profitable business is "Constructive Salesmanship," for salesmanship is the essence of all business. Even buying comes under that heading, because a merchant always buys with the sale in mind.

We want actual methods by which dealers have introduced new goods, broadened the scope of demand for others, and in a general way increased their turn-over and profits by the exercise of their selling power.

No contestant will be judged on his ability to write an article about his experiences. What we want is all the facts—good, hard facts. Where they come to us minus literary style, we'll do our best to furnish the latter.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, NOVEMBER 11, 1910 NO 45.

KEEN'S OXFORD BLUE



In every civilized country **KEEN'S OXFORD BLUE** holds pride of place because of its quality and economy in use. The majority of housekeepers ask for Keen's and will take no substitute. Stock up with Keen's. It's always in demand.

For Sale by all the Canadian Jobbing Trade.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

Benson's "Prepared" Corn Starch

Edwardsburg "Silver Gloss" Starch

The leading Laundry and Cooking Starches in Canada.
They are noted for their purity and ease in handling and leave a good profit to the dealer.

SEE TO YOUR STOCKS.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

The Best Proposition!



Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S

Jams, Jellies and Marmalade

First, they are made from the finest fruits in the world—Canadian Fruits—selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the "wise" ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited

Hamilton, Ont.

Macaroni Vermicelli Spaghetti

The peculiarly desirable qualities of Taganrog (Russia) wheat impart to the Macaroni, Vermicelli, Spaghetti and fancy pastes made by Codou of France, a delicacy of flavor unlike any others—the quality is superb.

Added to that is the dependency of expert workmanship furthered by the aid of a model factory. With the definite purpose of securing the **"BEST,"** insist upon having "Codou's"

Look for the Name

"CODOU"

on the package—it assures and guarantees satisfaction. It is the stamp of reliability—the seal of goodness—the real and genuine. With it in your stock you are certain to avoid complaints. "Codou"— **that** is the name to think of.

Arthur P. Tippet & Co., Agts.

8 Place Royale, Montreal
84 Victoria St., Toronto

Made in France

Order Now



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers, 34 Yonge St., Toronto

Domestic and Foreign Agencies Solicited.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

When you want a right price on Good Currants for import, wire or write us.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

We have on hand 3,000 cases Gallon Apples, quality No. 1, which we are offering, subject to not being sold.

Prices on application.

Lind Brokerage Company

73 Front St. E., Toronto

NOTICE TO MANUFACTURERS

We WILL SELL your goods to your satisfaction—write us.

The HARRY HORNE CO.

Grocery Brokers, Manufacturers' Agents and Importers

309-311 King St. West, - - - Toronto

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

United Kingdom and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to heRetai Track connection with all Railroads.

90,000 People

Think of the amount of PORK and LARD there is consumed in this centre. Are *you* represented here, Mr. Packer?
I am open to consider a first class American or Canadian agency.

A. FRANCOIS TURCOTTE

Room 16, Morin Block
QUEBEC, CANADA

In Quebec City

The world's breakfast

"MEAT OF WHEAT"

Do your customers a good turn by introducing to them

"MEAT OF WHEAT"

It's a money maker for you

The Western Milling Co.
TORONTO

Are you interested in

RICE

CAROLINA
JAVA
JAPAN
PATNA
RANGOON
SIAM

Send us your orders---

EBY-BLAIN, LIMITED
Wholesale Grocers, TORONTO

For over fifty years

we have been making a special study of selecting and blending ***Teas to suit the majority,*** and we have certainly succeeded with

Blue Ribbon Tea

Blue Ribbon Tea Co., Limited, Montreal

DO YOU BREAK EGGS?

Over 200,000 Dealers in Canada and the United States

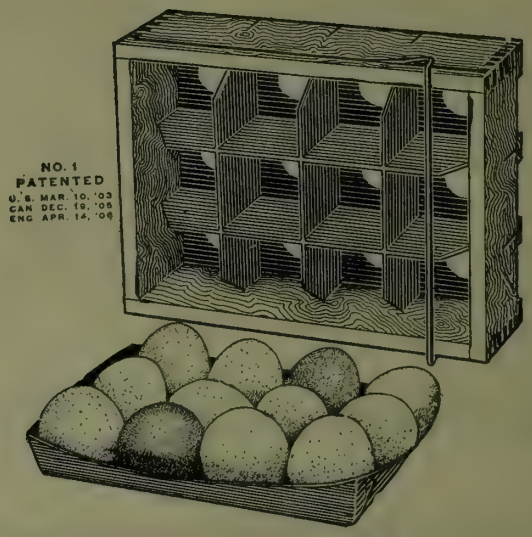
Have Stopped Breakage and Miscounts

by Using

Star Egg Carriers and Trays

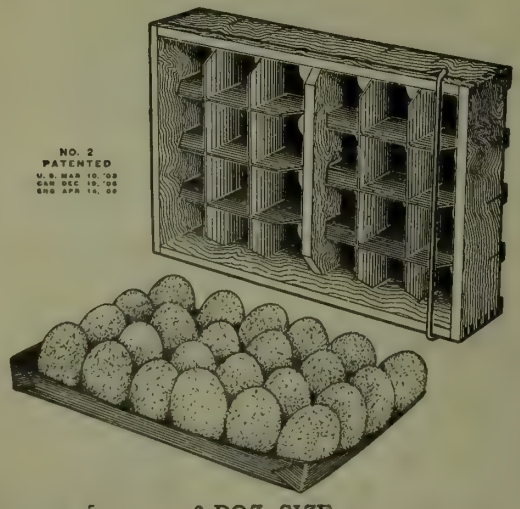
For Safe Egg Delivery

The Cheapest Method Of EGG Delivery Known.



1 DOZ. SIZE

(1) The "STAR" system pays for itself and then shows you a profit on your EGGS—Actually saves 1c. on every dozen eggs delivered—because it positively stops breakage—stops miscounts—saves time—and makes satisfied customers.



2-DOZ. SIZE

(2) The first cost of STAR EGG CARRIERS and TRAYS is actually less than paper boxes.

(3) The STAR EGG CARRIERS are indestructible, permanent store fixtures.

(4) Your advertisement upon STAR TRAYS (at a slight expense) will get you more business.

Join the 200,000 class

It will pay you to look into this system now—to-day. Ask your jobber and write us for our booklet "NO BROKEN EGGS"—it explains the system fully and tells what the satisfied 200,000 say.

Star Egg Carrier & Tray Mfg. Co.

1550 JAY STREET ROCHESTER, N.Y., U.S.A.

All the Quality Without the Chemicals

A lot of progressive Canadian Grocers are now selling more high-grade peas than they ever did before.

Canadian Peas, Too!

These grocers have found it to be very profitable policy to push hard on our higher-grade lines because these goods are as high in quality as the best peas ever imported.

And Dominion Canners' Peas are free from chemicals; while you have often noticed a certain vivid green color on some imported peas, a color that indicates Sulphate of Copper, an unhealthy chemical coloring.

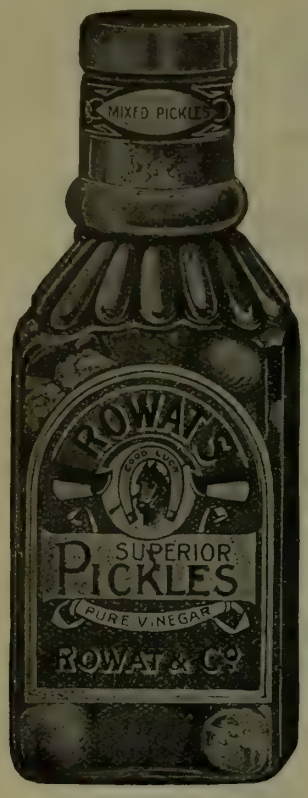
These are the Lines to Push:—

Extra Fine Sifted (Petit Pois)
Sweet Wrinkle Extra Sifted
Early June Sifted

Dominion Canners, Limited

Hamilton, - - - - Canada





ROWAT'S

PICKLES AND OLIVES

Paterson's Worcestershire Sauce

Every grocer wishes to give his customers something which will make them come back for more. You make no mistake in stocking these lines and featuring them in your advertising.

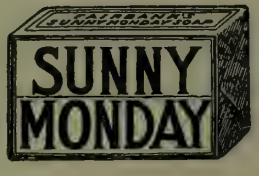


Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.











Fairbank's Famous Five

Your stock is not complete without Fairbank's Famous Five Products, viz.:

Fairbank's Gold Dust Washing Powder
" Fairy Soap (for Toilet and Bath)
" Glycerine Tar Soap
" Sunny Monday Laundry Soap (contains no rosin)
" Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

WRITE FOR PRICES

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA

Did you ever figure out your **LOSS** in parcelling up sugar?—Bags, twine, labor and overweight.
Why not save this loss by handling

ST. LAWRENCE EXTRA STANDARD GRANULATED

in 20-lb. cotton bags

and give your customers just the right weight and perfect satisfaction?

The St. Lawrence Sugar Refining Co., Limited, Montreal

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

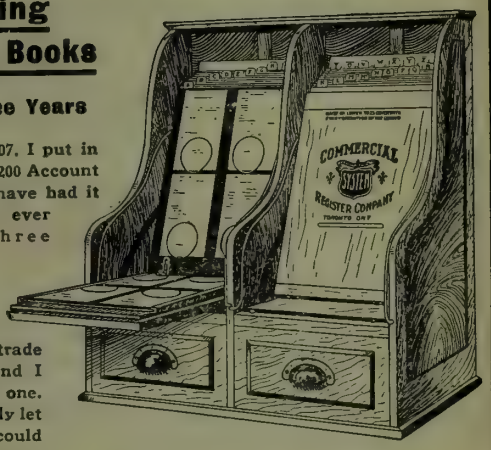
Commercial Account Register

Bookkeeping Without Books

Used It Three Years

"In August, 1907, I put in one of your No. 200 Account Registers, and have had it in constant use ever since—over three years.

The Register is in first-class condition now, but trade has increased and I need a larger one. Would you kindly let me know if you could make any kind of exchange with me?



Sheets lift out and fit any safe.

After examining several systems, I satisfied myself that yours is the best, and I would not care to do business without it."

Yours truly,

G. E. COON, Groceries, Flour and Feed.

Eglinton, Ont., Oct. 1st. 1910.

INDISPENSABLE TO ANY MERCHANT DOING CREDIT BUSINESS.

Send us postal for Catalogue and full Information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.



SHIRRIFF'S JELLY POWDERS

Produce delicious jelly.
Retain the natural fruit flavor.
Are easy to handle.
Pure and palatable.
Refreshing and reliable.

Recommend them for your customers' holiday festivities!

Are You Stocking Them?

They are sure and profitable sellers.
Order from your Jobber, or write us direct.

Imperial Extract Co., 8, 10, 12 Matilda St., **Toronto**

BRAND'S BEEF BOUILLON



All the year round there's a steady demand for Meat Extracts, but it's in the colder weather you get the most call for them.

BRAND'S BEEF BOUILLON never fails to please because of its flavor and purity, it being manufactured solely from the primest beef. Being in a highly concentrated form, it is economical to use, and goes further than any other meat extract. Invaluable in sickness and convalescence. We were the original manufacturers of meat extract.

GIVES YOU BETTER PROFIT THAN ANY OTHER EXTRACT!

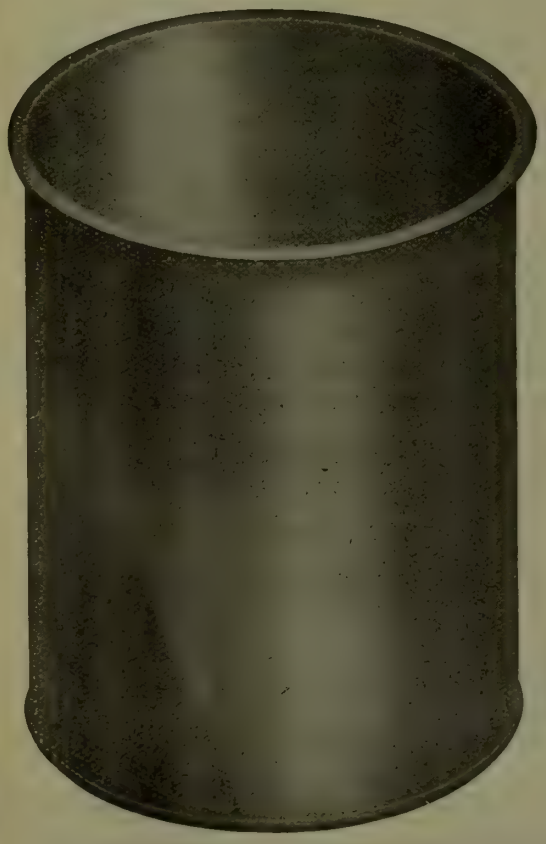
HERE'S A SPLENDID CHRISTMAS SELLER!

OX TONGUES IN GLASS

A large shipment just to hand. Prices right.

BRAND & CO., Limited, - Mayfair, London, Eng.

T. O. BAXTER, 25 Front St. East, Toronto. H. HUBBARD, 27 Common St., Montreal.



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatoes.

Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Ams Patent

The symbol of consistent good quality.
A strong aid to effective salesmanship.

Tartan BRAND

"Tartan" Brand is worthy of your best efforts in the way of salesmanship. For goods bearing this well-known mark you can make the strongest assertions of good quality with the absolute assurance that the goods will back you up every time.

"Tartan" Brand Service

It is our constant endeavor to give you a service in the way of prompt delivery and careful filling of orders that will aid you in making the greatest possible success of your business.

Canned Vegetables
Canned Fruits Canned Salmon
Package Teas Baking Powder
Soaps Baking Soda Syrups
Spices Extracts Jelly Powders
Cream of Tartar Mustard Borax
Peels Coffee Currants

Every Package and Tin Fully Guaranteed

PHONE 3597—FREE TO BUYERS

Phone your Orders at our Expense

Balfour, Smye & Co.

Importers, Packers and Wholesale Grocers

HAMILTON - - - - - - ONTARIO

Just you taste——

A LINE FOR PROFIT!

Feature our fine grade of

MINCEMEAT

IN GLASS JARS AND PAILS

"KOOTENAY" BRAND Jams and Jellies

(In individual size in glass, as well as regular 16-oz.)

and then tell your customers how good they are! They are made solely from the ripest, luscious British Columbia Fruits and the purest cane sugar, and are handled in an up-to-date, sanitary factory.

The profit on "Kootenay" Brand will interest you, too.

FEATURE OUR 5-lb. TINS—THEY SELL!

Donnelly, Watson & Brown, Limited

Agents,

CALGARY and VANCOUVER

The Finishing Touch

to the appearance of your store is given by the installation of an



ELGIN National Coffee Mill

The attractive symmetry and finish of the "Elgin" compel attention and it is, moreover, the fastest grinding and easiest running mill on the market. The "Elgin" has steel grinders and can be adjusted while running. Made in 40 different styles, they sell at a very moderate price. Ask any of the following jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches.)
EDMONTON, ALTA.—The A. MacDonald, Co.

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

WHOLESOME

SMOKED HERRING IN BOUILLON

DELICIOUS

Here's a new line, tasty and delicately flavored, that cannot help finding favor with your particular customer.

It is put up by Chr. Bjelland & Co., of Stavanger, Norway, the packers of the famous "King Oscar" Sardines, in itself a sufficient guarantee of quality.

"The small herring packed sardine-style in spiced bouillon."

Retails profitably at 10 cents. Ask your wholesaler.

John W. Bickle & Greening

(J. A. HENDERSON)

HAMILTON, ONTARIO

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



Put these lines out where everyone who goes into your store will see them. It will help your trade.



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man. Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary

THE WASHDAY WONDER

Help your customers make their work easier, and they will help you increase your sales by always asking for

Canada's Best Soap

Show this soap to your customers. Tell them what it will do, and you will find the demand increasing beyond your biggest expectations. Canada's Best is a white laundry soap that softens woolen goods and brightens colored clothes.

It is firm and hard. Send us your order to-day—you will not regret it.

Our Big Advertising Campaign is now in full swing.

United Soap Company
Montreal

Avoid Deception

Some manufacturers, who ought to know better than DEFRAUD THE PUBLIC, sell their evaporated milk as "Cream," which it is not. There is ONE REAL CREAM on the market, and that is—

FUSSELL'S CREAM

(GOLDEN BUTTERFLY BRAND)

Evaporated Milks contain about 8 per cent. of butterfat. Fussell's CREAM contains more than three times as much.

Samples and particulars of :

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.

W. H. Escott, 141 Bannatyne Ave., Winnipeg, for Manitoba, Saskatchewan and East Alberta.

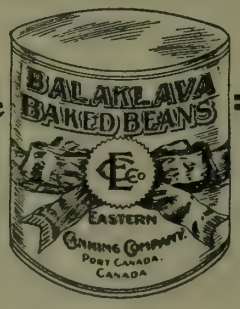
C. Fairall Fisher, 22 St. John St., Montreal, for Quebec.

The Harry Horne Co., 309 King St. West, Toronto, for Ontario.

J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia.

W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument St., London, Eng.



Balaklava Brand Baked Beans

are recognized as standard. By stocking these you will pave the way for increased future trade. Write NOW for prices and information regarding them.

Satisfied customers are our biggest asset.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKERT & CO., Ltd., London, Winnipeg

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND VEGETABLES and PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.
GLASGOW, SCOTLAND

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto. 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

SOAP SENSE

is a sense that comes to every grocer after a while, and which tells him his best interests are served by selling an honest soap—a soap of absolute purity, retailing at a moderate price. Such a soap is

ASEPTO
SOAP POWDER

"The enemy of dirt"

It is invaluable for every purpose in the house, and will be found more economical than any other soap. It is a sure seller and makes repeat orders a certainty.

Order from your jobber.

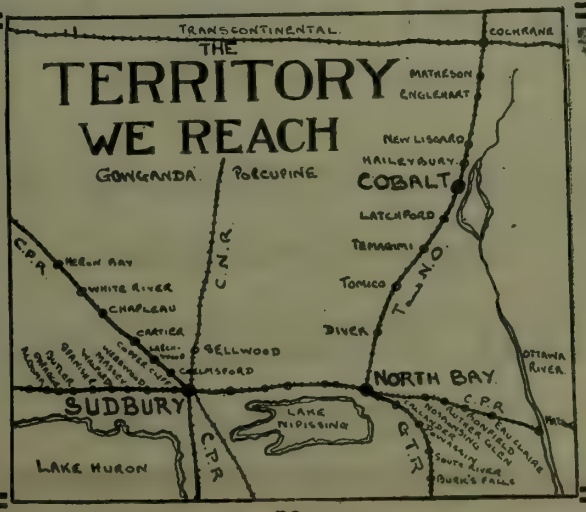
ASEPTO MFG. CO.
ST. JOHN, N.B.

Agents
Rose & Laflamme, Limited, Montreal and Toronto.

Grocers
of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our customers are doing so,

Why not you?

The Young Company
LIMITED
North Bay and Sudbury

NAPLES MACARONI

If you are on the market for the finest goods coming into Canada, get prices on our **"Alfonso Garafolo"** Brand. This brand is selling steadily and increasingly. It has no equal. Order quickly. We have sold

27,000 boxes in 4 weeks.

Inquiries:---
From Ontario to our Toronto office.

The Charles Ciceri Company LIMITED

Inquiries:---
Rest of Canada to our Montreal office.

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

Cameron & Heap, Limited

Importers and Wholesale Grocers

REGINA, Sask. | FORT WILLIAM, Ont. | KENORA, Ont. | PRINCE ALBERT, Sask.

Prompt Attention to all Orders at Best Prices

Trian Brand Goods

Purity Guaranteed

The makers of Oxo are the originators of Concentrated Beef Foods

ESTABLISHED 1865

FLUID (IN BOTTLES)

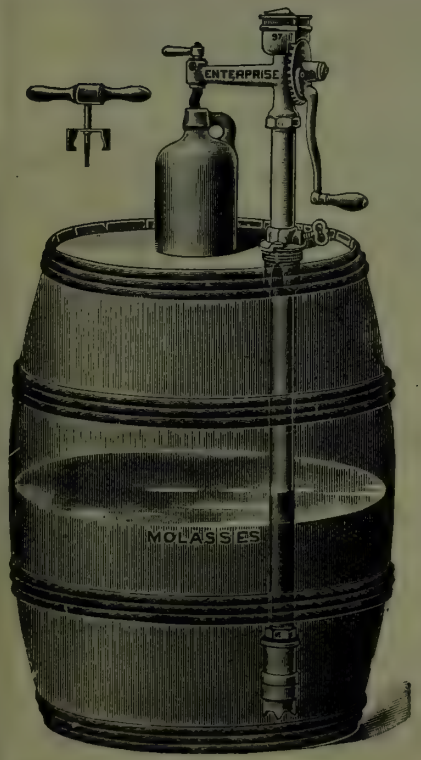
OXO

CUBES (IN TINS)

These articles will be pushed this winter by a strong original advertising campaign. Get your share of the trade. Our organization is at your disposal. Let us hear from you.

CORNEILLE DAVID & CO.

25 Lombard Street, TORONTO — 334 Clarence Street, LONDON, ONT.
52 Nicholas Street, OTTAWA — 41 Common Street, : MONTREAL



Extended tube can be furnished connecting Pump in store to barrel in cellar.

"ENTERPRISE"

Old style grocers find a call for molasses usually annoying—it often means a trip down into the cellar; handling of sticky measures—impossible to measure accurately. How different when equipped with the

"ENTERPRISE"
Self-Priming and Measuring PUMP

THE NEW TOTAL REGISTERING DEVICE keeps tabs of the barrel's contents---you're never "out of molasses." And the pump is positively accurate---" Enterprise " make---4 revolutions of the crank and you have a pint---no more---no less.

We manufacture a large line of Coffee Mills for hand, steam and electric power and other specialties for the modern grocer. Ask for our catalog.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES
Philadelphia, Pa., U.S.A.

21 Murray Street, New York — 544 Van Ness Avenue, San Francisco

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

Best for Cooking Purposes

No brand of molasses you can handle will give such all 'round satisfaction as

KITCHEN BRAND MOLASSES

They are Canada's Standard Molasses, and are the best for Baked Beans and Gingerbread. The up-to-date dealer will see the advantage in pushing "Kitchen" Brand—no more waiting for jars to be filled, no waste, no leaks from old barrels, good profit.

Write for Prices.

Imperial Syrup Company

Montreal, Que.

GIVE YOUR GOODS A CHANCE!

It is quite useless to spend time and money in perfecting your product if it reaches its destination in a battered and damaged condition.

PACK YOUR WARES IN

"H and D"

Corrugated Fibre Board Boxes

—the modern package that protects from water, damp and damage.

We have an "H. and D" Box to suit exactly the article you have to ship; the package is neat, attractive and strong, and being much lighter than wood, saves you a big amount in freight.

Ask for our booklet
"HOW TO PACK IT"



Write to-day for full information

THE HINDE & DAUCH PAPER CO., LTD.
Toronto, Canada



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue "Modern Grocery Fixtures."

Walker Bin Store Fixture Co. LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

MILLAR'S PURE JAM

will appeal to your customers on account of its absolute purity.

In Millar's Jam no artificial coloring or chemical preservative is used. It is packed same day fruit is picked, in stone jars, and will always retain its natural flavor and color.

If you have not placed an order, do so now.

Warren Bros. & Co., Limited

Wholesale Grocers, - Toronto



She wouldn't take as a gift any other salt but

WINDSOR SALT

For Table or Dairy

She knows that "Windsor" Salt is pure—that no adulteration is added to keep it from caking—and that it gives a delightful savour to the food, the butter and the cheese.

She knows, too, that no other salt is "just as good."

The Canadian Salt Co., Limited

WINDSOR, ONTARIO

Perfection Cheese Cutter Made in Canada



Every Slice is a Fresh, Even Cut.

Accurate in Weight. **Pleasing to the Eye.**

It pays to buy a Perfection Cutter.
It is built to last; made substantial and strong.
It prevents overcuts, scraps and waste.
It saves its cost in time, labor and money in less than twelvemonths.

Patented and Manufactured by

The American Computing Co. of Canada

Hamilton, - Ontario

SOLD BY THE WHOLESALE GROCERS.

Wholesome and Appetising!

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers.

TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.

Telfer Bros., Ltd. Collingwood, Ont.



BRANCHES:
Toronto Winnipeg Hamilton Fort William



Tell this to the WOMEN

By using Minute Tapioca a first-class, delicious dessert can be produced in fifteen minutes.

Minute Tapioca does not require soaking—ready for instant use right from the package. One package of

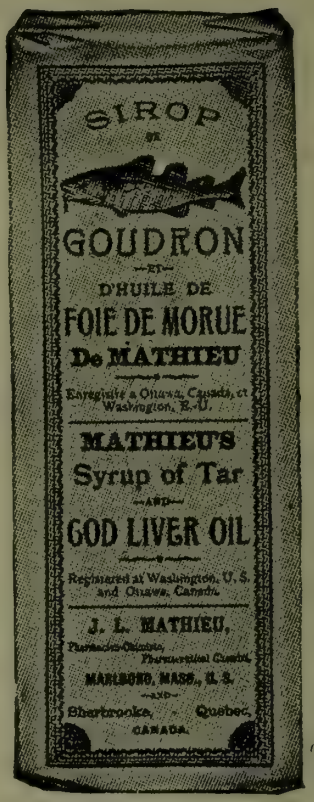
MINUTE TAPIOCA

makes six full quarts of a pudding that is unusually delicious in taste and appetizing in appearance. MINUTE TAPIOCA is absolutely pure and is put up in the largest and most sanitary tapioca factory in the world.

Ask your Jobber for MINUTE TAPIOCA

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: R. B. Hall & Son, Montreal
Canadian Specialty Co., Toronto
W. S. Clawson & Co., St. John, N.B.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere.

It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

THE MILK WITH A REPUTATION!

You can rely on a steady sale for any article that combines purity and quality!

"Canada First" Evaporated Cream

is made only from the purest tested cow's milk, and every can comes to you guaranteed and fully sterilized. It is canned in air-tight, sanitary cans---most attractive package. A splendid selling line. Order from your jobber.



The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario

What's the use of your tongue, Mr. Grocer?

AURORA

yourself, and then to tell your customer how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things, First to try it on

COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON, Branch: Sault Ste. Marie

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated	PARIS LUMPS
Extra Ground	in 100, 50 and 25 lb. boxes
Powdered	and in "Red Seal"
Golden Yellow.	dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Are you handling the original magic hand cleaner?
For the effective chasing of all

SNAP

dirt, grease, tar or paint from the hands "SNAP" is unrivalled. Sells at sight. Order from your jobber

SOAP Co., Limited



MONTREAL CANADA

Sauerkraut

Sterling BRAND

Sauerkraut

"The Early Bird Catches the Worm"

That's the reason you should look a little ahead, and be ready for business when it is ready for you.

Time NOW to place your orders for

"Sterling" Sauerkraut

There's none better, and no article which will influence so much new business your way.

GET OUR PRICES

THE T. A. LYTLE CO., LIMITED

STERLING ROAD, TORONTO, ONT.

PROFIT PROMOTERS

For Every Grocer!



You can get and retain the trade that every grocer wants—the best class family trade—by featuring the full range of

RICHARDS PURE SOAPS

They are genuine business-getters, satisfaction-givers and money-makers!

Here's the full line:—

Richards Pure Soap, Quick Naptha Soap, Snowflake Soap Chips, Ammonia Powder, 100% Pure Lye, Toilet Soaps.

Richards Pure Soap Co., Ltd., Woodstock, Ont.

A. HUTCHINSON, Agent — OMAND MFG. CO,, 76 Colborne St., Toronto

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.

INGERSOLL, ONT., CANADA

O·K

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

1000 GUINEAS

Sells at 15½ cents and 25 cents
BE WARY OF IMITATIONS

SAUCE

George Mason & Co., Limited

Sole Manufacturers - - - LONDON, ENG

Sole Canadian Agents
S. T. NISHIMURA & CO.
MONTREAL

SUB-AGENTS:—
Toronto, Ont.—Geo. Stanway & Co.
Hamilton, Ont.—James Somerville
Ottawa, Ont. —H. D. Marshall
London, Ont.—Wm. G. Coles & Co.
Quebec, Que.—A. Francois Turcotte
Kingston, Ont.—James Craig

Business Insurance

A grocer is known by the goods he sells. If he makes sure that each line stocked is the best in its class he is buying business insurance as well as merchandise. These goods are not excelled for quality, attractive packing, and price. For sale by most wholesalers.



GOODWILLIE'S FRUITS IN GLASS

Put up in a modern factory, situate in the heart of the fruit growing district, they easily lead all other brands. No detail tending to make the line most perfect has been overlooked. A trade builder and a trade holder.

JOSÉ SEGALERVA
Malaga, Spain

TABLE RAISINS

Unless Table Raisins are consistently uniform in quality, and packed attractively, they cannot, with policy, be stocked by a grocer of the right type. His Malaga Table Raisins, or "Blue Fruit," must be always select quality and packed neatly. Specify Segalerva's when you order, and secure such fruit.



MEATS IN GLASS

Have you remarked the growing demand for these goods? Rolled Ox Tongues, Galantines, Chicken, and a variety of other meats, may be secured in various packages. They're specialties which yield a profit above the average, and require little attention.

Rose & Laflamme
Limited
Montreal - Toronto

CREST BRAND

TRADE MARK

REGISTERED

Take no Chances!

The "quality" of the goods you handle is the all-important factor in influencing the best-class trade your way! Sell

"CREST" BRAND OLIVES!

They are bottled safely from the finest selected fruit, and prepared with the greatest skill and care.

Stock and feature this satisfaction-giving line! Write us direct if your jobber can't supply you,

Canada Spice and Grocery Co., Ltd.

London, Ont.



GERMAN

SAUER-KRAUT

Pickles in Brine
Vinegar

For Lumber Camps

The largest Sauer-Kraut Manufacturers in Canada.

Taylor & Pringle Co., Ltd.

Owen Sound, Ontario

"KITCHENER" BRAND
OF
CANNED GOODS

At this time of year this subject should have your consideration.

WE ARE PACKERS of full lines of FRUITS and VEGETABLES, and guarantee the quality of all goods.

Write us before placing your order.

The Oshawa Canning Co., Limited

OSHAWA : : ONTARIO

LET YOUR CUSTOMERS KNOW

that you keep the purest and most delightful sauce made---tell them about

Mason's Worcestershire Sauce

It is made from the finest and purest ingredients, in a factory noted for its cleanliness. Has a flavor that is unequalled for piquancy.

Try it yourself. You're a good judge. Write us for samples.

MASONS LIMITED

25 Melinda Street TORONTO



WHITE DOVE COCOANUT

IT IS SOLD BY EVERY GROCER WHO WANTS TO SUPPLY HIS CUSTOMERS WITH A COCOANUT THAT HAS BEEN PROVED THE BEST.

HOW'S YOUR STOCK?

W. P. DOWNEY
MONTREAL

Are Your Credit Customers Safe?

No! They'll run you into bankruptcy in a jiffy if you let them. And still you can't afford to get "independent" with this class of trade---it is good money when it does come.

Allison Coupon Books

point the way to safety. They guard against loss; they hold the credit customer in check; save time, money and trouble.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10. — No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, n charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

PICKLING SPICES

This is the season during which it is most profitable for you to push Pickling Spices, and we strongly recommend you to feature

Prince of Wales Brand

The brand that always gives your customer, as well as yourself, entire satisfaction.

MINT
THYME
SAVORY
SAGE
MARJORAM

All herbs in ¼ lb. open face cartons.

Send us a trial order.

S. H. EWING & SONS
Montreal and Toronto

CARTER'S
EXTRA CONCENTRATED
LEMON SYRUP
"BIG WHEEL" LEMONADE.
CRYSTALS OR POWDER.

H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal Agents

When writing advertisers kindly mention having seen the advertisement in this paper.



Cut of 100 Book Size, without hood, showing alphabetical arrangement of books.

Don't Blame Your Clerks But ——— Correct Your System of Accounting



Cut of 100 Book Size, when not in use, showing hood locked to cabinet.

Did you ever cuss your delivery boy for delivering the wrong goods to the customer, or for delivering goods to the wrong customer, and then afterwards realize that the trouble was due to careless instructions given?

Do you ever blame your clerks for losing good customers over disputed accounts when you ought to correct your method of keeping accounts which is at the seat of the trouble?

Do you ever blame your clerks for bringing forward wrong past balances, or otherwise mixing accounts and settling with customers at discounts when all this loss and trouble could be avoided with the proper system?

Do you ever wrack your brain over forgotten charges and yet not realize that your clerks forget to charge as much, if not more, than you do? They are not wholly to blame---the proper system would overcome this loss.

Mr. Merchant, the Keith System is the healing balm for all these troubles. Don't take our word for it, ask anyone who is using one, or write for full information,

ACT NOW AND SAVE MONEY.

THE SIMPLE ACCOUNT SALESBOOK COMPANY

Sole Manufacturers
also Manufacturers of Counter Pads for Store Use

1926 Depot Street. FREMONT, OHIO
and HARTFORD, CONN., U.S.A.

A BOWSER
Self-measuring Oil Tank



is probably the one thing lacking in your store which you can least afford to do without. Because, if your sales of kerosene and gasolene are small, you need it to build a bigger, better business, and whether your business is small or large, you need it to clinch your profits by saving time in measuring and reducing losses caused by evaporation, spilling, leakage and overmeasure.

Thousands of Grocers Agree

that the "Bowser" is by far their most profitable store fixture. Think of the convenience of merely having to hang the can on the nozzle and turn the crank to obtain accurate gallons, quarts, pints---no measures, no funnels, no smell, no oily hands, no contamination of other goods, no oil-soaked floors. Clean, space-saving and fire-proof. We have a variety of Outfits to fill all requirements. Send for description. **Just ask for Booklet No. 5.**

S. F. BOWSER & CO., Ltd.
66-68 Fraser Ave. -:- Toronto

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Vancouver, B.C.
Edmonton, Alta.	Hamilton, Ont.
Halifax, N.S.	Montreal, Que.
London, Ont.	Quebec, Que.
Ottawa, Ont.	Toronto, Ont.
St. John, N.B.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871



It dries them up **Common Sense**
KILLS { Roaches and Bed-Bugs / Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

GROCERY



A Sign of Success

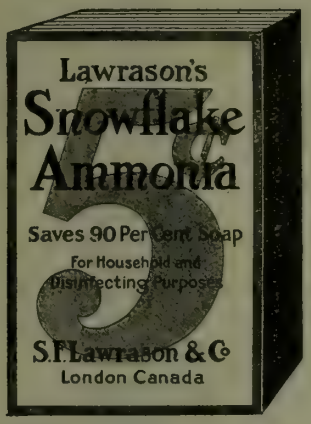
It's a sure sign that you are pleasing your customers when you sell

PURITY SALT

It is pure---that's why the women think so highly of it. Purity Salt is never a "sticker" but always a seller.

THE
WESTERN SALT CO., Limited
Mooretown - Ontario

The Only 5 Cent Package of Powdered Ammonia



We are telling your customers, in a vigorous advertising campaign, about the saving they can effect by using Snowflake Ammonia.

Are You Selling It?

The people WILL HAVE Snowflake Powdered Ammonia. NONE of the various substitutes for Snowflake are equal to it in cleansing properties—but they ALL COST MORE. Your customers WILL BUY IT where they know they can get it. Protect your trade by ordering Snowflake NOW. The profit is good.

S. F. Lawrason & Co.
London, Ontario.

BUY THE BEST!

To attract trade is one thing---to hold it another.

You will do both if you feature

Wonderful Soap

It's a rapid and profitable seller, neatly and attractively packed

The housewife will use no other, once she has tried WONDERFUL SOAP.

It whitens the clothes. and saves time and labor.

Send for details to-day.

The Guelph Soap Co.
GUELPH, - ONTARIO
Toronto Agents—MacGreegor Specialty Co.



WHEN IN THE MARKET FOR

Brooms

write us for prices. You will always find our goods reliable and prices right.

All Brooms made of this season's crops.

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

You Can Sell Purnell's Sauces, Vinegar and Pickles

to your particular customer because their reputation is based on general quality and right packing.

They are a line that are genuine satisfaction-givers, and they leave the grocer a very liberal margin of profit.

They are general favorites and are more in demand than any similar imported line.





SEE TO YOUR STOCKS

All Good Jobbers handle

Purnell's Pure Products

Canadian Agents:
Charlottetown, P.E.I., Horace Haszard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. D. Bonhomme, 131 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E., Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., Corner Cordova and Homer Sts.

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C., Edmonton and Calgary, Alta., and Winnipeg, Man.



Read how a "Classik" ceiling in your store will sell goods

It brightens up the whole interior, gives your displays a chance, and makes the work of the sales-people easier. Then, too, it stamps you as a man with some regard for the beauty and sanitation of your surroundings and for your customers' taste.

Every one who is a patron of yours, and many more that ought to be, will visit your store during the next few weeks. Moral—Prepare to make them "stick," by making your store attractive.

A post card brings Catabog "A-23" and full particulars of cost. Write now. You haven't a day to waste.

The Galt Art Metal Co., Limited

Galt, - - Ontario

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA

YOU RUN NO RISK IN ORDERING

"MELAGAMA"

TEA and COFFEE

We guarantee the QUALITY and FLAVOR to be of the very highest standard and WE ALSO GUARANTEE THE SALE.

Place a trial order. - - - Your customers will appreciate their goodness.

MINTO BROS. - - - - - - TORONTO

McLean's
COCOANUT

You have particular customers Satisfy them and yourself and sell them this brand.

The Canadian Cocoanut Co.
Sole Makers
MONTREAL



MORE LIGHT MEANS MORE BUSINESS

If you are looking for a steady, brilliant, white light in your home, store, ho el or church, get in touch with us.

Our apparatus is absolutely safe, is better than electricity and city gas, and safer than coal oil or candles.

Write for circular and special price to merchant di ect.

MacLAREN & CO.
Gasoline Lighting Systems
MERRICKVILLE, - ONTARIO
AGENTS WANTED.



—BUY—

Star Brand

Cotton Clothes Lines

—AND—

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.
SEE THAT YOU GET THEM.

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¾-lb. tins—
3 doz. in case

HOW IS STOCK?

Royal Polishes

are used all the year through. Before winter sets in see that your stock is large enough to carry you over the frost months.

Look into this to-day.

Royal Polishes Company
MONTREAL



NATION'S CUSTARD POWDER

Noted
for its Flavor and Purity.

Attractively Packed
in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND CO TORONTO

Alimentary Pastes



Gazelle Brand

Packages, 6½c.

A. Courtine & Cie.'s

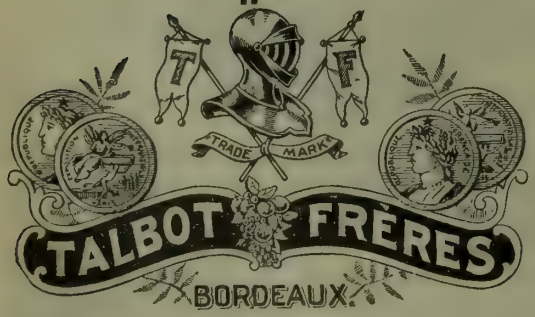
Packages, 8c. Loose, 7½c.

Talbot Freres'

Packages, 8c. Loose, 7½c.

Our assortment includes Macaroni, Vermicelli, Spaghetti, Noodles, Coquillettes, Alphabets, Coudes, Assorted Pastes.

Loose Pastes in 25-lb. boxes.



Terms: F.O.B. Montreal, net within 30 days.

Hudon, Hebert & Co., Limited

Wholesale Grocers and Wine Merchants

MONTREAL

ESTABLISHED A.D. 1839.

Change in Price of

SUNLIGHT

AND

LIFEBUOY SOAPS

Owing to the continued rise in the prices of Raw Materials we have found it necessary to revise our prices and are taking this opportunity to fall in with the suggestion of the Manufacturers' Committee of the Wholesale and Retail Grocers' Association and put Sunlight and Lifebuoy Soaps on such a basis that they would be sold universally at 5c. straight.

The new prices are as follows:

ONTARIO AND QUEBEC ONLY

5 Cases	- - -	**$4.15 Freight Prepaid**
10 "	- - -	**$4.05 " "**

It is to be hoped that the grocery trade will put the selling price of 5c. straight into operation at once, and so realize the additional profit on present stocks.

Lever Brothers, Limited

Toronto, : : : Ontario

Buy "The Powder with a Pedigree"

THE LEADER FOR 50 YEARS
AND STILL THE BEST.



NO ALUM
IN IT.

FROM ALL JOBBERS,
OR

W. D. McLaren, Ltd.
Montreal

COOK'S FRIEND BAKING POWDER

SETTLE your customers' coffee problem by recommending Chase & Sanborn's brands and you will make yourself popular---a popularity you can reckon in dollars and cents. Chase & Sanborn's High Grade Coffees are guaranteed to satisfy.

CHASE & SANBORN
MONTREAL

Heavy stocks don't earn money for YOU---the wholesaler or manufacturer who loaded you up, gains. : : : : : : : :

The average grocer carries bulk tea in stock—representing an investment of about $100.00.

Just $75.00 too much.

This is why.

A full line of "SALADA" Black, Mixed and Green, pound and half-pound packages costs you about $25,00.

You buy as you require it, in small quantities—your stock is always **fresh**.



Yearly sales over 21,000,000 packages.

You buy often and make quick profits. You buy tea of **known** quality—it satisfies your customers.

You sell it quickly—conveniently—economically.

Your purchase is sold before you next invoice is due.

The freight is prepaid—the sale is guaranteed—you can return it any time if you're not satisfied.

Your money is not tied up in an unproductive bulk tea stock. Your money is hustling and earning other dollars for **you** when you sell "SALADA" Tea.

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Grocer Should Study Insurance Policy

The Example of the General Merchant Who Did not Furnish Proofs of Loss—An Inventory of Goods is Important in Adjusting for Losses—Provisions of the Policy Must be Obeyed to the Letter—Money can be Saved if Allowance is Made for Depreciation.

Business men, in general, appreciate the protection afforded by fire insurance. As a rule, the grocer's establishment may be considered pretty safe, but reports are fairly numerous of buildings being wholly or partially destroyed by fires, some of which originate in and are confined to a particular store, while others are the result of proximity to a fire zone.

Fire is an uncertain element, and often, in spite of precautions, it finds a berth where least expected. A grocer who has all his money invested in his business must realize that there is more or less precariousness to his stock and store if for no other reason than because it is inflammable. It is a desire to safeguard his possessions that determines the grocer to secure an insurance policy. But it frequently happens that, after a fire, when a settlement is being made, he discovers to his sorrow that he is not to receive as much as he expected.

A fire insurance adjuster recently expressed his opinion upon this point, and mentioned some of the precautions that should be observed in regard to insurance.

"A number of recent cases," he said, "where retail merchants have suffered a total loss by fire and, though fully insured, failed to realize a cent on their policies, were due to the fact that the policyholder was either not familiar with the various clauses in his insurance contract, or else failed to carry out some necessary provisions of his policies.

Lost Entire Insurance.

"One case in particular was that of a general merchant whose stock, worth



Discovers to his sorrow he is not to receive as much as he expected.

several thousand dollars, was completely destroyed. The stock was covered in five companies for $5,000. Each policy provided that within 60 days after the fire, he should serve proofs of loss. This was not a difficult task because everything was burned, but for some reason he neglected to carry out the provision. Consequently, after the expiration of 60 days, the companies refused to pay. He sued all five and lost every case.

Convention Over Waiver Clause.

"He contended, of course, that the companies had waived the proof of loss requirement, and the court held that there had been no legal waiver. The courts are agreed that an insurance company by waiver can relieve the insured from the obligation to furnish proofs of loss, but that it must be very clear that the company actually did waiver the requirement.

"The reason for the clause is obvious enough to anyone with even a slight knowledge of the moral hazard involved in fire insurance. The prompt submission of proofs of loss gives the company an opportunity to ascertain the actual value of the property burned and to prevent numberless forms of fraud.

"The principal difficulty in honest fire insurance claim, so far as the small merchant is concerned, is that he does not read his policies. It is as necessary to read and digest a fire insurance policy as it is a bill of sale for a store.

"The standard form prescribed by law is the best and the insured should carefully ascertain whether his policies are of that class, otherwise he may be paying premiums for nothing. The terms embraced in the standard form are the result of legislation and have been interpreted numberless times by the courts. The law allows insurance companies to vary policies issued by them, but these variations must be properly displayed and in ink of a different color from that in which the policy is printed and therefore should be carefully read.

Importance of Inventory.

"Another important thing for the merchant to heed is the annual inventory of stock and fixtures. In my experience I have run into numbers of merchants who have carried fire insurance for years and yet have never taken an inventory. It may not be necessary now, but how can a fire insurance company adjust fire losses properly without one? It is not only impossible to adjust a loss satisfactorily without the inventory, but it is also impossible to intelligently insure against fire.

"If the merchant knows the value each year of his insurable property he is bound to save money in the expenditure of fire insurance premiums, and if he is unfortunate enough to have a fire, he will save himself considerable delay and no small amount of suspicion if he is able to present to the adjusters a list of the property he had upon the premises at the time of the fire, together with evidence in the shape of receipts and invoices.

Depreciation of Values.

"Often merchants in taking out fire insurance year after year fail to make allowance for depreciation in value. If the fixtures cost $3,000 and are insured



The annual inventory of stocks and fixtures.

for that amount, the owner annually loses money in premiums without securing indemnity. The fire insurance policy expressly provides that no more than the actual cash value on the day of the fire of the property burned can be recovered, and that there must be proper allowance for depreciation.

Handling Coal Oil, etc.

"In small manufacturing establishments, groceries, drug stores and printing shops the proprietors should be sure that the policies contain provisions for the proper storage and handling of benzine, gasoline, coal oil, and other inflammable substances. The provisions of the fire insurance policy in this regard are frequently disregarded. If the policy permits the handling of a gallon of gasoline, benzine or coal oil on the premises at one time, it does not mean that two, three or five gallons may be handled and this fact is likely to make trouble in case of a loss.

"In short, if the small merchant will go further than taking the word of his agent regarding his insurance, and study the question himself, not only with a view of making certain that he is complying with the provisions of his policy, and that he can collect in case of loss, but that he is not paying too much money for the indemnity, to which he will be entitled, he will be giving an important part of his business adequate attention.

"In other words the time to see that the policy of fire insurance is in order is **before**, rather than **after** a fire."

Beware of Advertising Your Weaknesses

So Warns Writer Who Calls Attention to Disorderly Windows and Dirty Store Interiors— How Such Conditions Diminish Selling Power—Why Every Dealer is a Believer in Advertising—The Question is 'How to Make It Advantageous.'

By Henry Johnson, Jr.

Whether you like it or not; whether you "believe in it," or not; whether you know it or not, you are advertising every day you keep your doors open. Which being the case it behooves you to study advertising and study it well. And, in view of the primary importance of the subject, it is deplorable that it receives so little intelligent, unbiased consideration. For mind you, I said you advertise, but I did not say you advertise to your advantage. Many advertise their own weaknesses, bringing their faults into prominence with very unfortunate, very costly emphasis.

Brush Those Cobwebs Away.

Now why should you have the assurance, the "nerve," so to say, to pass up the subject of advertising with a careless word or two, as you so often do, clearing the decks with the one pet, sweeping assertion to which frequent repetition may have leant a meretricious authenticity? Why, bless your heart! you would not consider the installation of an elevator in such a spirit, putting your inexperienced, half-tried, hap-hazard judgment against that of those who have studied elevators for a lifetime. No: nor would you undertake the purchase of a single barrel truck in such a frame of mind. So, therefore, let us brush the cobwebs away and approach this weightiest business problem with something akin to the careful consideration and suspended judgment to which it is entitled.

Since, then, you advertise whether you want to advertise or not, let us seek to discover how you may advertise to your advantage. And let us begin with the beginning, fixing firmly in our minds the cardinal principles that, as we must advertise, we will (1) advertise honestly; and we will (2) advertise to our own advantage. This means that we must KNOW our goods thoroughly —not superficially—and that we must see to it that conditions in and about our stores are such that we can tell the naked and unvarnished truth to our OWN ADVANTAGE. This is somewhat of an undertaking when you come to consider it.

Covers a Wide Area.

To begin with, let us understand each other. Advertising is not the use of printers' ink, though printers' ink is a wonderful agent for the dissemination of knowledge, advertising and other. Advertising is vastly broader than this. Advertising embraces all business promotion. Notice that: ALL business promotion. This means that everything done about your store is advertising, positive or negative: for you or against you. That is my interpretation of advertising.

So we better begin with your windows, since the windows are your introduction to your trade. I do not think there is any single advertising medium that equals the power of your window to do or undo. To realize what this amounts to, suppose you step outside and look inwards through your windows to-day, just after you have read this column; trying to picture to yourself what would be your own impression of yourself as a merchant if you were a stranger going into your store and "sizing up" the store through that single medium. The experiment may open your eyes. For, as in things spiritual, most troubles are hidden within where they are not readily seen; so also in the grocery store most difficulties, handicaps to success and various drawbacks may be found in blindness to our surroundings; carelessness of those familiar details attention to which would spell SUCCESS.

Excuses Now Obsolete.

Let your reform in advertising begin at your windows. Clean up! Better a clean empty window than a display allowed to become dusty and fly specked therein. Continue the process clear back to the rear door and then up and down stairs, searching into every nook and cranny. The time is forever gone when any excuse will cover a dirty, disorderly store; for too many grocers have clearly demonstrated that not only is order and cleanliness possible and practicable; not only does it pay "indirectly" as advertising; but it also pays directly in dollars and cents. In a certain city is the home of a large food company. It is not a rhetorical twist to say that you might invert your dinner plate on any portion of the floor of that factory and then eat the food with less liability to get dirt or disease into your system than in the average cheap restaurant; that is simply a statement of solid fact.

One accustomed to old-style methods would question whether such exceeding cleanliness could pay. The fact is well established, however, that the business of this company is highly profitable, and that a great proportion of the profit is directly traceable to its exemplary cleanliness. Disorder and dirt mean waste and waste is expensive. Order is conservation of time and goods; hence order is true economy and adds to the profit account.

Get First Hand Knowledge.

As you proceed with your investigation of "inside conditions" in your store, you will be surprised to find odds and ends of stock piled away, or thrown into odd places—that is, if you go about this yourself with a view to knowing about it first hand. If you leave it to others to do, without careful supervision, you will not learn so much, nor will you know about all that is found. At best, stock left around loosely is idle stock; idle capital; wasted energy. At worst, it is spoilage and therefore indubitable loss.

All this is so obvious and elementary that I should not think of writing it were it not for the fact that grocers are blind to just such conditions to an astonishing degree. You, of course, being somewhat more advanced in ideas than the average grocer, will understand what I mean, and will readily agree with all I have said. Maybe you have already done part, or even all, of the work I have suggested. You will therefore say: "Why, certainly; I understand all that and work my own business on that basis. I know customers are attracted by cleanliness and repelled by disorder."

Value of a Pleased Customer.

Admitting this much then, have I proved my contention—at least so far as I have gone? You admit that customers are influenced by your tidy store. Then is a tidy store good advertising? You will admit that one pleased customer is a good advertisement for you—the best advertisement, we will say. Why? Is it not because she tells her friends that you keep a tidy, attractive store? If you sell her something new, something she has not yet tried, which pleases her, have you not advertised to her and to her neighbors that you are up-to-date? Is it a good thing to have her feel that way about your business and store? To ask the question is to answer it. Very well, then: If it is good for you to influence her and thus influence her neighbors how can you say that you do not believe in advertising? What is advertising, as it is commonly understood, in its more restricted sense? Is it not simply your own indirect telling of these things about your goods and your store to a large circle of readers in much the same way that your pleased customer tells her friends?

And if this is so, is it not then good for you to tell your story broadcast through the medium of printers' ink?

Think it over. I shall have more to say next week.

W. H. Dunn, of Montreal, has returned from a New York business trip.

A. H. Brittain, of the Maritime Fish Corporation, is now on a trip to Western Ontario.

The Goose Lake Supply Co., general merchants, Laura, Sask., are succeeded by A. G. Todd.

W. J. Brigden, grocer and butcher, Calgary, Alta., has sold his grocery business to F. P. Switzer.

T. A. Hicks, general merchant, Langdon, Alta., has sold his grocery stock to the Langdon Trading Co.

Manufacturers Advance Prices of Soap

Laundry Soaps Now Quoted at a Figure That Will Practically Render Prohibitive the Retail Price of Six Bars for a Quarter--One of the Old Evils of the Trade Should Now Disappear —High Cost of Raw Materials Responsible for the New Prices—A Comparison of the Profits.

Toronto, Nov. 10.—As the result of an increase in the price of soap, the "six-for-a-quarter" price on the ordinary laundry soaps will in all probability soon be a thing of the past. The new schedule of prices for Ontario and Quebec is as follows:—for one box, and less than five, $4.15; for five boxes $4.15 with freight paid; for ten boxes and upwards, $4.05 with freight paid. As the great majority of grocers generally buy in five or ten box lots, or more, the new basis of prices is $4.05 and $4.15.

All of the laundry soaps are now on the same basis. Formerly the prices for most lines were as follows: Ten boxes and upward, $3.75 with freight paid; five boxes and up to ten, $3.85 with freight paid. Several lines were sold lower than this, but all have been brought up to the same level.

Causes of the Advance.

One has not to look far for the reasons for these higher prices. Raw materials used in the manufacture of soap have gradually increased in price until those who followed the market considered it but a matter of time until an advance would be made by manufacturers. A world shortage of animal fats, besides a scarcity of oils used in soap manufacture, such as cocoanut, cotton seed, palm and others, have greatly increased the cost of soap production, and rendered necessary an advance in prices. Market reports show that the price per lb. of ordinary soap stock, grease and tallow in 1901 was 5¾ cents and has gradually increased to 7⅞ cents at the present time. The price of rosin in New York, 280 lbs. gross, was $4.10 in 1901. It is now quoted at $7.50, an advance of almost 100 per cent. Cocoanut oil per pound in New York ten years ago was 6¼ cents, and the October price this year was from 9½-10 cents. In 1904 cotton seed oil was quoted at 4 cents in the United States, and is now at from 8¼ to 9 cents, in addition to which there is a duty of 20 per cent. coming into Canada.

Reference might be made to various New York manufacturers who some time ago advanced their prices on account of increased cost of production. In some cases the increase amounted to 60 cents a box.

Effect of New Prices.

The new schedule will practically enforce the removal of the "six-for-a-quarter" price. Grocers who formerly bought in five case lots and sold at six bars for twenty-five cents made 32 cents profit on each box. He will just make two cents a box under the new schedule if he sells six bars for twenty-five cents. In other words, taking into consideration the cost of doing business, he will be losing money.

Retailing at five cents straight he will make 85 cents a box, without taking into account the cost of doing business. Under the old price he would have had a splendid profit at five cents a bar, but the demand was almost entirely for the "six." Demands for single bars were few and far between.

When it was rumored some time ago that some change would have to be made either in the price of soap or in the size of the bar, due to higher cost of raw materials, both wholesalers and retailers made strong representations to the manufacturers in favor of increase in the price to such an extent that the practice of selling "six-for-a-quarter" would be done away with. This pratice originated with price-cutters, and had been forced upon the trade generally, with the result that retail profits had become very unsatisfactory.

The new schedule went into effect November 5.

MOVE TO CURTAIL CREDITS.

Montreal Provision Dealers Issue Letter to Retail Trade Announcing Shorter Credit Terms.

Montreal, Nov. 11.—The following letter was recently sent out by 12 wholesale provision houses to the retail trade:

Dear Sir,—All connected with the Produce Trade are familiar with the very limited margin of profit that those engaged in the business have been able to realize, and that the terms of credit which the wholesale trade have been extending to their customers are entirely out of proportion to the small margin of profit under which we are forced to do business.

The wholesale trade are of the opinion that shorter credits will really be of material advantage to the retailer. It will supply a reason for insisting on prompt payment of his accounts, and place the trade generally on a healthier and more substantial basis.

With a view of bringing about an improvement over present conditions, all accounts for goods purchased during the month will become due (and statement rendered) on the 1st of the following month. Failure to settle the account by the 15th of same month will result in no further goods being entered, except upon a c.o.d. basis. This to take effect commencing October 1st.

Our object is not only to collect accounts within a period of time more commensurate with the heavy expenses under which we labor, but also to give our clients an opportunity and a reason for shortening their terms of credit to the consumer, and to insist upon their accounts being paid promptly by their customers.

The effect of this change will result in the retail business being placed on a sounder and more profitable basis.

Hoping we may receive your hearty co-operation in the matter.

DELIVERIES DELAYED.

Express Employees' Strike in New York Affects Certain Shipments of Oysters to this Side of The Line.

The express employees' strike in New York is affecting the delivery of goods from New England cities to Ontario towns and some of the dealers in oysters particularly experience a delay of 24 hours in the shipment of their goods. Attention is called to the matter in order that grocers who notice a delay in any deliveries will understand the situation which will be relieved when the strike is concluded. Shipments originating at New England points are expressed irregularly owing to a strike among the express companys' employees in New York. A great deal of express matter getting into New York is subjected to "cross-town" transfer which necessitates the labor of drivers who are not in the strike. Perishable goods are given a preference but in spite of that, a delay of twenty-four hours is being experienced. It is possible to route some shipments by way of Boston instead of New York but in the majority of instances it increases the through rate 40 to 60 cents a hundred.

FRUITMEN TO BOWL.

Toronto, Nov. 9.—Local wholesale fruitmen have formed a bowling league comprising six teams, which should afford considerable sport during the long winter evenings. The officers elected are: Hon. Pres., Chas. Kimpton; President, D. Spence; Sec.-Treas., J. J. McCabe. Matches will be played every Monday, Wednesday and Saturday evenings, and the schedule will not be concluded until April 8th. Each team plays twenty matches and by the time the finals are in sight there will likely be niches in the bowling hall of fame for some of the local fruitmen. The six captains, who by the way are themselves some bowlers, are Geo. Everist, Jas. Egan, T. Vance, W. B. Stringer, A. McBride and Geo. Olcott. The curtain has already been rung up on the season's fun. Suitable prizes and a trophy are being offered.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Messrs. Gunn, Langlois & Co., Montreal, Que., announce an interesting competition. Their idea is to give an incentive to farmers to produce a standard of poultry that will tend to enable Canada to establish a position as one of the foremost producers and exporters of eggs and dressed poultry. They have decided to offed $100 in prizes for the finest shipments in poultry—shipments to consist of either 12 turkeys, 24 chickens, 12 ducks or 12 geese.

The Canadian Grocer

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NEW SOAP PRICES.

Manufacturers of laundry soaps have announced new schedules for Ontario and Quebec, entailing an advance that will make it necessary for retailers to sell at five cents straight instead of six bars for a quarter. As this means a better profit to the dealer, the change will cause general satisfaction throughout the trade.

The new prices are due to the advanced cost of all materials entering into the manufacture of soap. It has been felt for some time that the price would have to go up or the size of the bar would have to come down. The wholesalers and retailers strongly favored raising the price, and, when the time came, the manufacturers acted accordingly.

Some grocers, expecting higher prices, purchased rather heavily. They will likely put the new price into force at once, and thus get the benefit of the extra profit. This should be done by all retailers without delay.

SUGAR SITUATION.

Easier prices are likely to hold for some time in the sugar market. The total cane crop of the world including Hawaii, Java, Cuba and Louisiana will be 200,000 tons more than last year. The beet sugar production will be about one and one-half millions greater. The total increase will be 10 per cent. as compared with last year, while the normal increase in the consumption is only 4½ per cent. Raw sugar has already broken almost a cent a pound from the highest point. A year ago it was 4.45 cents as against about 3.87 at present.

Granulated sugar, following raw, has gradually come down until it is now at $4.70 for standard granulated, on Montreal basis. Cuba is expecting so much more sugar than last year that she is offering her new raws at about 2¼ cents against 2¾ cents last year. United States authorities expect sugar to drop to at least 4½ cents. On the basis of 2¼ cents for raw sugar they say granulated should sell there at 4½ cents.

Just how low it will go in Canada is merely conjectural. Another decline is looked for by jobbers but none of them have expressed an opinion that it will reach a 4½ cent basis.

GOOD CROP OF BEANS.

The bean crop in Western Ontario is now estimated at between 900,000 and 1,000,000 bushels. In 1909 the crop amounted to 850,000 bushels so it looks as if bean prices ought to be easier than a year ago providing the increase in consumption does not more than balance the better crop.

Some growers are threshing as high as 25 bushels to the acre. Buyers have been paying $1.50 for good quality beans or on a strictly hand-picked basis $1.60 per bushel, delivered at the elevators.

POOR SALESMANSHIP.

What a lot of salesmen there are who seem to think that price is the only thing a customer thinks of. When they present an article for inspection, their first words are "That is $1.80; here is a better one for $2.40."

In a country general store last week a customer asked for a half pint of floor stain to touch up a small space.

The clerk offered a line selling at 15 cents, but it was not put up attractively and the customer asked:

"Haven't you so-and-so's?" naming the manufacturer of one of the best advertised paints.

"No, we only carry their paints," was the clerk's reply, "but, anyway, their stain would cost you 25 cents."

Here was a customer ready to pay for quality and the clerk, instead of encouraging the desire, offered the inducement of cheapness in order to make his sale.

Most people buy things, not so much because they need them as because they want them and, that being the case, they are more interested in getting just what they want than in a few cents difference in the price. Tell them about the style, quality, desirability of the article—make them want it, and steer clear of the price until they ask for it.

If you follow this rule, you will find the total of your sales increasing surprisingly.

CHECK UP BEFORE RECEIPTING.

Our attention has been called to a practice which must be classed among the careless details incident to lax methods of conducting business, namely, the neglect or failure on receipt of a bill of goods from a truckman or expressman to receipt the bill without first checking it up. This is one of the most careless practices entering into the details of mercantile business Of course, under the law a truckman or a common carrier is supposed to be legally responsible.

The theory is that he can be held responsible through process of the law for any damage to goods or loss of goods, but after having signed a receipt to the effect that so many packages or bundles or boxes or cases have been received it is a pretty difficult matter to re-open the case and charge the carrier with having delivered less than the receipt called for. There is nothing much more conclusive than a receipted bill, and the way to avoid carelessness, mistakes and misunderstandings is to see that the thing is right in the first place.

In other words, do not receipt for goods without first checking them up and do not sign anything without having first carefully read it and making sure that you understand it. Many a man has signed a document without reading it, or, at least, after having read it only very casually, and afterwards found that he had signed an order for goods or a promissory note. Never be in too great a hurry to give proper care to your business.

HOME TRADING.

One publisher, who has adopted the plan of addressing a letter each week to some section of his readers, is pressing home the importance of organization. Of the women he asks: "Will the women of this town take part in a campaign to encourage home trading? If they will join in the fight, organize, and use their powerful influence in this good cause they will do more good for suffering humanity than the W.C.T.U., missionary societies, ladies' aids, etc., have or can accomplish."

Now that the newspapers are taking up this matter, the merchants can give significance to the movement by supplying actual instances as to the merit of home values, facilitating comparisons where possible, and otherwise demonstrating the justice of their position. All appearance of coercion must, of course, be avoided, or the adoption of any policy which would give to people the impression that they were being herded or hounded. It must be done by wide-open co-operation which will bring the best interests of the community home to every person capable of conviction.

Invoice and Actual Costs Compared

Profits on Sugar When Weight of Sack and Paper is Considered—Shrinkage on Cheese and Biscuits — Shortages Observed in Weight of Meats—Actual Weights Below Those of Invoice—A Believer in Maintenance of Prices on Staple Articles.

By H. R. Daniels.

How many merchants in determining the selling price of an article, figure on the actual cost? Possibly not one in ten. Either carelessness or timidity or a presentiment that somehow or other the profits will take care of themselves, seems to be the only explanation of this paradoxical attitude. And paradoxical it certainly is. For it is inconceivable that any dealer would be satisfied with a gross profit of 10 per cent. upon an article that constitutes about one tenth of his annual sales—this being a fair estimate of the average gross profit on sugar.

I have spoken of actual cost; for there is an appreciable difference between the invoice price of a certain article and the actual cost of that article laid down in the store. I am aware that this matter has been touched upon in a casual way at various times, but few seem to realize the gravity of the situation without a close and searching introspective look at their own business.

Figuring Profits on Sugar.

Take yellow sugars for example. Suppose the market quotations to be $5 in hundred weight bags. Further, assume that 18 lbs. are retailed for $1.00. What is your profit? At first glance it would appear that you are making 55c or about 10 per cent. on sales. This, however, is more apparent than real. First, because allowance must be made for the sack which will weigh about 14 ounces; secondly, (and this will be a surprise to many grocers) the paper lining will, with moisture absorbed from contents, weigh about 14 oz. more. This means that 98 lbs. of sugar will be a liberal estimate of what the grocer is able to retail over his counter. This, with 5c added for freight and cartage, will give our profit percentages quite a different value and turn a 10 per cent. margin—too small under the most favorable conditions—into a total gross profit of 41c or about 8 per cent.

Cheese and Biscuit Shrinkage.

There are other lines upon which the experiment may be tried with equally startling results. Cheese is invariably short 1 to 1½ lbs. for the reason that the wholesales charge the grocer with the weights marked on the package which were originally placed there by the maker when the cheese was new. The same may be said of fancy biscuits which are usually packed and weighed while still warm and containing a maximum quantity of moisture. All fruits, raisins, currants, apricots, prunes, etc., come in the same category. Shrinkage must necessarily take place in these goods though this loss may be reduced by storing in cellar or basement.

In the case of goods coming in glass containers, it is impossible to estimate the cost beforehand. In a four dozen package of jams or jellies the breakage may vary from one to four or five jars. All glass goods such as lamp chimneys, lantern globes, fruit jars, etc., are subject to heavy breakage. With fruit jars, 5 per cent. would be a conservative estimate of the loss sustained by breakage.

Leakage to Guard Against.

In the majority of the instances cited above, the shrinkage in values, while very real, is not always readily discernible, and, as is the case with canned goods where an odd package spoils from time to time, little consideration is given to the aggregate. Of course, some leakages are entirely unnecessary and can be guarded against by a little attention to incoming goods. In this connection may be mentioned meats. All invoices for this class of goods should be carefully checked and any shortages in weight charged against same. To-day, the writer has checked an invoice for 36 lbs. of smoked roll, 10 ounces short; 37 lbs. bacon, 10 ozs. short; a barrel of smoked roll, invoiced at 220 lbs. was discovered to be 5½ lbs. short.

Enough has been advanced here to indicate the necessity of closer attention to selling prices. The cause of so many small margins in the grocery business to-day, is chiefly owing to the efforts of men, new at the game, whose ideas of getting trade are limited to cutting the price on some staple article. If leaders must be given, by all means give them, but let them be from special lines which come rather under the heading of luxuries.

Plea for Individualism.

Finally, get away from the idea that it is necessary for you to meet every price which some ill-advised competitor may be pleased to make. Let the element of individualism predominate in your business, and make your store so attractive, and your service so perfect that the public simply can't help patronizing you. You will thereby succeed, yourself, and discourage others from attempting to gain trade by such unbusinesslike methods. Selling goods that are not profitable is something that shouldn't be.

A. W. Brumwell, general merchant, Kinley, Sask., has been succeeded by Chas. Fowler.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

The St. Lawrence Sugar Refining Co., are putting up Extra Standard Granulated sugar in 20-lb. cotton bags. This makes a very attractive package, saves labor in weighing and parcelling, and loss which sometimes occurs in the giving of over-weight. Then the sugar of the St. Lawrence Sugar Refining Co., is made only of pure cane sugar and is 100 per cent. pure.

Last week one of the display windows of Bain & Adams, retail grocers, Hamilton, Ont., contained a beautiful display of products of Wagstaffe, Ltd. Fruits in glass were handsomely shown in a show case, the color effect being really beautiful. Grouped around the show case were other products of this firm. It goes without saying that the window attracted a good deal of attention.

The E. D. Marceau Co., Montreal, have installed a Lambert peanut roasting machine of the latest pattern. Peanuts are roasted uniformly, and, owing to the careful manner in which they are automatically handled, they are very little damaged in the process.

Wm. Clark, of Montreal, manufacturer of food specialties, has begun to push vigorously his Chateau Brand of Concentrated Soups. Tinned soups usually retail at two for a quarter, but Mr. Clark is making a price which permits the dealer to retail the soups at only 10 cents a tin, and make a good profit. Advertising to the public is being placed in newspapers and street cars. The copy is attractive and persuasive, and should stimulate an excellent demand for Clark's Chateau Brand Concentrated Soups.

Walter Baker & Co., chocolate and cocoa manufacturers Dorchester, Mass., have purchased the factory in St. Henry, Montreal, which was formerly occupied by R. E. T. Pringle, and will alter the four story building in such a way as will best adapt the 55,000 square feet of space to the needs of their business. It is unlikely that any manufacturing will be done in Canada for at least six months. For several years this company has had an office in Montreal, and their business has developed to the extent of making it necessary for them to have a factory here which will enable them to sell their goods at a more attractive price, in view of the fact that they will not have to pay the heavy duty at present demanded on these lines when brought into Canada in a manufactured state.

The Glocester, Mass., fishermen say that the mackerel this year were a dismal failure. The total catch of salt mackerel off the coast is estimated at about 3,200 barrels, compared with 16,206 barrels in 1909, and 20,426 in 1908. The catch of frsh mackerel is claimed to be almost as disappointing.

The Markets—Some Spices Advance

Cloves are Decidedly Firm and Cream of Tartar is Quoted at an Advance With Higher Prices to be Expected — Hallowee Dates to Drop ½ Cent Upon Arrival of Second Steamer About the 18th—Cables Announced Further Advances in Some Lines of Nuts—Sugar is Weaker and a Drop is Not Unlikely.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

POINTERS—
Sugar—Prices equalized.
Evaporated Apples.—Firm at advance.
Coffees—Higher.

Montreal, Nov. 10.

After rather an unlooked for wait the Canada sugar prices have been reduced to meet the lower prices quoted by others. There is a very weak condition all through the sugar market, and particularly in the raw. It has only been partially supported by the fact that the sugars being melted by the refiners were very high priced, and naturally had to be supported as much as possible. Declining market is looked for any day, as the raw market is weaker by three shillings than at this time last year, and yet the refined is higher than last year.

Canned goods are going with a rush, even at the high level prevailing. It is evident that dealers are taking no chances of a further advance, being pretty well assured that if any additional movement takes place it will be upward.

Taking the markets as a whole they are high and firm, and seem to be booked to continue that way.

Trade is good and promises to offer one of the best for years at this season.

Sugar.—At the end of last week the Canada Refinery reduced their prices 5c to meet the current quotations. This became necessary on account of the large arrivals of foreign sugars in this market. Not only does the market continue weak, but it does not seem possible that prices can long maintain even the present low levels. How soon any change will take place is hard to say. It all depends on the way the raw market shapes and how keen the foreign competition is. At any rate the refiners are hoping against hope that there will be a stronger raw market in the near future.

Granulated, bags	4 70
" 20-lb. bags	4 80
" Imperial	4 55
" Beaver	4 55
Paris lump, boxes, 100 lbs.	5 50
" " " 50 lbs.	5 60
" " " 25 lbs.	5 80
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 40
" " 100 lb. boxes	5 50
" " 50 lb. "	5 60
" " 25 lb. "	5 80
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 15
" " 50-lb. boxes	5 35
" " 25-lb. boxes	5 55
Powdered, bbls.	4 95
" 50-lb. boxes	5 15
Phoenix	5 15
Bright coffee	4 65
No. 3 yellow	4 55
No. 2 "	4 45
No. 1 " bags	4 30

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—Country buyers are evidently beginning to lay in their winter supplies of syrups, as the trade in this line is picking up fast. City buying has been fairly brisk also. No changes in price.

Molasses trade has been disappointing to both importers and jobbers this season, and they are unable to account for it entirely. The only explanation seems to be the increased demand for syrups. The market is dull and weak.

Fancy Barbadoes molasses, puncheons	0 36 0 36
" " " barrels	0 38 0 39
" " " half-barrels	0 40 0 41
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 27 0 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03½
" ½-bbls.	0 03¾
" ¼-bbls.	0 03¾
" 38½-lb. pails	1 80
" 25-lb. pails	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50
" 5-lb. " 1 doz. "	2 85
" 10-lb. " ½ doz. "	2 75
" 20-lb. " ¼ doz. "	2 70

Tea.—There is a good demand for the cheaper grades of blacks and China greens. Also there is a good demand for the better grades of Japans. Other lines are somewhat dull, and trade as a whole is about the same as last week.

From now on it is expected to remain steady.

Choicest	0 40 0 50
Choice	0 35 0 37
Japans—Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 23
Common	0 19 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 02
Ceylon greens—Young Hysons	0 20 0 25
Hyson	0 20 0 22
Gunpowders	0 19 0 22
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" " pea leaf	0 20 0 30
" " pinhead	0 30 0 50

Coffee.—Coffees are firm and high throughout, and there is a distinct shortage in Santos. Dealers here say that the market is too high to be reasonable, but still it continues firm and even on an advancing basis. As pointed out recently in these columns, the visible supply is more than sufficient to supply the world for a year if the coming crop was an entire failure. Therefore it seems to be a pretty certain conclusion that speculation and the Brazilian government are responsible for the whole situation.

Mocha	0 22	0 30	Santos 0 16 0 19
Rio, No. 7	0 12	0 15	Maracaibo 0 19 0 20
Mexican	0 22	0 31	

Spices.—There is a high and advancing market in spices of all lines, but more particularly in cloves, which are now up to 30. Shortage of supplies is the explanation given. Also there has been a heavy and continuous demand all summer for spices, and this has materially strengthened the market.

Flaxseed is high at an advance of 3c over former quotations. Cream of tartar is scarce, and confirmation of the early reports of a short French production has sent up prices.

Business in all lines is booming, and it looks as if the year would be a banner one for the manufacturer.

	Per lb.			Per lb.	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 18	Mace		0 75
Cloves, whole	0 20	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 22	0 30	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	" white	0 20	0 25

Dried Fruits.—The arrival of the Jacona, the second Mediterranean fruit boat, relieved the dried fruit market, coming as she did on a bare market. Her cargo was considerably smaller than last year, and as a result was snapped up almost immediately. The market hardly felt them. As a result there seems a certainty of higher levels all winter than last year.

The only fault found with the new arrivals is in their size. They are slightly smaller in average size than before. Still the quality is good, and beggars cannot afford to be choosers.

Reports from New York state that the same applies to their market, except that California lines are more plentiful.

Currants, fine filiatras, per lb., not cleaned	0 06½
" " " cleaned	0 07½
" Patras, per lb.	0 08 0 08½
" Vostizzas, per lb.	0 09 0 09½
Dates	0 05½
Figs, 4 crown 0 09	Figs, 6 crown 0 11 0 12
" 5 crown 0 10 0 11	" 9 crown 0 13 0 14
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 06
90-100	0 05½
Raisins—	
Australian, per lb., (to arrive)	0 08½ 0 09
Old seeded raisins	0 90
" fancy seeded, 1-lb. pkgs.	0 09
" loose muscatels, 3-crown, per lb.	0 07½ 0 08
" " 4-crown, per lb.	0 08½ 0 09
" sultana, per lb.	0 07½ 0 10
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 08½
" select, per lb.	0 08
" 4-crown layers, per lb.	0 07

Nuts.—So far very few new crop nuts are in, but shelled almonds have arrived. They are quoted high in the primary market, and are firm to the retailer.

The approach of cold weather has made a good increase in demand for all lines, owing perhaps to the increase in the making of home made candies. At this time of year it is astonishing, the amount consumed in this way.

Stocks are pretty low here, and all lines promise to be high through the winter.

In shell—	
Brazils	0 13½ 0 14½
Filberts, Sicily, per lb.	0 11 0 13
" Barcelona, per lb.	0 10½
Tarragona Almonds, per lb.	0 15 0 16
Walnuts, Grenobles, per lb.	0 13 0 14½
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32½ 0 35
" 2-crown " "	0 31
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb.	0 65
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 38 0 40
Brokens	0 30 0 32

Evaporated Apples.—The quality of goods arriving is good, but as far as quantity goes there is but little. In spite of the high price there is a good trade being done, and dealers are sanguine as to the future.

The recent destruction by fire of a large lot of apples in Belleville is only an added influence in shaping the market, which is already high.

Evaporated apples, prime 0 11

Beans and Peas.—Beans are in good demand though the price is somewhat weaker. Supplies are supposed to be somewhat light, but still there is a fairly adequate one.

Peas are quiet at the same prices.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 50

Rice and Tapioca.—Tapioca stocks are light and as a result prices are high. There is no change to the retailer, but in the primary markets the prices are up.

Rice is gradually becoming a demand for the better grade, i.e. Patnas as against Rangooms. Evidently people are beginning to see what there is in it for the retailer to sell the better grades.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 07½

CANNED GOODS

MONTREAL.—Evidently dealers are coming to the conclusion that there is to be no weakening in the prices at present ruling for vegetables and fruits. Buying has increased largely, and winter supplies are being laid in.

In fish the demand is good and about evenly distributed. Of course salmon are practically exhausted, so do not figure largely. If there were any to be had they would form a very important factor.

Meats are selling very well at former prices.

Peas, standard, dozen	$1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	0 97½
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 35
Strawberries, dozen	1 77½
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 70
Peaches, 3's, dozen	2 65
Pears, 2's, dozen	1 65
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 00 2 22½
½-lb. flats per dozen	1 40
1-lb. flats, per dozen	2 40
Other salmon—	
Humpbacks, dozen	1 00
Cohoes, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	
½-lb. flats, dozen, $2.40; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $4.50.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—Canned goods show no signs of weakness. One enquiry received by a local firm this week was for 3,000 cases from the west, practically asking the holders of the stock to name their price. Gallon tomatoes are quoted at from $3.60 to $4.00, showing how strong they are. The chief weakness with the tomato market is the scarcity of supplies. Salmon is also decidedly firm with advancing prices for the second grades. There is a lively demand for canned goods just now.

VEGETABLES	Per doz Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" " (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 95	0 95½
" " Midgets, 2's	1 25	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's.	0 90	0 92½
" Refugee Midgets 2's	1 25	1 27½
" " 3's	1 35	1 37½
Beets, sliced, blood red, 2's	0 95	0 97½
" whole, blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, Rosebud, 2's	....	1 25
" " 3's	....	1 50
Cabbage, 3's	0 95	0 97½
Carrots, 2's	0 95	0 97½
Corn, 2's	0 95	1 00
" fancy, 2's	1 02½	1 05
" on cob, gal	4 75	4 77½
Peas, Standard, size 4, 2's	....	1 25
" Early June, size 3, 2's	....	1 29½
" Sweet Wrinkle, size 2, 2's	....	1 30
" Extra fine sifted, size 1, 2's	....	1 85
Pumpkin, 3's	0 95	0 97½
" gal	3 00	3 02½
Spinach, table, 2's	1 25	1 27½
" 3's	1 75	1 77½
" gal	5 00	5 02½
Tomatoes, 2's	1 02½	1 05
" 3's	1 20	1 30
" gals	3 60	4 00
Turnips, 3's	1 10	1 13½

FRUITS		
Apples, standard, 3's	1 05	1 07½
" gal	3 00	3 02½
Blueberries, standard, 2's	1 25	1 27½
" gal	5 25	5 27½
Cherries, black, not pitted, heavy syrup, 2's	1 50	1 52½
" black pitted, heavy syrup, 2's	1 90	1 92½
" red, not pitted heavy syrup, 2's	1 50	1 52½
" red pitted, heavy syrup, 2's	2 15	2 25
" white, not pitted, heavy syrup, 2's	1 60	1 62½
" white pitted, heavy syrup, 2's	2 00	2 02½
" red pitted, gal	8 50	8 52½
Gooseberries, 2's, heavy syrup	1 75	1 77½
Lawtonberries, 2's, heavy syrup	1 75	1 77½
Peaches, 2's, white, heavy syrup	1 85	1 87½
" 2's, yellow, heavy syrup	1 85	1 87½
Raspberries, black, heavy syrup, 2's	1 75	1 77½
" black standard gal	7 00	7 02½
" red, heavy syrup 2's	1 75	1 77½
" red, standard gal	7 00	7 02½
" red, solid pack, gal	9 25	9 27½
Rhubarb, preserved, 2's	1 50	1 52½
" " 3's	2 25	2 27½
" standard, gal	3 25	3 27½
Strawberries, heavy syrup, 2's	1 75	1 77½

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 02½ 2 05	Cohoes, per doz.	1 75
½-lb. flats, dozen	1 27½ 1 30	Red Spring, doz	1 85
1-lb. flats, dozen	2 20 2 22½		
Other salmon prices are:		Lobsters, halves, per dozen	2 65 2 75
Humpbacks, doz	1 15 1 20	Lobsters, quarters, per dozen	1 60
Pinks	1 25 1 30		

ONTARIO MARKETS

POINTERS—

Cream of Tartar and Cloves — Very firm.

Syrup.—Slightly firmer.

Nuts.—Further advances.

Toronto, Nov. 10th.

The market continues with the firmness that has characterized it for weeks past. Jobbers report very satisfactory business and the trade in general seems to be in a good condition. There has been a feeling that sugar prices which have not been uniform were likely to change this week. The raw market is still weak and it is believed by some jobbers that the price of refined is liable to another reduction in the near future.

With the arrival of new Hallowee dates a decrease of a half cent on present quotations will be made. The dried fruit market continues firm in practically every line. Raisins are a trifle easier.

In canned goods there is a firmness in practically every line. Tomatoes seem to be almost off the market. At least it is stated on the street that it is next to impossible to get quotations.

Sugar.—Prices are in the same position as a week ago although an equalization has been made. The market is weak, according to reports. Prices on refined are unchanged, but the condition of the raw market is considered to warrant even a lower price.

Syrups and Molasses.—There is a slightly stronger feeling in corn syrups. On the street there is just the hint of the possibility of higher prices although they may not be very proximate. Corn is higher which increases the belief in the trend of the market. Demand for molasses is only fair.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 25	Gallons, 6 to case	4 80
5 lb. tins, 1 doz. in case	2 60	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 50	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 45	Pints, 24 "	3 00
Barrels, per lb.	0 03½	Molasses—	
Half barrels, lb.	0 03¾	New Orleans, medium	0 30 0 35
Quarter " "	0 03½	New Orleans, bbls	0 23 0 32
Pails, 38½ lbs. ea.	1 70	Barbadoes, extra fancy	0 45
" 25 " "	1 20	Porto Rico	0 45 0 62
		Muscovada	0 30

Dried Fruits.—The wholesale trade all report sustained good business. Second steamer dates will arrive about the 17th or 18th of this month. The first shipment is now practically exhausted. Prices for new Hallowee dates for second shipment will be ½ cent less than present quotations. Orders for Christmas goods are coming in freely and the trade promises to be a healthy one.

Altogether the market continues firmly with but few exceptions.

Prunes—	Per.
30 to 40, in 25-lb. boxes	0 12½ 0 13
40 to 50 " "	0 11½ 0 12
50 to 60 " "	0 11½
60 to 70 " "	0 11
70 to 80 " "	0 10½
80 to 90 " "	0 08½ 0 09½
90 to 100 " "	0 09
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard	0 15 0 16
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 20
Candied and Drained Peels—	
Lemon	0 10 0 11
Orange	0 11½ 0 12½
Citron	0 15 0 17
Figs—	
Elemes, per lb.	0 12½
1¾ inches	0 10
2 "	0 10½
2¼ "	0 12
2¼ "	0 12½
2¾ "	0 13½
Umbrella boxes	0 14
Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 09½ 0 10
Dried apples	0 10 0 10½
Currants—	
Fine Filiatras	0 07½ 0 08
Patras	0 08 0 08½
Uncleaned ½c less	
Vostizzas	0 10 0 12
Raisins—	
Sultana	0 09½ 0 10
" fancy	0 10 0 11
" extra fancy	0 12 0 15
Valencias selected	0 08 0 09
Seeded, 1 lb packets, fancy	0 08½ 0 09½
" 16 oz. packets, choice	0 08 0 09
" 12 oz. " "	0 07½ 0 08
Seeded 2 oz. packets fancy	0 08 0 08½
Dates—	
Hallowees—	
Full boxes	0 06 0 06½
Half boxes	0 06½ 0 07
Sairs	0 05
Package dates, per 1 lb	0 07½
Fards choicest	0 09½ 0 10½

Nuts.—Cables received this week show further advances in new crop shelled walnuts of two cents per pound on the opening prices. Shelled almonds have also been advanced in Spain. The nut market gives every indication of firmness. Stocks are moving out freely, and so far the new and higher prices do not seem to have been a deterrent to purchasers.

Almonds, Formigetta	0 15	0 15½
" Tarragona	....	0 16
" shelled	0 35	0 38
Walnuts, Grenoble	0 15½	0 16
" Bordeaux	....	0 14
" Marbots	....	0 15
" shelled	0 39	0 40
Filberts	0 12½	0 13
Pecans	0 18	0 20
Brazils	0 15	0 15½
Peanuts, roasted	0 09½	0 12½

Spices.—Cloves are reported decidedly firm and it is believed that with present conditions continuing it will not be long before an advance in price is named. Cream of tartar is another item that is reaching a high price and is very likely to be further advanced before the new year. Peppers are holding firmly.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	½-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 23	0 24	0 26	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 20	0 22	0 24	0 80	0 90
Mace	....	....	0 75	....	2 75
Nutmegs	....	....	0 30	1 90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk	....	....	....	....	0 12
Celery seed, per lb in bulk	....	....	....	....	0 20

Rice and Tapioca.—There is a stronger feeling in rice with a good steady demand reported by jobbers. Prices are firmer due to influences from primary markets.

	Per lb.	
Rice, stand. B	0 03	0 03½
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	....	2 90
Rangoon	0 03½	0 03½
Patna	0 06½	0 06½
Japan	0 04½	0 06
Java	0 06	0 07
Carolina	0 10	0 11
Sago	0 05½	0 06
Seed tapioca	....	0 06
Tapioca, medium pearl	0 05½	0 07

Coffee.—There is no special feature to the coffee market, conditions being similar to those of a week ago. The firmness previously referred to still holds.

Rio, roasted	0 15	0 16	Java, roasted	0 27 0 33
Santos, roasted	....	0 18	Rio green	0 11 0 12
Maricaibo, "	....	0 20	Mexican	.... 0 25
Bogotas	0 18	0 25	Gautemole	.... 0 18
Mocha, roasted	0 25	0 28	Jamaica	.... 0 20

Evaporated Apples. — The "evap" situation is somewhat firmer and the crop condition apparently warrants it. The price is unchanged but an upward movement would not be an entire surprise.

Evaporated apples	0 10

Beans.—Business is fair. Orders have been filled and delivered and buying is inclined to be quiet.

Prime beans, per bushel	1 90 2 10
Hand-picked beans, per bushel	.... 2 10

MANITOBA MARKETS

POINTERS:—

Foreign Dried Fruits—Figs coming in; prunes very high; dates, new goods, advanced.

Walnuts—Firm, new goods advancing.

Evaporated Apples—New stock high.

Winnipeg, November, 1910. — During the past week, the output has increased enormously in a wide range of goods. Merchants have evidently come to the conclusion that now is the time to buy, and they are laying in a winter stock which is taxing local distributors to ship.

Sugar.—Local wholesalers report the sugar market stiffer, and there is no indication at present that further reductions will be made. There is a splendid trade going on in all icing, powdered and lump sugar, and this will no doubt continue for some time. Montreal and B.C. granulated in barrels is firm at $5.35.

Montreal and B.C. granulated, in bbls	5 35
" " in sacks	5 30
" yellow, in bbls	4 95
" in sacks	4 90
Icing sugar, in bbls	6 95
" " in boxes	6 15
" " in small quantities	6 15
Powdered sugar, in bbls	5 75
" " in boxes	5 95
" " in small quantities	6 10
Lump, hard, in bbls	6 25
" " in ½-bbls	6 35
" " in 100-lb. cases	6 25

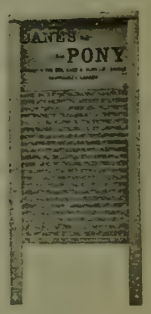
Foreign Dried Fruits—Mediterranean fruits are slow to arrive. It is possible that there will be some scarcity next month, as it is believed that all goods will not be in until after the New Year. Figs are expected to arrive next week, and the price is said to be firm. New dates have advanced, and the quotation is 6½c in bulk this week. Higher prices are expected for prunes. There is no indication of reduction in Valencia raisins, which continue at $2.55 for 4 crown layers.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " cleaned, per lb	0 13
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 08½
Raisins, 3 crown muscatels, per lb	0 06
" 4 " " "	0 06½

Prunes—

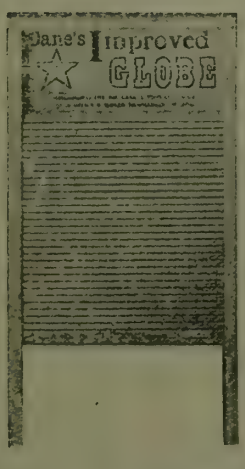
25lb. bx, 90-100, lb	0 07½	Prunes, 50-60 "	0 09½
" 80-90 "	0 08	Prunes, 40-50, lb	0 10½
" 70-80 "	0 08½	Silver prunes, ac. to quality	0 11 0 14
" 60-70 "	0 09½		

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SELL THESE WASHBOARDS

CANE'S PONY—Particularly suited for cleaning dainty laces and other small articles.

DIAMOND KING—The king of all washboards. best English glass rubbing plate, in selected wood frame, lock corner, splendidly finished.

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It is just habit that keeps most grocers selling 30c. tea, and it is sheer business recklessness to sell the 25c. stuff. You will be surprised to see how readily your customers will buy the better grades when you ask them. In the first nine months of this year the sales of the 40c. grade of Red Rose Tea increased in Ontario alone 30.85 per cent. Most of your customers will gladly buy the 40c. grade when they know how good it is. Why not persuade them to try a package? When you do you can settle down to the business enjoyment of larger profit and more satisfied customers.

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RED ROSE TEA

"It's good tea"

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Ontario Lantern Footwarmer Do You Want a Winner?

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Something NEW to show your customers that they will buy and be pleased with

For Sale by All Jobbers.

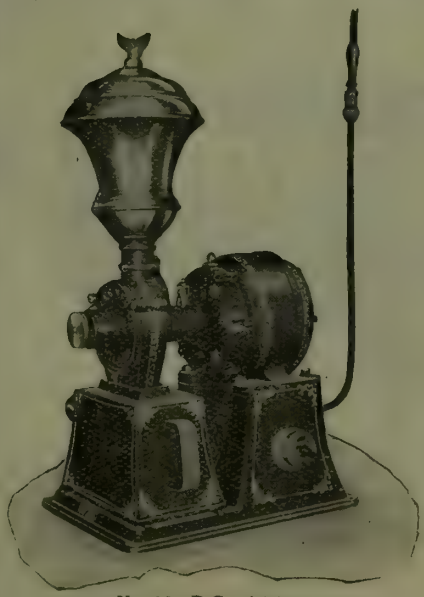
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Every Mill is ready for immediate use by simply attaching it to your lamp socket. Grinds two lbs. a minute and can be adjusted while the Mill is running. Grinders are of the best quality cast steel. It is furnished with detachable hand crank for use in emergencies, so that the grocer is never without his Mill if the current gives out.

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AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 0.½
" wet, cleaned, per lb	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 08½

Pears, per lb	0 13½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallowa, bulk	0 06½
Peaches, choice	0 10	Dates, packages 30 in case	0 07½
Apricots, standard, per lb	0 15½	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16	" " orange	0 10½
Pluma, pitted, lb	0 12	" " citron	0 13½

Syrup—A large quantity is going out at the following prices, and no lower prices are in sight. It is reported here that within a few weeks the price of syrup will be advanced, since the demand the world over is very heavy. This is based upon the fact that in other years when there was a large production much higher prices prevailed.

Syrups—	
24 2-lb. tins, per case	2 08
12 5-lb. tins, per case	2 48
6 10-lb. tins, per case	2 37
3 20-lb. tins, per case	2 37
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts—It is believed that walnuts will not arrive on time for the Christmas trade, and the price is stiff, nothing below 36c being quoted. Other nuts will be plentiful, and the demand is already heavy in all portions of the west. Filberts are reported very strong, and a 13c market may prevail shortly.

Shelled Walnuts, in boxes, per lb	0 36
" " small lots, per lb	0 38
" Almonds, in boxes, per lb	0 35
" " small lots, per lb	0 36
Peanuts, Virginia, per lb	0 11 0 13
Filberts, per lb	0 12½

Tapioca and Sago — Reports from Singapore are that there is a small production of both these commodities, and consequently the market here has taken on a brisk tone. The world's demand is already heavy, and sago is stiff at 5c.

Pearl tapioca, per lb	0 06 0 06½
Sago, per lb	0 05

Beans.—Owing to the large production and the good quantity that has been secured for the western trade, the bean market is weak. Further declines are not expected, however, as the supply will be readily taken up.

3-lb. picker, per bushel	2 15
Hand picked, per bushel	2 25

Evaporated Apples. — New winter stock has arrived, and at a firm price. The quality is good, and notwithstanding the large fresh apple distribution throughout the west, the evaporated product is being readily taken up. As winter comes on, higher prices will no doubt be quoted.

25-lb. box, per lb	0 11½
50-lb. box, per lb	0 10¾

BRITISH COLUMBIA MARKETS.

Vancouver, Nov. 9.—Two prominent and unusual features mark the trade in Vancouver this week. One is the big drop in sugar, from $5.80 to $5.45. More than one grocer not expecting this got caught even on the morning of the reduction, having ordered without asking the price.

The other feature is the absence of premium bacon. There is none to be had in the city, except in one or two instances of dealers having an odd piece or two on hand. Wholesalers are out and have been for three or four days, and many dealers have not been able to meet the demand. This is the first time this has happened. It gives a fine opportunity for all other kinds of bacon, and advantage is being taken to get rid of various brands. The price for premium has been hovering around 31 and 31½ cents. It has not advanced with the scarcity, because it cannot be had at any price. It is expected that the market will be relieved in a day or two.

There is no change in butter, Chilliwack and Edenbank creamery jobbing at 40 cents. The quality in instances, however, is not up to the usual high standard.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
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BECAUSE
BOVRIL has never been equalled.

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We shall continue to make the merits of BOVRIL known to the public and at the same time **Maintain an Excellent Profit for the Dealer.**



We Build Up a Trade in the

Hustling, Booming West for You

The stream of immigration westward is still on the increase, and the majority are making for the three huge Prairie Provinces. They must have food, clothing, household effects and farming utensils. Are you a manufacturer or shipper engaged in supplying these needs? There's plenty of room for more goods, and if your quality and prices are right a successful market awaits you. The west wants the best only!

May we handle your products on a reasonable commission basis? We have excellent warehousing and track facilities at all the strategic business points, and we know our west intimately. Get in touch with us.

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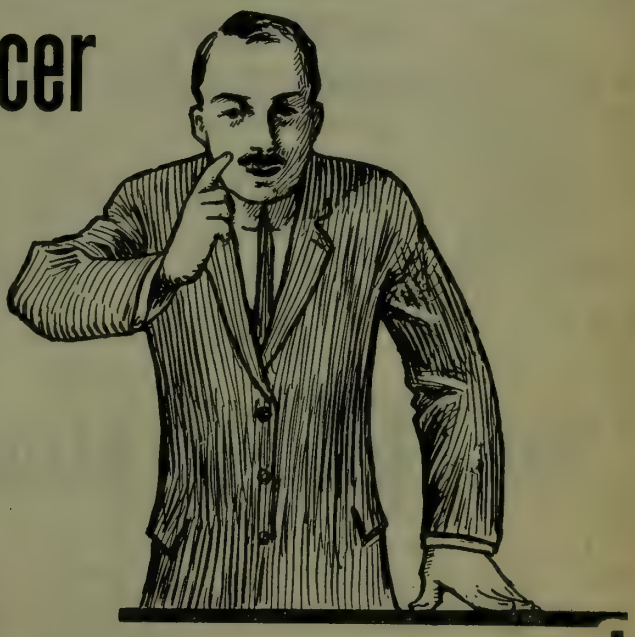
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Storage for all classes of merchandise

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will bring satisfaction to your customers and profit and repeat orders to yourself because of their absolute purity---100% pure, as certified by the government Analyst. Satisfy yourself before pushing "E D.S." Brand that our claims are true. Write the Department of Inland Revenue for Bulletin 194. This will set aside any doubts you may have had as to the absolute purity of "E.D.S." Goods. Keep your shelves well supplied with "E.D.S." Brand.



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Judge, Professor Fred. C. Elford, of the MacDonald Agricultural College.

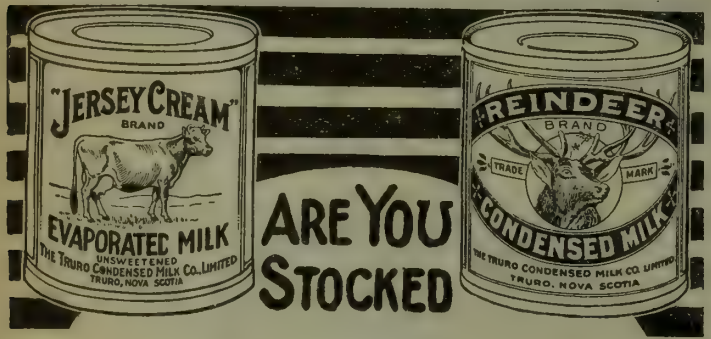
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Gunn, Langlois & Co., Limited
Montreal, - Que.
Canada's Leading Produce and Poultry House

Mince Meat

Owing to the high prices which we have to pay for good apples, as well as for good currants and raisins, this year, we cannot make good mince meat at the same prices as charged you last year, but we are making good mince meat and can quote you good prices.

F.W. Fearman Co.
LIMITED
Hamilton



ARE YOU STOCKED

with these four well-advertised, "Made in Canada" Brands, which constitute

THE TRURO LINE

If not, place your order NOW. Otherwise, you're not in a position to take advantage of the demand we are creating through our advertising. Get the goods on your shelves and let us help you sell them.



THE WM. RYAN
LIMITED

PORK PACKERS AND WHOLESALE PRODUCE MERCHANTS

Dealers in

BUTTER, EGGS, CHEESE, POULTRY and all kinds of Farm Produce, HAMS, BACON, LARD, LONG CLEAR MESS PORK, SHORT CUT, SAUSAGE, BOLOGNA and all Pork Products.

Correspondence Solicited

70 Front St. East, Toronto

New Laid Eggs Bringing High Prices

Fifty Cents a Dozen is a Fairly Common Figure, and in Some Places as High as Seventy Has Been Quoted — Hams and Bacon at Another Reduction in Toronto, and Market is Still Weak—Cheese Factories Are Being Closed, and in Some Places Slightly Higher Quotations Rule — Poultry Prices are Easier and Supplies are Liberal.

There is still an easy feeling in the provision market and in some places prices are even lower than those of last week. At country points live hogs have been quoted as low as $6 and the feeling in this market seems to be a little easier than a week ago. Receipts are pretty liberal and the demand in some lines has fallen off to some extent.

The price of eggs soars steadily. New laids are exceedingly scarce and while fifty cents a dozen is a common price, in some places seventy cents is demanded in at least one or two Canadian cities. Owing to the scarcity of the fresh variety, demand has been supplied mostly from storage stocks and will continue from that source for some months. An all-the-year-round hen would be welcomed by the masses during the winter months.

The cheese factories are suspending operations after a long and almost uniformly good year. In spite of the large exports of cream, the manufacture of cheese and butter has been a big item, surpassing even that of last year. The factory reports will be soon compiled and the figures should give evidence of a splendid year. Butter is a little firmer and it is expected that the time is not distant when higher prices will be reached. The production has remained at a big figure practically right up to the present.

Poultry seems a little easier. Supplies have been very liberal, but the demand is, if anything, not quite so heavy. Markets on the whole are satisfactory.

MONTREAL.

Provisions.—There is little change in the provision trade, except that there is a generally good increase in the demand for all lines. Hogs are coming in quite freely, at last week's prices.

Pure Lard—	
Boxes, 50 lbs., per lb	0 15½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15½
" " " 3 " "	0 15½
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 14½
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 13½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13½
" 5 " " " "	0 13½
" 3 " " " "	0 13½
Pails, wood, 20 lbs. net, per lb	0 13½
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 13½
Tierces, 375 lbs., per lb	0 13½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	29 00
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	9 25
" 200 "	18 00
" 200 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 13½ 0 14½
Long clear bacon, heavy, lb	0 14
Long clear bacon, light, lb	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16
Large sizes, 18 to 25 lbs., per lb	0 17½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 18½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 18½
" " " small, 9 to 12 lbs., per lb	0 19½
Breakfast bacon, English, boneless, per lb	0 18½
Windsor bacon, skinned, backs, per lb	0 18½
Spiced roll bacon, boneless, short, per lb	0 17
Hogs, live, per cwt	7 50
" dressed, per cwt	11 25

Butter.—New York buyers are in Montreal picking up odd lots, and this influence has had much to do with firming the market. Though no change has taken place in prices here, in the country they are higher.

A recent meeting at Cowansville was held with a view to forwarding the interests of Canadians as regards the exportation of cream. A resolution was passed which was to be forwarded to the government, making the suggestion that reciprocity, or rather equality in the butter and cream rates be made. What effect this will have is as yet rather problematical.

Receipts for the week are 5,199 packages as against 6,538 same week last year. For the season they are 390,077 packages as against 346,306 same season last year.

New milk creamery	0 25 0 25½
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 22 0 23

Cheese.—Factories are closing in all parts of the country, and as a result supplies are dropping off. Prices are firmer by ½c here, and there is a distinct probability of their being even higher.

Receipts for the week are 44,597 boxes as against 54,448 same week last year. For the season they are 1,860,929 boxes as against 1,850,728 same season last year.

Quebec, large	0 12½
Western, large	0 12½
" twins	0 12½
" small, 20 lbs.	0 12½
Old cheese, large	0 15

Eggs.—Eggs are already from 3c to 5c higher than last week, and if the present demand continues there will undoubtedly be a shortage weeks before the same time last year. New laids are now bringing 45c a dozen, and the others in proportion. Evidently people are deciding that they must have eggs at any price.

Receipts for the week are light, only 1,659 cases, as against 1,548 same week last year. For the season they are 177,236 cases as against 182,137 same season last year.

New laids	0 45
Selects	0 32
No. 1	0 27

Honey.—There is no change in the honey situation. Sales are light but steady, and at last week's quotations.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

Poultry.—Although country prices are at present high, there is a prevailing impression that they will be lower before long.

Arrivals are at present good, in fact better than has been expected, and if the supplies come in as they are now doing it is bound to weaken the market to a certain extent until the Chrismas trade begins.

Chickens	0 16 0 18½	Ducks	0 18 0 19
Fowl	0 14 0 15	Turkeys	0 18 0 19
Geese	0 13		

TORONTO

Provisions—Another decline of one cent per pound is in effect this week on hams and bacon. The market has been easy and regained none of the ground lost recently. At country points a wide variance in prices for live hogs obtains. In some places they are down as low as $6.00, but these places are few. Demand is keeping up fairly well for this season. If the market continues in this direction those who have been decrying against high meat prices will find themselves without reason to grumble.

Long clear bacon, per lb	0 14
Smoked breakfast bacon, per lb	0 19
Pickled shoulder	0 11½
Roll bacon, per lb	0 13
Light hams, per lb	0 17
Medium hams, per lb	0 17
Large hams, per lb	0 16
Cooked hams	0 24
Fresh shoulder hams	0 13
Shoulder butts	0 17 0 18
Backs, plain, per lb	0 19
" pea meal	0 19½ 0 20
Heavy mess pork, per bbl.	25 00 26 00
Short cut, per bbl.	27 50 28 00
Lard, tierces, per lb	0 14½ 0 15
" tubs "	0 15 0 15½
" pails "	0 15½ 0 15½
" compounds, per lb	0 13 0 13½
Live hogs, at country points	6 90
Live hogs, local	7 20 7 35
Dressed hogs	11 00

Butter—The market is steady and but little changed since a week ago. The production has kept up well and receipts have been liberal. The changing weather conditions are likely to have an effect on butter prices and a firmer tone is expected in the future.

	Per lb.
Fresh creamery prints	0 26 0 27
Creamery solids	0 25 0 25½
Farmers' separator butter	0 24 0 25
Dairy prints, choice	0 22 0 23
Fresh large rolls	0 21½ 0 22
No. 1 tubs or boxes	0 20 0 21
No. 2 tubs or boxes	0 19 0 20

Cheese—A good steady trade is passing in cheese. Factories still in operation are few and the season is practically over. Prices are steady before a moderate demand.

New cheese—		New twins	0 12½ 0 12½
Large	0 12 0 12½	Stiltons	0 14
Old cheese	0 14 0 15		

Eggs—Prices continue to soar with remarkable consistency. In some cities last Saturday, Toronto included, guaranteed fresh eggs brought 50 cents a dozen on the farmer's market. That indicates the strength of the market as far as new laid eggs are concerned. Wholesalers find shipments scarce now and are depending for the most part on storage stocks.

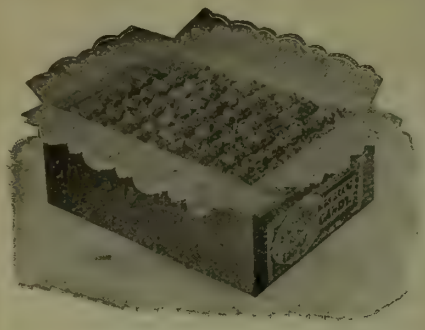
New laid eggs	0 40 0 45
Selects, storage	0 30 0 31
Fresh eggs, doz., storage	0 27 0 28
Pickled eggs	0 26 0 26½

Poultry—Receipts of poultry have been increasing, particularly chickens and geese. The demand has declined slightly of late, and with heavy offerings have been responsible for an easier situation in prices.

Spring chickens, live	0 10 0 11
Hens, per lb. live	0 09
Turkeys, per lb., large, dressed	0 16 0 18
Spring duck, lb., live	0 10
Geese, live	0 08 0 08½

Note.—Dressed prices from 1½ to 2 cents above live.

Continued on Page 50.



"BORDO" CHOCOLATES

From the very start have had the warm support of the merchants. This, of course, is due simply to the fact that the retailer who saw and tasted "BORDO" recognized their exceptional worth, and the ready market they would create for themselves.

We want the merchants who do not handle "BORDO" to consider this—Is it better to stock a variety of brands which are all very similar, both as to composition and flavor, or to stock a brand of proven worth, the ever increasing popularity of which means a big profit to the retailer,—an article customers will ask for by name, and recommend their friends to ask for?

A customer who asks for "BORDO" will not be content with some unknown brand which he is told is "just as good." He wants "BORDO," and if he asks for them in a store where they are not sold, he will go where they are sold.

It is just this way that customers are lost or gained. The merchant who is not selling "BORDO" is missing profitable custom.

If you have not seen or tasted "BORDO" Chocolate we will gladly send you a sample and free particulars, if you will write.

The Montreal Biscuit Co.

"THE ORIGINATORS"

MONTREAL

A House Old Enough to have a reputation; Young Enough to be abreast of the times.



An all-the-year-round Success!

Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but *retain them.*

Huntley & Palmers, Ltd.
Reading
Eng.

ANCHOR Brand Flour is made in the belief that there are enough discriminating people, who want something extra good, to warrant special efforts in manufacturing it.

This belief has been justified by increased demand from those who like good Bread.

Manfd. by

Leitch Brothers Flour Mills

Oak Lake, Man.

LEITCH ANCHOR BRAND OAK LAKE

Anchor Brand Flour



A Good Storekeeper

studies his stock and sells only those goods he knows will please his customers, leaving the inexperienced dealer to experiment with the various "just as good" brands and imitations of standard articles.

MAGIC BAKING POWDER

is the kind that pleases the people.

E. W. GILLETT COMPANY LIMITED
WINNIPEG. TORONTO, ONT. MONTREAL.

ESTABLISHED 1852.

☞ Merchants should recommend food-products that are produced in **clean** factories.

Enlarging Again

Our business has grown so wonderfully fast that we find it difficult to accommodate our facilities to its growth. We have twice moved to larger locations, enlarged our present premises three times this year and are now compelled to move to another location, where we have ample room to grow.

Our new location is

90-98 Ontario Street, Toronto

The cause of this marvellous growth lies in the fact that merchants in every part of the Dominion are awake to the time, money and labor saving possibilities of

The McCaskey Gravity Account Register System

which, with ONE WRITING, will take care of every detail of business from the time goods are purchased until the money for them is in the bank.

Will you write for information to-day? It is free.

DOMINION REGISTER COMPANY
New Location,
90-98 Ontario Street, Toronto

Manufacturers of the famous Surety Non-Smut Duplicating and Triplicating Sales Books, and Single Carbon Pads in all varieties.

Don't Let the Butcher

get all the soup trade when you can so easily sell

Clark's Concentrated Soups

(Chateau Brand)

Several varieties in neat tins, with good labels. Whereas such goods usually sell at two tins for a quarter, Clark's Soups retail at only 10 cents a tin, and give you a good profit.

Jobbers who are not supplied should hasten to secure a stock. We are advertising these Soups in newspapers and street-cars throughout Canada.

Wm. Clark - Montreal

Y&S

Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes	M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins	Lozenges

and a full range of

LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY

MONTREAL, CANADA

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods, noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

The Steady, Increasing Demand

FOR

POSTUM

since it was put upon the market, 15 years ago, is the natural result of the vast benefit it has done thousands, yes, millions of persons in all parts of the world.



Continuous, truthful advertising has pointed out the injury coffee does to many; and an easy, pleasant way to dismiss coffee ills.

People buy postum and become steady users because they recognize its beneficial effects; and the grocer who supplies the demand enjoys the excellent profit—generally better than on coffee—and the sale of Postum is guaranteed.

"There's a Reason"

POSTUM CEREAL COMPANY, Limited, Battle Creek, Michigan.

Some Mills Quote Flour at Reduction

State That Price of First Patents is Down to $5.60, But Eastern Millers Declare That They are Not in Sympathy With The Movement—Market is Steady and Quiet, and Next Move is Obscure—Shipments From Canada and United States Show an Increase for Last Week—Nothing Eventful in Cereal Market.

Information regarding the flour market during the early part of this week was somewhat conflicting. A difference of ten cents existed between the price quoted by eastern and western mills, with the lower figure representing the latter. Last week it was stated that from the condition of the wheat market, with prices weakening, it seemed that if those quotations were maintained or still further reduced, that flour would in all probability follow. In the meantime the wheat market regained a certain amount of strength, but is apparently back to its former position. While some report that the flour market is steady, and is even inclining upward, others claim that it is weaker, and support their statements by announcing a decline of ten cents for top patents. Just what way the general movement will be, if there is any, is known only to the fates that guide this peculiar market. If this decline is taken as any criterion, then a general reduction may be looked for, but there is no surface evidence that would indicate that movement, whatever tendencies there may be deeper at work. The Winnipeg market has lent considerable strength to the wheat market, and has been largely responsible for the recent reaction. World's exports have been less than those of a week ago by less than over a million bushels. Indications still point to a big crop in Argentina, and the harvest is expected to be under way in a week or so.

This week stocks of grain in store at Fort William and Port Arthur have increased by one and a half million bushels over last week, and by two million bushels over last year, when the stocks amounted to a little over seven million bushels. Last week the shipments exceeded two and a half million bushels. It is well known that much grain of late has been shipped to Buffalo.

To-day's increase in the Canadian visible supply was little short of a million bushels, and United States grain men were unable to understand the advance on the Canadian mart, where the December option finished strong at 90⅛c, as against Saturday's closing price, recorded at 89⅝c, a figure which, at the end of last week, was thought to be pretty high. Trading at Winnipeg was not of record proportions and fluctuations were only small, a very small gap separating the highest and lowest quotations of the day.

The ground gained on Monday was practically lost on Tuesday.

Canadian visible wheat supply this week was estimated at 11,969,000 bushels, an advance of almost a million bushels over last week, when the figures were 11,031,000 bushels. Last year the wheat visible was calculated to be 12,099,000 bushels. Canadian oats visible this week was 8,392,000 bushels, as compared with 8,508,000 bushels last week, and 2,630,000 bushels last year.

With the exception of the preceding week, the exports of wheat and flour last week from the United States and Canada were the largest on record during the present season. Canadian holders of wheat wish for the early inauguration of an export demand and offers within reach. In absence of such a demand, accurate statistics are interesting.

Complaints are still heard of the gap between Old Country offers and Canadian quotations.

MONTREAL.

Flour—With wheat advancing and on a firmer basis, the effect on the flour market has been very beneficial, stopping temporarily at least the declining tendency the market has shown for some time past. Millers are hoping that the conditions will not tend to weaken flours more than they are at present, but as yet are somewhat uncertain as to the effect being more than temporary.

Winter wheat patents, bbl	5 45
Straight rollers, bb	5 25
Extra, bbl	5 25
Manitoba 1st spring wheat patents, bbl	5 80
" straight patents bbl	5 30
" strong bakers	5 10
" second "	4 60

Rolled oats.—Spot stocks of oats are decreasing, and although no change is evident in prices as yet, there is undoubtedly a silghtly firmer feeling in the market for rolled oats. Also export demand has been very good lately, and that has caused a better feeling.

Local business done has been about the same as last week, just fair.

Fine oatmeal, bags	2 25
Standard oatmeal, bags	2 25
Granulated "	2 25
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 00
" barrels	4 45

TORONTO.

Flour—Receipts of grain locally are said to have improved, although they are still not as heavy as they should be. Millers do not look for lower prices in any direction. They claim that even now some of the work is being carried on at a loss. There is no general news here of a decline in first patents, although there is authority for the statement that some western mills are quoting at the reduction.

Manitoba Wheat.

1st Patent, in car lots	5 60	5 70
2nd Patent, in car lots		5 20
Strong bakers, in car lots		5 00
Feed flour, in car lots	3 10	3 30

Winter Wheat.

Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 20

Cereals—The market is steady and inclined to be quiet. Millers are busy

Biscuit Quality

is no less a matter of purity of materials and of skill and care in mixing and baking, than of the way in which the biscuits are packed.

Your absolute guarantee against soggy conditions is to sell exclusively---



This is the kind that always reaches you in the same crisp and fresh condition as it leaves our oven.

Your cracker business will boom if you are selling

MOONEY'S

Order to-day.

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St, E., Toronto

and are meeting a good demand, but there are no special features to the market.

Rolled oats, small lots, 90 lb. sacks	2 05
" " 25 bags to car lots	1 95
Rolled wheat, small lots, 100 lb. bris	2 85
" " 25 bris. to car lots	2 75
Standard and granulated oatmeal, 18 lb. sacks	2 25

TRADE NOTES.

R. H. Grahame, who has been 28 years in the employ of the Hudson's Bay Co.'s store at Winnipeg, as clerk and manager, has purchased the grocery business of E. B. Nixon, Portage Ave., Winnipeg. He took possession on November 1.

S. E. Cornell, grocer, Sarnia, Ont., has disposed of his business to A. H. Gammon & Son. He intends taking a holiday until next spring, when he will go west. He has been in the grocery business in Sarnia for 15 years, but prior to that he was one of the principals of O'Donnell & Cornell, Forest, Ont., for five years. Altogether, Mr. Cornell has been behind the counter for about 30 years.

NEW EGGS BRING HIGH PRICES.

Continued From Page 45.

Honey—Business in honey is steady. Dealers report no changes in prices or market conditions.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 07½

WINNIPEG.

Butter—Storage stocks are still moving at 26 cents just now for both dairy and creamery. Fresh creamery is jobbing at 28 cents to-day.

Eggs—The demand is heavy for eggs, and the supply is weak. Storage eggs are jobbing at 30 cents, and fresh laid at 32 cents to-day.

Cheese—There is no change in the cheese market, and there is plenty moving. Manitoba cheese is of an extra fine quality this year.

Manitoba large, lb	0 11½
" twins, lb	0 12
Ontario twins, lb	0 13½
" large, lb	0 12

CIE FRANCAISE des PATES ALIMENTAIRES
Macaroni, Vermicelli, etc.
Strictly French Manufacture Guaranteed
Manufactured at
92 Beaudry Street MONTREAL

THE HODGSON GUM CO.
898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.

MAPLE SYRUP!
SMALL'S brands are standard world over. 36 years reputation. Wholesale Brokers carrying stock: Standard Brokerage Co., Vancouver; Nicholson & Bain, Winnipeg, Calgary; MacLaren Imperial Cheese Co., Toronto; T. M. Duche & Sons, New York and Manchester, Eng.
Canada Maple Exchange, Limited - Montreal

NO CHEMICALS are used in the manufacture of
EPPS'S COCOA
Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.
Epps's
MILENIA MILK CHOCOLATE
Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.
MADE WITH FULL-CREAM MILK.
Special Agents: C. E. COLSON & SON, Montreal
Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

FORTIFY YOUR POSITION

in the Grocery Trade by stocking and recommending the Breakfast Food with the genuine food value—

Tillson's Oats

—A Food—not a Fad—



Apart from the inborn goodness of TILLSON'S OATS, we are helping the dealer all we can by the vigorous advertising campaign we have instituted both in Newspapers and on Billboards—forceful publicity which cannot fail to increase the demand for this well-known cereal food. Take the precaution of ordering a liberal stock of "TILLSON'S OATS" to meet this demand! You'll find it a steady seller and satisfaction-giver, and the profit made is an excellent one. Better send along that order NOW!

Two Sizes

Premium Family Package, retailing at 25c.

Pan-Dried Package retailing at 10c.

Canadian Cereal & Milling Company, Limited
HEAD OFFICE: - LUMSDEN BUILDING - TORONTO

CHRISTIE

A plain business talk to our partners, the Grocers of Canada, about stable profits

Have you ever figured out the source of *the only profit worth while* in the grocery business? Take your pencil and do it right now.

Transient business does *not* amount to much.

Your few score or few hundred dependable customers—*mainly your particular buyers*—make up your *paying* trade.

They are *precisely* the customers who make your good will a *valuable asset.*

These customers *insist* on the best groceries—inferior goods will not satisfy them.

If they want biscuits they *demand*

CHRISTIE BISCUITS

because it's a matter of common knowledge that Christie Biscuits are *"The Purest of all Pure Foods."*

Now, isn't it as plain as day that the manufacturer of high-grade groceries is your best friend? His reputation works for you day after day—keeps on working for you even on Sundays and holidays.

HIGH STANDARD GOODS ARE THE ONLY SOURCE OF STABLE PROFITS IN THE GROCERY BUSINESS.

The superiority of Christie Biscuits *is* conceded—has never been seriously questioned.

You know that, your customers know it—more of them will know it. Whether your best customer wants soda biscuits, sweet or fancy biscuits, she invariably asks for *Christie's.*

The name is a guarantee of biscuit purity and perfection. And the fact remains that

"Christie Biscuits sell more than Biscuits."

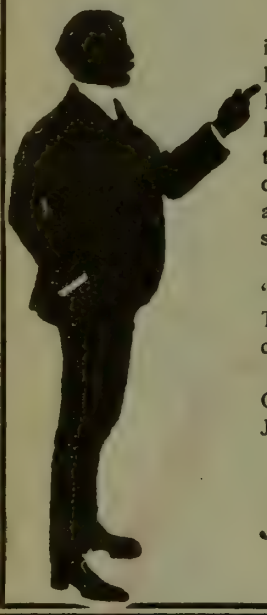
CHRISTIE, BROWN & CO., LIMITED

BISCUITS

MAKING MORE MONEY!

THE GROCER who is handling a full line of

"White Lily" Brand Biscuits



is on the road to greater profit in his business.

HAVELOCK LUNCH BISCUITS have proved a popular favorite to retail at 15c a pound. They are made of the purest ingredients only, and are mixed and baked in a modern, sanitary factory.

'Sogginess' is unknown with 'WHITE LILY' BRAND BISCUITS. They reach you in as crisp and fresh condition as they leave our ovens.

We also recommend WHITE LILY Cream Sodas — Marshmallow Jam Jams and People's Fancy Mixed.

Write for prices

J. A. Marven, Limited
MONCTON, N.B.

Becoming the Housekeeper's Choice

LYNCH'S Quality Biscuits

prove the Grocer's easy seller and profit-maker and sell at favorable prices. We make a specialty of staple lines.

Here are some of our leaders, which always reach you crisp and fresh;

Creamalt Sodas	Seed Sugar
Family Pilot	Fig Bars
Graham Wafers	Crimp Sugar
Ginger Snaps	Lemon Creams

LYNCH'S LTD.

Sydney, N. S.

Manufacturers of Biscuits, Confectionery & Bread

and at

Stellarton — Fred. A. Milligan, Manager
Halifax — Frank A. Gillis, Manager

CANADA: No better Country



MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

By Royal  Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

CAN YOU IMAGINE IT

10,500

BARRELS A DAY

Just think of all the pleased users it must take to make possible this enormous capacity.

A big output is a mighty useful consideration—*if the flour is a sure pleaser.*

Because the heavier your output the more cooks and bakers will use your stuff; the more people you have decrying your quality in case of failure.

So that 10,500 barrels a day simply *must* mean a vast army of *satisfied* users buying and re-buying FIVE ROSES over the retail counter every weekday in the year.

Because, don't you see, if it were unsatisfactory, we would have to make less and less as consumers "got wise" to big claims and small performance.

But, Brother Grocer, for twenty-one years now we are making *more and more.* Yours are not merely satisfied, but *pleased* patrons.
Making it easy to hold old custom.

10,500 barrels make 21,000 bags of 98 lbs.; or 42,000 bags of 49 lbs.; or 84,000 twenty-fours; or 147,000 fourteens; or 294,000 sevens; or 2,067,000 pounds of good flour.

Are YOU getting your share of these sales, these pleased patrons, these permanent profits?

Are you, Brother Grocer?

LAKE OF THE WOODS MILLING COMPANY, LTD., MONTREAL

LAKE OF THE WOODS MILLING COMPANY KEEWATIN TRADE MARK REGISTERED

FIVE ROSES FLOUR

NEW GOODS

DATES—Hallowi, Fard
BOXES and PACKAGES
FLORIDA ORANGES,
GRAPE FRUIT,
LAYER RAISINS,
FIGS, NUTS,
CRANBERRIES,
SWEET POTATOES,
ALMERIA GRAPES, Etc.

Shall be pleased to quote apples in car lots or less.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

St. Nicholas
Home Guard

PACKER:
FRANC TRACUZZI

Nothing Better

AGENT:
J. J. McCABE, Toronto

Puck

Navel Oranges and New Lemons Offered

Fruit Dealers Quote Prices on New Sicilian Lemons — First Navel Oranges Expected This Week — Grapes are Becoming less Plentiful and Show an Increase in Price — Apples are Still Scarce, Particularly Fancy Stocks—Potatoes are in About the Same Position as Last Week — Tomatoes and Pears are Passing.

From all the markets in eastern Canada reports are coming in to the effect that apples are scarce and are demanding a high price. It is also stated that good fruit is difficult to obtain, but that supplies of an inferior grade are fairly plentiful. This seems to cover the general situation. Not only has the apple crop been almost a dismal failure, but growers in far too many places neglected the ordinary precautions which safeguard the quality of the ripened fruit. In those districts where attention was paid to spraying, a good quality of fruit was obtained, but it is easy to find an explanation for the inferiority that is characteristic of the most of the fruit now sold.

Trade in general while good for this season is suffering a sort of relapse resulting from the rush and bustle of the summer months. New oranges from California and lemons from Sicily are expected by wholesalers this week. Florida and Jamaica oranges have been meeting the demand, but the new navels will be welcomed. Tomatoes are becoming scarcer as are also pears. Grapes are quoted at an advance and are really becoming scarcer. Demand for Malaga and Almeria varieties is fair and promises well for the future.

MONTREAL.

Green Fruits.—Plums and peaches are off the market, except for a few scattering lots. The market has been a fairly average one for deciduous fruits this season, and toward the end showed a marked improvement.

Apples are scarce, that is good ones are. Those appearing are at best only seconds, and the average are not even up to that grade.

Trade in general is rather quiet, though fair business has been reported from some dealers. The quantity of fruit appearing is said to be too large.

Apples, bbl.	5 00	6 00	Oranges—		
Bananas crated, bunch	2 00	2 25	California, late Valencias	4 00	5 00
Cranberries, bbl.	7 50	8 00	Pineapples—		
Cocoanuts, bags.		4 25	Floridas, case		5 00
Wild grapes, lb.	0 03	0 05	Plums, crate	2 00	2 25
Limes, per box		1 25	Peaches, American, basket		2 00
Cali. Malagas		2 00	Pears, bbl.	7 00	10 00
Lemons	4 25	5 00			

Vegetables.—Large arrivals of garlic lately have weakened the price 50c. Not only that, but selling has dropped in this line to a considerable extent, thus weakening matters still more.

Tomatoes are scarce, and higher by 50c. Hot house are beginning to come in at 20c.

Corn is exhausted, or so nearly so that the quantity is negligible.

Spinach is slightly higher in the country, and somewhat scarce locally.

Trade has not been anything out of the ordinary this week. Just a medium demand for standard lines.

Beans, American basket		3 00	Boston	1 00	1 25
Beets, bag	0 75	0 90	Onions—		
Carrots, bag	0 75	0 90	Spanish, cases	2 50	3 00
Cabbage, new, dz	0 40	0 50	Potatoes, bag	0 90	1 00
Celery, doz.	0 75	0 90	Sweet potatoes, basket		1 50
Cauliflowers, Montreal	1 00	1 50	" " bbl.		4 00
Cucumbers, doz.		2 00	Parsley, dozen	0 15	0 20
Garlic, 2 bunches		0 15	Parsnips, new, bag	0 75	0 90
Green Peppers, basket		0 75	Radishes, dozen bunches	0 25	0 30
Hubbard squash dozen		3 00	Spinach, bbl	3 00	3 50
Leeks, doz		1 50	Tomatoes, box		3 00
Lettuce—			Turnips, new, bag	0 75	0 90
Montreal, doz.	0 40	0 60	Vegetable marrows, dozen		2 00

TORONTO.

Green Fruits.—New lemons are expected to arrive this week on the first steamer from Messina and will be quoted at about four dollars a case. They are coming on a market that is practically stripped bare, especially as far as lemons of quality are concerned. It is likely that the new stocks will show good condition. Owing to the scarcity of fruit, lemon prices were beginning to soar all over the country, and high prices were ruling in some places. The new arrivals will relieve the situation.

There seems to be a good demand for oranges. Valencias are practically done. There is possibly a small quantity left, but they are bringing high prices. Florida and Jamaica fruit are being most freely offered and fancy stocks are in most demand. The first navels of the season are expected this week and will be close on the first shipments to the eastern cities in the United States. Much is expected of the new California fruit, particularly for the holiday demand, and there is every prospect of a heavy demand being felt. Apples are holding firmly, but seem to be offered more liberally this week. Prices are about the same, but are a little easier on those that are sold in basket lots. Grapes are quoted at a higher price, and are still offered pretty freely, though of course the decline in quantity is noticeable. There is considerable demand for Almeria and Malaga grapes. There are still a few pears on the market, but otherwise the home grown fruits of that kind are practically done.

Apples, bbl.	3 50	5 25	Almeria, bbl.	4 50	6 00
Apples, Canadian, basket	0 30	0 35	Grape Fruit— Florida, per case	4 50	5 00
Apples, St. Lawrence, basket	0 50	0 65	Lemons— Messina	3 00	4 00
Bananas	1 50	2 00	Limes, box		1 25
Citrons, doz.	0 60	0 75	Oranges— Florida		3 75
Cocoanuts, sack	4 00	4 50	Pomegranates, doz.		0 75
Cranberries, bbl	6 00	8 00	Pears, Canadian basket	0 30	0 75
Cranberries, case		3 00	Pineapples, crate	4 00	5 00
Grapes, case		2 25	Quince, basket	0 35	0 50
" Canadian, basket	0 22½	0 30			
Malaga bbl.	5 50	6 50			

Vegetables.—There is a steady and easy demand for general lines of vegetables. Potatoes are not changing much although reports of damaged crops are more frequent. Tomatoes are still offered, but are becoming less and less plentiful. The vegetable market just

now is inclined to be quiet and as home supplies are becoming exhausted preparations will have to be made for importing supplies for the winter demand. This is still distant but it points to a change that is bound to be felt before long.

Canadian beet, bag	0 60	0 75	
Beans, wax, per 11-qt. basket	0 15	0 25	
Beans, wax, per hamper	2 00	2 25	
Cabbage, case—Canadian	0 75	1 50	
Cabbage, per 100		3 50	
Carrots, Canadian, bag		0 50	
Cauliflower, dz.		0 75	
Celery, dozen		0 40	
Lettuce, Canadian, head	0	0 30	
Onions—			
Spanish, large	2 25	2 50	
Spanish, ½-cases		1 50	
Yellow, per bag		1 25	
Ontario, per bag		1 00	
Domestic		0 40	
Persimmon, case		2 25	
Potatoes, Ontario, new, bag	0 65	0 75	
Sweet, bbl		3 25	
Hamper		1 25	
Parsley, per doz bunches	0 25	0 30	
Parsnips, bag		0 60	
Red pepper	0 50	0 75	
Green peppers, 11-qt. basket		0 30	
Tomatoes, Can., basket 11 qt.	0 30	0 40	
New turnips, per 11-qt. basket		0 50	

WINNIPEG.

Fresh Fruits.—Apples are the big leaders on the market here just now, a few pears are moving still, and the trade in cranberries, oranges and bananas is excellent. A heavy season has just closed on the grape market. Prices are normal and consumers seem to be satisfied this year with both quality and prices.

Apples—			
B C. McIntosh red		2 40	
Ontario, No. 1, brl		5 00	
Ontario, No. 2, brl		4 50	
Northern Spy		6 00	
Bananas		2 50	
Cocoanuts, doz.		0 90	
Cranberries, Jersey, per bbl		10 00	
Lemons, Cal.		8 00	
Pears, case		4 00	
Oranges, Navel		5 50	

Vegetables.—Prices are getting higher as the supply diminishes. Potatoes, lettuce, mint, parsley and tomatoes, have all been advanced. A rush business is going on in all lines.

Cabbage, new, lb		0 01½	
Celery, doz.		0 60	
Cucumbers, doz.		2 00	
Lettuce, doz.		0 40	
Mint, doz.		0 40	
Onions, green, per dozen		0 20	
Onions, imported		0 02½	
Potatoes, new, bs		0 90	
Parsley, per doz.		0 30	
Radish, dozen		0 25	
Tomatoes, Cal. case		4 00	

A BLOOD GRAPE FRUIT.

Among the grape fruit offerings in New York recently was a decided novelty in the shape of a Cuban hybrid called a "Ruby Blood." It was a grape fruit crossed with a blood orange. The conformation, size, etc., were a true grape fruit, but the flesh had a pinkish tinge and blended with the grape fruit flavor could be discerned without difficulty the true orange taste.

A. MacDonald & Co., wholesale grocers, Winnipeg, have increased capital stock to $2,000,000.

Royal Crest Brand NAVEL ORANGES

THE ARISTOCRAT OF CALIFORNIA

Fifteen cars of these high-class oranges are coming to us for Xmas trade. First car arrived Tuesday last.

FULL RIPE BEAUTIFUL COLOR SMOOTH TEXTURE

If you get ROYAL CREST Navels you will have the best,

WHITE & CO., Limited

Fancy Fruit Dealers

TORONTO - and - HAMILTON

SEASONABLE GOODS

Fancy Almeria Grapes
Ripe Bananas
Oranges and Lemons
Cranberries
Nuts, Figs, etc.

NEW CROP DATES DUE EARLY NEXT WEEK.

Send us your orders.

HUGH WALKER & SON

(Established 1860) GUELPH, ONTARIO

BANNER BRAND PARSON BROWN

W. B. STRINGER
District Manager, TORONTO

Florida Oranges

¶ If you receive Florida Oranges from the Wholesale that are not Banner Brand, you have not received the best. Banner Brand Oranges are fully matured, sweet, juicy and full flavored. They are delicious. Eat one—eat more. Order Banner only.

FLORIDA CITRUS EXCHANGE



Fish - Oysters



Supplies of Fish Arriving More Freely

Situation Relieved to a Certain Extent by More Favorable Weather Permitting Larger Catches—Toronto Prices Show an Advance in Some Lines—It is Not Expected That the Recent Improvement Will Have Any Effect on Prices Which Are Likely to Hold Firmly—Fishermen Preparing for Smelt Harvest

Although there are many conflicting reports there is no doubt that fish is arriving pretty freely, and no fear of a famine is now felt. Halibut is plentiful, both fresh and frozen, and already some frozen codfish have arrived. Haddock and haddies have been short for a while, but now the output is near normal, and inside of a few days it will be forgotten that there ever was a scarcity.

Conditions in the green cod market are far from being satisfactory as regards supply. A heavy shortage is looked for. Luckily, however, the demand is very slow.

Bulk and shell oysters are in good demand, and are bringing good prices. On account of the express company employes being on strike in New York city, the bulk oyster business has been demoralized for the last few days. It is now improving, though the margin of profit is less.

A prominent dealer in fish said recently: "The last returns show that for twelve months the industry produced in value over twenty-five million dollars, probably thirteen millions of which was exported, leaving about twelve million dollars' worth to be consumed at home. Of this twenty-five million dollars, over sixteen million is credited to the Atlantic, made up mostly of codfish, haddock, mackerel, lobsters, salmon and herring.

"The increased consumption of fish is largely due to the development of transportation facilities, enabling the product to reach the consumer in a fresh state. From 1869 to 1908 the five principal sea fisheries have yielded in value: Codfish, $146,500,980; salmon, $106,618,615; lobsters, $91,575,954, and mackerel, $49,735,288.

"The industry employs over 85,000 persons and has grown in value from $10,754,997 in 1875, to $25,451,000 in 1908, the date of the latest published Blue Book."

NOVA SCOTIA.

Halifax, Nov. 9.

The receipt of fresh fish on the local market during the past week were small. Boisterous weather on the banks has greatly hampered fishing operations, and all the vessels returning report small catches. Halibut is very scarce and the few fish landed here this week were quickly bought up. The fish sold at 17 cents per pound retail, the highest price paid for halibut in these parts for some years. There has been no change in the price of cod and haddock. A few mackerel of fair size have been taken, but the quantity was only sufficient for the local demand. The wholesale price of the fish was from 10 to 15 cents each according to the size. The mackerel fishery is about closed for this year.

Smelts are now coming on the market in small quantities and they are in good demand. The first run is small, but the quality will improve later on. On the local market these fish are sold by the bunch, there being about one dozen in a string, and the wholesale price ranges from 10 to 12 cents per bunch.

The salt fish prices continue to rule firmly. About 1,200 quintal of cod arrived here yesterday from shore ports.

Oyster fishing in Prince Edward Island has been greatly retarded by unfavorable weather. Good prices are ruling. Curtain Island oysters are selling on the shore from $9 to $10 per barrel, and rough Malpeques at $8.

ONTARIO.

Toronto, Nov. 10.—With the exception of a few Lake Erie whitefish that are still coming in supplies are becoming more of frozen fish. It will not be long now until practically all fresh fish arrive frozen. Higher prices prevail on Acadia tablets, shredded cod, and the crates of 1 lb., 2 lb., and 3 lb. boxes. Altogether it is a marked advance and is somewhat of a general indication of the fish market. The demand for these goods has not struck its rapid stride yet. Locally demand clings largely to fresh fish yet, but the other varieties are beginning to come under the demand. Trade in oysters is brisk.

FRESH CAUGHT FISH

White fish	0 12	0 13	Steak cod		0 08
Herring		0 06	Perch		0 07
Yellow pickerel		0 11	Haddock	0 06	0 07

FROZEN LAKE FISH

Gold eyes		0 06	Salmon trout		0 12
Halibut	0 09	0 10	White fish, pan frozen		0 10
Pike		0 07			

OCEAN FISH (FROZEN)

Herring, per 100	2 00

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod steak, per lb	0 07
Acadia 1-lb bxs per crate	3 60	Cod, Imperial, per lb	0 05
Acadia, 2-lb. boxes, pr. crate	2 80	Fillets, per lb	0 12
Acadia 3-lb bxs per crate	5 40	Herring (Labs.) half-barrels	3 25
Shredded cod	2 25	Haddie, Finnan	0 08½ 0 09
Boneless Dighys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
		Oysters, standard, gal	1 65
		Quail on toast, per lb	0 06

NEW BRUNSWICK.

St. John, Nov. 9.—Better catches of cod and haddock relieved the local fish situation somewhat last week. The improvement was the result of finer weather, the fishermen making the most of their opportunity. A few chicken halibut are coming in, as well as a small quantity of mackerel, smelt and pickerel. The former are very scarce again and the dealers are depending nearly altogether on frozen stock. Some small herring have been on the market. Frozen halibut and salmon are about the only other fish now offered, except, of course, the usual variety of smoked and pickled goods.

Salt cod are quoted at $3 to $4.60, according to size; pickled herring, $2.75 per half barrel and $5.25 per barrel; pickled shad, $8 to $11 per barrel.

News from Chatham says: "The smelt fishermen are already making preparations and plans for the expected harvest of the little fish. It is stated by those directly interested that there will be more nets set this year than ever before on the Miramichi.

"Snelts are plentiful in the river just now, several line fishermen having made good hauls during the past week. If such a condition continues to exists until after the ice makes, the fishermen expect to reap bountiful returns.

"Speaking of prices, a dealer said to-day that it was impossible to make any forecast, though the trade in fresh fish in New York, Boston, Chicago and other points where large sales are made is in a flourishing condition. Conditions change so quickly, however, that it is impossible to make any estimate of what conditions may be by the time local people have smelts to ship."

QUEBEC.

Montreal, Nov. 9.—Although the fish market is now receiving somewhat better supplies than during the past few weeks, still there is sure to be a fairly high market at the best this winter. High prices are the order of the day in practically all lines.

Among those recently advanced are the lines of boneless cod, which are materially higher, differing in the different lines.

Halibut and haddock are coming in more freely, but not as yet in sufficient quantity to cause any weakening in the market.

Lake fish are arriving in quantity.

FRESH

Pike		0 08	Smelts		0 12
Perch		0 10	Whitefish		0 11
Steak cod		0 06	Mullets		0 08
B.C. salmon		0 16	Haddock	0 05	0 06
Flounders		0 10	Halibut		0 10
Market cod		0 05	Bullheads		0 09
Sturgeon		0 12	Carp		0 08
Lake trout		0 10	Dore		0 10
Blue fish	0 15	0 18	Mackerel, lb		0 12
Sea trout		0 12	Swordfish		0 11
Sea bass		0 15			

FROZEN

Codfish		0 04½	Pike		0 07
Dore, winter caught, per lb		0 09	Salmon, B.C., red,		0 13
Haddock		0 04½	Gaspe salmon per lb		0 20
Halibut, per lb		0 09	Smelts, 10 lb. boxes		0 10
Herring, per 100		1 70	Whitefish, large, lb		0 09
Market cod		0 04	Whitefish, small		0 07
Steak cod		0 05			
Mackerel		0 12½			

OCEAN BRAND FISH

KIPPERS BLOATERS HADDIES

Your customers, once they give them a trial, will insist on having OCEAN BRAND fish. The trade mark stamps it as the highest grade that is being put up to-day.

We have the most sanitary and up-to-date fish-curing plant on the Atlantic Coast.

We use only the primest of fresh fish. These are not idle boasts. Send to your jobber for a trial order or write direct to

The Halifax Cold Storage Co., Ltd.

45 WILLIAM STREET (Selling Branch) MONTREAL

"COAST-SEALED" OYSTERS

Firm and full-flavored—All over four years old—Refrigerated at a low temperature—Grown on our own grounds—Every container sealed at the coast—Shipped to you in the sanitary "Coast-Sealed" carriers, properly refrigerated all the way.

Selling "Coast-Sealed" Oysters is the surest way to boost your Oyster sales. Send us a trial order, or write us for particulars.

Connecticut Oyster Company,

88 Colborne Street, Toronto, Ont.

FATTENING GROUNDS AT: Greenport, L.I.; Peconic Bay, N.Y.; Rockaway, N.Y.; Sakonnett River, R.I.; Narragansett Bay, R.I.; Warwick's Point, R.I.

SALTED AND PICKLED

Green cod, No. 1, bbl.	7 50	Lake trout, half bbl.	6 00
	8 00	Salmon, B.C., red, bbl	14 00
Labrador herring, bbl	5 50	" " pink, bbl	12 00
" " ½ bbl	3 00	" Labrador, bbl	16 50
Labrador sea trout, bbls	10 00	" " ½ bbls	8 50
		" " tres., 200 lb.	27 00
Labrador sea trout, half bbls	6 00	Salt eels, per lb	0 08
		Salt sardines, 20 lb. pls	1 00
No. 1 mackerel, pail	2 00	Scotch herring	6 50
½ bbls	9 50	" " keg	1 00
No. 1 pollock, 1	5 00	Holland herring, bbl	5 50
Scotia herrings, bbl	5 00	" " keg	0 75

SMOKED

Blosters, large, per box, 60s	1 10
Haddies	0 08
Boneless haddies	0 09
Herring, new smoked, per box	0 15
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 40

SHELL FISH

Shell oysters, bbl., choice	12 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 30
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 60 2 00
" bulk, selects	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	6 00
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

BRITISH COLUMBIA.

Vancouver, B.C., Nov. 9.—The Flamingo with 150,000 pounds and the Manhattan with 100,000 pounds of halibut arrived this week from Alaskan waters. The prices remain the same. The Manhattan was out nineteen days to get her load, when the usual time is two weeks. That it is more difficult to get halibut is shown by the fact that a British Columbia firm has taken off one of its large boats not being able to get enough to keep her busy.

Merchants Accept Inferior Herring

So Says Writer on Reasons Why The Nova Scotia Herring Fisheries Do Not Progress More Rapidly—If Distinction Were Made, He Claims, There Would be Greater Encouragement For Fishermen to Do Better Curing—Better Prices Could Then Be Secured.

By A. H. Thompson.

The unsatisfactory condition of the herring fishing industry in the Maritime Provinces suggests imperative action to remedy the unbusiness-like methods of handling it that have prevailed for so many years. Persistent efforts have been made of late to remove the causes resulting in the regrettable difference that exists in the prices obtained for Canadian caught herring in comparison with British, Norwegian or Dutch fish.

While cod, haddock, halibut, mackerel and other familiar species are justly esteemed as food fishes, it is well to remember that for world-wide demand and family use the herring stands unrivalled; in fact, it has been called the "King of Fishes," disputing the title with the lordly salmon. In addition to its appetizing qualities, the herring is specially adapted for preservation in convenient form for long periods. No fish that swims compares with it as regards quantity, the very derivation of the name signifying "multitude," demonstrating its value as an inexhaustible source of food for the poor as well as the rich, on account of the vast number annually marketed.

Nova Scotia Figures.

In European statistics, barrels of herring run into the millions, developing an export trade that affords a striking object lesson to fishing interests on this side of the Atlantic. The record for Nova Scotia in the last year's Blue Book, gives these figures:—

	Value
118,839 bbls. pickled herring	$534,774
6,663,602 lbs. fresh herring	66,636
1,197,872 lbs. smoked and kippered	23,957
Total	$625,367

This may not be as large a percentage of the $8,000,000 total product last year as one might wish, but surely it is a forecast of the large field for expansion under improved twentieth century conditions. The latest available returns of the herring catch from Europe are as follows:—

Scotland	1,571,235 bbls.
Holland	353,652 bbls.
Germany	246,698 bbls.
Norway	185,452 bbls.
Iceland	32,857 bbls.
	2,389,904 bbls.

This total is against 2,055,107 bbls. for the corresponding period in 1909. These returns, however, not being for the full year of 1910 in Europe, are of material consequence in showing the possibilities of expansion in a region literally encompassed by fishing grounds unsurpassed for their resources in any quarter of the globe.

Blame on Fish Dealers.

The lamentable, and it may be said the astonishing contrast in the relative financial returns for our Nova Scotia herring, as contrasted with European herring may be partially attributed to laxity on the part of our merchants and dealers in tolerating systems of purchase offering scant encouragement to fishermen disposed to adopt improved methods of curing and packing.

Recommendations to those in authority will be of little avail as long as merchants accept inferior qualities on the same terms as those where proper care and attention have been given.

In a comprehensive report by Mr. Cowie on the Herring Fishery in the Blue Book for 1909, the whole question is threshed out in an impartial spirit, bringing out a brief history of the rise and progress of the Scottish Herring Fishery for several decades.

A digest of this report in a succeeding article may prove of interest to readers of The Grocer.

LOBSTER PACK IN THE EAST

James W. Ragsdale writes from Halifax that in the absence of statistics as to the actual pack of lobsters in the maritime provinces of Canada during the present season, the impression gathered from the trade is that the pack is at least normal, if not a little better. The prices are high and the trade has no trouble in selling. Shipments from Halifax to Europe during July and August were unusually large, averaging 20,000 to 30,000 cases per trip of the direct steamers. A shipment of 30,000 cases is worth about $500,000.

A. C. LANDRY
STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Beans, Peas and Canned Goods

CAMMEMBERT CHEESE
Le Gaulois Brand
$3.00 a dozen, or $2.75 per crate of 5 dozen.
CAMMEMBERT — CAMMEMBERT
Le Gaulois
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Let us Give You a Pointer

Your fish trade is worth looking after, isn't it? Don't let your stock get so low that people become suspicious of the remaining few.

BEACON BRAND HADDIE

is the most delicious and tasty fish in the world. They are caught in the Bay of Fundy, and cured by Scotch experts, under the best sanitary conditions.

We are attaching to every fish a metal tag—your safeguard against fraud or substitution, for the genuine Beacon Brand.

This line will add greatly to your profit. LOOK FOR THE TAG.

The F. T. James Company, Limited

Church Street Phone M. 7454 Toronto





Especial Emphasis

should be laid on the fact that

BRUNSWICK BRAND SEA FOODS

are "quality" goods, and you had better be out of business rather than handle canned goods of doubtful quality.

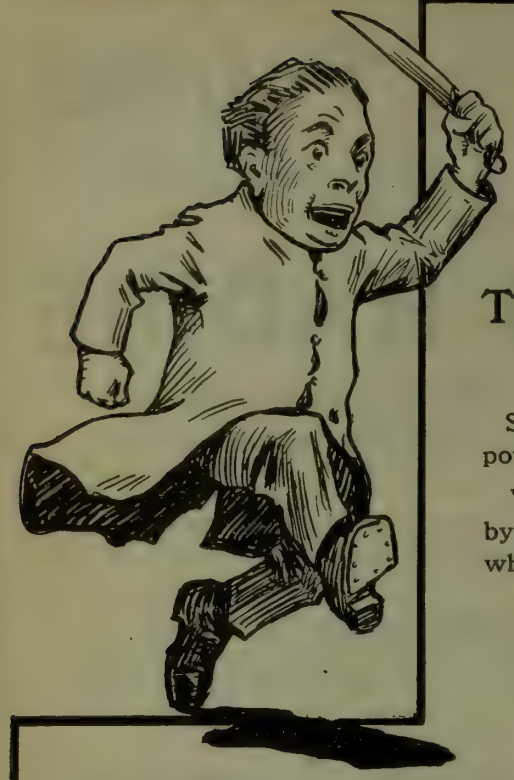
In "Brunswick" Brand our scientific system of canning preserves the delicious natural flavor of the fish--**A great selling point.**

See that you have a full range on your shelves.

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt, Yarmouth, N. S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brewn, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Poultry Wanted!

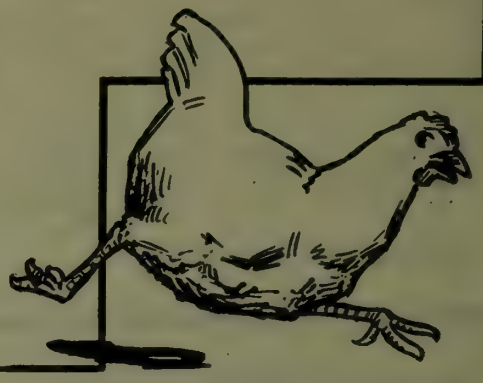
Highest CASH price paid for all shipments you send us.

TURKEYS, GEESE, DUCKS, CHICKENS, FOWLS

Send us all you have, AT ONCE. Remittance same day as your poultry is received.

You can make considerable extra profit in the next few weeks by having your farmer customers bring you their poultry. Note what we offer:

CASH PAYMENT
QUICK RETURNS
NO TROUBLE



P. POULIN & CO.

BONSECOURS MARKET - MONTREAL

Sardines That Sell

are those that have a guarantee on each tin!

Concord Norwegian Sardines

are finest small autumn fish only, packed, when freshly caught, in high-grade oil. Each tin is provided with an extra cover for use after it has been once opened. The care given in selection and packing has retained the natural delicate flavor of the fish in a remarkable degree. Order from any wholesale grocer, and don't forget the name CONCORD.

CCC
Norwegian Canned Goods

LIST OF AGENTS:

R. S. McIndoe, Toronto; A. H. Brittain & Co. Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.

CEYLINDO TEA

SATISFIES the most exacting tastes because IT IS THE "BEST TEA" AT POPULAR PRICES.

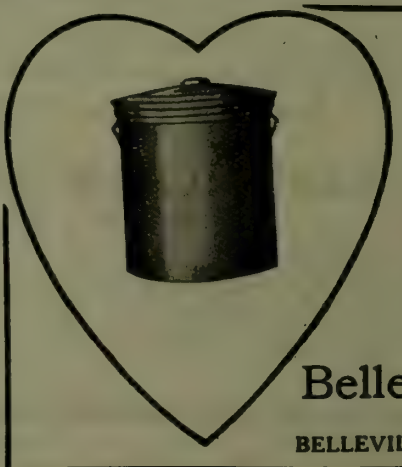
This choice whole leaf Indo-Ceylon Tea, free from dust, is specially blended and packed in our Bonded Warehouses, London, England, and is second to none.

Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.

We want permanent and future business, and if you try this Tea, you and your customers will be satisfied, as they will tell you THERE IS NO BETTER.

W. D. MIDMER & CO., "Canada," LIMITED

New Glasgow, N.S., and London, Eng.



The kind that will give satisfaction

FROM BEST FIRE CLAY

CROCKS,
CHURNS
FLOWER POTS,
FIRE BRICK, Etc.

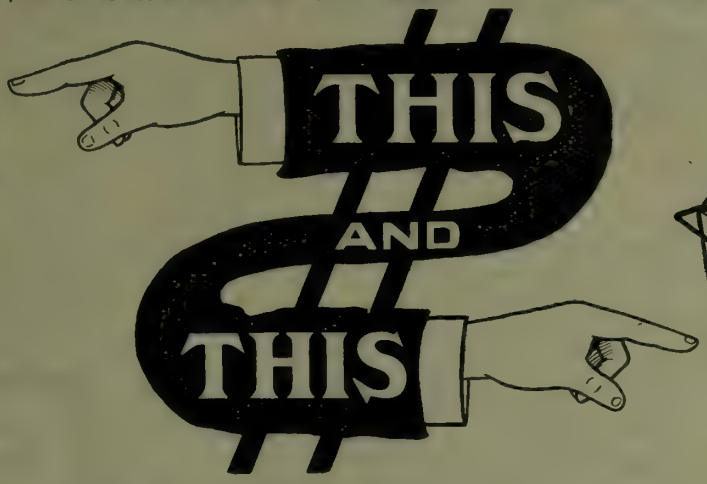
WRITE US FOR PRICES

Belleville Pottery COMPANY

BELLEVILLE, ONT. C. A. Hart, Prop.

Your Customers are looking for







Mr. Grocer

Why Our Magazine Advertising Makes The Genuine Sealshipt Oysters Sell

Our extensive magazine advertising features the **SEALSHIPTICASE**, the blue and white porcelain fixture for the storage and display of **SEALSHIPT OYSTERS**, and teaches people to hunt for it to identify the **SEALSHIPT AGENT**. We also feature **SEALSHIPT PAPER PAILS**, telling how they insure full measure, and that they are used only by **SEALSHIPT AGENTS**. Lots of your customers read our advertising in their favorite magazines, and will come to your store looking for **SEALSHIPT OYSTERS**: they want **genuine SEALSHIPT OYSTERS**, the ones with the real sea "tang," and they'll hunt until they find a dealer who handles them. People will leave the store where no oysters, or only ordinary oysters are sold, and go to the store where **SEALSHIPT OYSTERS** are sold and the **SEALSHIPT AGENT** may secure their entire patronage.

You Can't Make Less Than 25 per Cent. Profit Handling Sealshipt Oysters

Write at once for our catalogue, and proposition to dealers, because **SEALSHIPT OYSTERS** will bring you increased oyster business, and your profit is **PROTECTED**. No **SEALSHIPT AGENT** can cut prices.

We Help You Sell Sealshipt Oysters

Besides our extensive magazine advertising which makes **SEALSHIPT OYSTERS** easy to sell, we help you draw trade into your store. We give you attractive signs for store front and door, and a supply of interesting recipe books. We'll gladly explain our system and proposition if you'll write us. Do so at once and secure this extra business.



TRADE CHANGES.

Many Businesses in New Hands and Grocers Launching Out.

Ontario. — A. J. Coniam, 169 Wilton Ave., Toronto, after 6 years of business, sold to H. VanKoughnet, who will succeed him.

Louis Miller, grocer, Toronto, has assigned.

W. A. Madden, grocer, Toronto, Ont., has assigned.

Henry Cox, grocer, Mimico, Ont., has sold to M. A. Collett.

F. H. Secord, grocer, Hamilton, Ont., has sold to C. Craven.

Mary E. Elliott, grocer, Toronto, Ont., has sold to E. J. Cuff.

D. Scott has opened a general store at Fort Frances, Ont.

Olive Elmes, grocer, Toronto, is succeeded by Wm. Naylor.

Frank Britton, grocer, Toronto, Ont., has sold to E. D. Earle.

David Simpson, grocer, Toronto, is succeeded by W. H. Hood.

Chas. W. Summers, grocer, London, Ont., has sold to W. A. Dailey.

H. O. Saunders, grocer, Hamilton, Ont., has sold to Wm. Hamilton.

The North Trading Co., general merchants, Port Arthur, Ont., have assigned.

M. J. Mayberry, general merchant, Newry, Ont., recently moved to Carthage.

The assets of J. F. Burrows, grocer, Ottawa, were sold at 50 cents on the dollar.

Jas. Carter, grocer, London, Ont., deceased. Business taken over by C. H. Joliffe.

T. A. Kennedy & Sons, grocers, Fort William, have been succeeded by Russell Bros.

The Junction Trading Co., general merchants, Lake Superior Junction, Ont., have assigned.

George D. Ellis, Hamilton, Ont., has opened a grocery business in the store formerly occupied by D. Lavrock.

Nelson & Co., 317 Parliament St., Toronto, sold to Wilson & Cline, who have been in the same store before and are now renewing relations with their old customers.

Mr. Gould, of Ottawa, formerly of Pembroke, is the new manager of the grocery dept. in Mackay Bros.' store, Renfrew, Ont. He has as assistant, J. P. McGuire, of Almonte.

Joseph Seguin, grocer, Vankleek Hill, Ont., has moved to St. Eugenie, Ont., where he proposes carrying on the business of general merchant in the premises formerly occupied by Wm. Brown.

Quebec.— John A. Brotherton, general merchant, Gascons, Que., offers to compromise.

C. Salvas, grocer, Montreal, has assigned.

L. J. Bonin, grocer, Montreal, Que., has registered.

Chartrand & Turgeon are curators for Viau & Co., grocers, Montreal.

W. R. Simpson has opened a new grocery store in St. Johns, P. Q.

The assets of J. F. Ross, general merchant, St. George, Que., have been sold.

Cote & Leduc, general merchants, St. Cyrille de Wendover, Que., have registered.

The stock of Leclerc & Letellier, wholesale grocers, Quebec, P.Q., is advertised for sale by auction, Nov. 3rd.

Western Canada.—The Horse Shoe Trading Co., general merchants, Wetaskiwin, Alta., have sold to G. F. Sealund.

A. H. Pye has opened a grocery store in Winnipeg, Man.

E. Otto has opened a grocery and meat business in Winnipeg.

A. D. Rosenfield, grocer, Winnipeg, is discontinuing business.

J. J. Christie, grocer, Winnipeg, has sustained loss by fire.

John Dickson & Son have opened a general store at Strome.

J. M. Phillips has opened a general store at Ridpath, Sask.

C. Buckman has opened a general store at Clarkleigh, Man.

E. J. Schagel has opened a grocery business at Fernie, B. C.

Sergeant & Co., have opened a general store at Box Springs, Alta.

M. E. Walsh has opened a grocery store at Fort Steele, B. C.

H. McDonald, grocer, Vancouver, B. C., has sold to J. G. Brooke.

D. Palmer and W. J. Shaw have opened grocery stores in Winnipeg.

T. Rutledge, grocer, New Westminster, B. C., has sold to R. B. Curran.

Stady & Pringle, grocers, Vancouver, B. C., have assigned to F. J. Carter.

Wm. Stett & Co. have opened a wholesale grocery business in Winnipeg.

H. J. Rawson, general merchant, Oak Lake, Man., has sold to J. B. Wilson.

E. F. Cassidy, grocer, Moose Jaw, Sask., has opened a branch store there.

A. Yokom, general merchant, Pasqua, Sask., has been succeeded by S. L. Miller.

R. & A. Newman, general merchants, Desford, Man., have sold to A. A. Howard.

J. De La Riviere, general merchant, Leeville, Sask., has sold to J. P. Beauregard.

C. W. Baker, general merchant, Kindersley, Sask., has opened a branch at Alsask.

H. J. Rawson, general merchant, Oak Lake, Man., has sold to Symington & Wilson.

Betts & Co., grocers, Wainwright, Alta., have enlarged and improved their business.

Maritime Provinces—Morris & Fyfe, general merchants, Stanley Bridge, P. E. I., dissolved and succeeded by Weir & Fyfe.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

McDOUGALL

Insist upon having them

D. McDOUGALL & CO. Ltd., Glasgow, Scotland

CLAY PIPES

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

$100.00 worth of Sugar or —$10.00 worth of WONDER-SHINE

Mr. Grocer—which would you rather sell?

Figure your profit on the sugar, then compare it with the 50% profit on **WONDER-SHINE.**

And only one-tenth of the money invested.

It's the well-advertised specialties that make money for you---less capital is tied up, the cost of handling much less, and the profits ten times greater than the heavy staple lines.

Your customers can buy staples in any store, but they will go a long way to get a high-grade specialty.



WONDER-SHINE will bring and **hold** the high-class trade.

WONDER-SHINE is the new silver cleaner---cleans **without rubbing.**

We are spending $10,000 in advertising, telling the Canadian housewife of the "Wonder-Shine way."

Be ready for the first customer---do not send her to your competitor.

Let us send you a 25c. package free and our new "selling plan." Just a post-card with your name and address---write to-day sure.

Household Convenience Co., Limited, Toronto, Ont.

A 21

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

A CHRISTMAS GIFT.

HANDSOME pair silver Pepper and Salts would delight your customers. Send 15 cents for sample pair. ELGIN SPECIALTY CO., St. Thomas, Ont. (45p)

BUSINESS CHANCES.

FOR SALE—In the City of Windsor, Ont., large corner grocery store. Good business. Reason for selling. Will sell property or rent. Address Box 357, CANADIAN GROCER, Toronto. (48p)

REPRESENTATIVES WANTED.

AN old established English house wishes to meet with a firm of wholesale grocers to act as Sole Agents in Canada for the sale of Extract of Meat Fluid Beef and Consomme Cakes. Apply Box 40, CANADIAN GROCER, 88 Fleet St., London, Eng. (46)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

GROCERS EVERYWHERE find it most convenient and economical to remit money by DOMINION EXPRESS MONEY ORDERS, or Foreign Draft. Absolutely safe—payable anywhere—no loss or delay—lowest rates. Always remit by Dominion Express Money Orders. Agents all over Canada. Agencies in all Canadian Pacific Railway Stations.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

FOR FILING PAPERS, LETTERS and vouchers, fastening bulky envelopes or backing statements the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ELIMINATE FIRE RISK, save insurance, reduce maintenance costs and save money on your actual building work by using the Kahn System of Fireproof Construction. Used in many of the largest business premises on this continent. Write for catalogue. Trussed Concrete Steel Company of Canada, Limited, Walker Rd., Walkerville, Ont.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WITH an eye to stock-taking but two months away, we offer some especially attractive bargains in rebuilt Typewriters. All makes are represented and all are shown in our finely illustrated catalogue, a copy of which will be mailed on request. THE MONARCH TYPEWRITER CO., Limited, No. 98 King Street West, Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

MISCELLANEOUS.

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto,

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

- Cultivation and Preparation.
- Commercial Classification and Description.
- Adulteration and Detection.
- Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Percase $6 00
1 "	12 "	
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dume	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 60
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
		Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

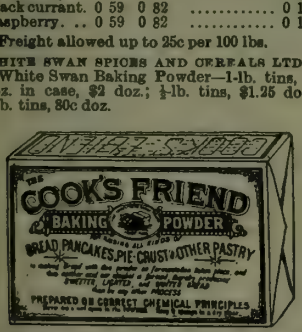
Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3 60

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00



Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations or Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" ¼'s " " "	0 28

Icings for cake—
Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen 0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb 0 35

Smaller quantities 0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz 0 90



Mott's breakfast cocoa, 10c. size	$0 per dz.
" breakfast cocoa, ½'s	0 38
" ¼'s	0 38
" No. 1 chocolate, ½'s	0 22
" Navy ¼'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-lb., ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
½ and ¼ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes	0 28
¼ lb. packages, assorted, in 5 lb. boxes	0 29
½ lb. packages, assorted, 5, 10, 15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 15
Ribbon	0 19	.. .	0 15
Macaroon	0 17	....	0 17
Desiccated	15	....	0
White Moss in 5 and 10 lb. square tins, 21c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees.

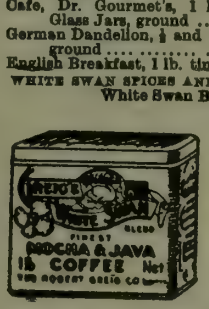
Roasted whole or ground. Packed in amp-proof bags and tins.			
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 23
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb	
Mo-Ja, ½-lb. tins 30c. lb.	
Mo-Ja, 1-lb. tins 28c. lb.	
Mo-Ja, 2-lb. tins 23c. lb.	

Cafe des Epicures—1-lb. fancy glass jars, per doz. $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz. $ 25

Medium size jars, per doz 4 50

Small size jars, per doz 2 40

Individual size jars per doz 1 00

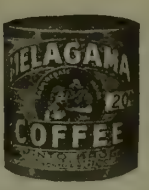
Imperial holder—
Large size, doz. 18 00
Med. size, doz. 17 00
Small size, doz. 12 00

Roquefort—
Large size, doz. 2 40
Small size, doz. 1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40



	W.S.P.	Ret. P.
Ground or bean, 1s	$ 32	0 50
" 1s	0 33	0 50
" 1s	0 30	0 45
" 1s	0 23	0 30
" 1s	0 23	0 30

Packed in 30s and 50-lb. cases
Terms—Net 30 days prepaid

Confections

IMPERIAL PEANUT BUTTER

Small, cases en	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors), doz.		1 00
2 "	"	1 75
2½ "	"	2 00
4 "	"	3 00
5 "	"	3 75
8 "	"	5 50
16 "	"	10 00
32 "	"	18 00

Discounts on application.

CRESCENT MFG. CO.

	Mapleine	Per doz
2 oz. bottles (retail at 50c.)		4 20
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		14 50

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

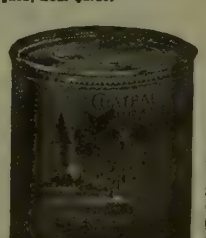
T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $140. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only) doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 30 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $13 dz.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

SHINE?

The dealer who is going to shine in his customer's opinion is the one who is handling

BLACK KNIGHT
STOVE POLISH



Black Knight has "made good" with all who have used it. Gives a brilliant, silky polish with little labor, and will not soil the hands. It is economical, and a little goes a long way.

Packed in attractive boxes.
Order from Your Jobber

The F. F. Dalley Co., Ltd.
Hamilton, Ont. - - Buffalo, N.Y.

BRANDS

"BANNER" & "PRINCESS"
CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream
(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE, ONT.

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents ALFRED B. LAMBE & SON, TORONTO
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN ***TOWNSVILLE, NORTH QUEENSLAND***

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

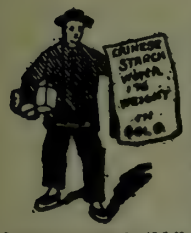
Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 3-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

Jelly Powders

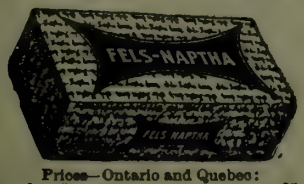
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 12½
½-bbls.	0 12½
Tubs, 60 lbs.	0 12½
20-lb. Pails.	2 55
20-lb. tins	2 45
Cases 3-lb.	0 13½
" 5-lb.	0 13½
" 10-lb.	0 13



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 12
Tubs	0 12½
20-lb. pails	0 12½
20-lb. tins	0 12
10-lb. "	0 12½
5-lb. "	0 13
3-lb. "	0 13
1-lb. cartons	13½

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 5-lb. glass jars	1 75
" " 10 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case

1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch —

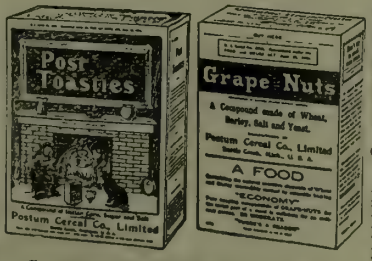
1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Cereals.



Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. 72, $2.55.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.80
Ditto, hotel	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Sauces



Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages, per box $3.00.

Case of ½-lb. containing 120 packages per box $3.00.

Cas- of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

	Per case
No. 1, cases 60 1-lb. packages	$2 60
No. 2, " 120 ½ lb. "	2 60
No. 3, " {30 1-lb. " / {60 ½-lb. "	2 60
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 65
5 cases	2 50

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. — **Montreal**

Soap and Washing Powders

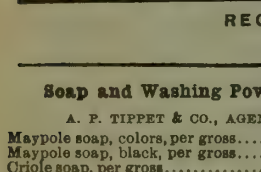
A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20

3 doz. to box..... $3 60

6 doz. to box..... $7 20

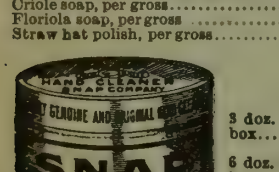
30 days.



1 box, price $4.00

5 box, price $3.90

Freight pd. on 5 bx. lot.



Or Quack Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.85 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED

Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 06
Kegs, 100 lb.	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Milk.



CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 5
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

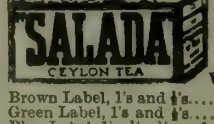
(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 10
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 33	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19

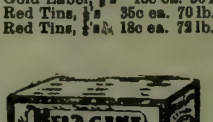


BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" ½'s	0 21	0 28
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼s	0 55	0 80
Embossed, ½'s and ¼'s	0 07	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	35c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ¼s	0 70	1 00
" " ½s	0 55	0 80
" " ¼s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ¼s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1 lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 20 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

Gum.



Cream Tartar.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	56
Cut Smoking—Great West Pouches, 8s	56

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

MADE IN CANADA

WE WANT to interest you in paper, and especially the brands which we manufacture.

Superfine Linen Record

Earnscliffe Linen Bond

Standard Pure Linen

Empire Linen Bond

Crown Linen

Colonial Bond

ENVELOPES TO MATCH—SAMPLES SENT ON REQUEST

The Rolland Paper Co., Ltd.

MONTREAL, P.Q.

General Offices: MONTREAL, P.Q.

Mills at ST. JEROME, P.Q.

WARNNG!

Crescent BM&Co. Brand

TRADE MARK

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED

WINN & HOLLAND, Agents

MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

"Line's Busy"
But your order will be handled promptly.
Everything in
SALT
Verret, Stewart & Co.
Limited
Montreal

THERE IS MORE
WETHEY'S
Condensed Mince Meat
(IN CARTONS)

per capita, used in St. Catharines, where the goods are manufactured, than any other point in Canada.

The Reason is plain

Our locally well-known sanitary methods, together with the equally well-known quality of our ingredients, cannot help but invite the patronage of the good people of St. Catharines.

What About Your Trade?

3 doz. to a case. All jobbers.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

"I have always found The Grocer a valuable aid to buying, both through its advertisements and its market quotations."

"I have been a reader for some 20 years and value the paper in many ways."

The above is an extract from a letter written by a Brandon, Man., merchant.

The secretary-treasurer of one of the best stores in Western Canada says:

"Both Mr. ——— and myself always take a keen interest in reading The Canadian Grocer, and we have more than once profited by both the suggestions offered, and the quotations, with probable market changes.

"Just recently, with our own judgment confirmed by your paper's report of a probable advance, we made a very profitable purchase on rolled oats, which saved us many dollars.

"There can be no question about the careful reading of a good trade paper such as yours being of great value to the retailer."

The value of any paper as an advertising medium depends upon the interest with which it is read. Because it saves the great majority of them considerable money, you can be sure that The Grocer is closely studied every week by the good merchants from one end of Canada to the other. And that's what makes the investment of manufacturers and wholesalers in our advertising space so profitable.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 140 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, NOVEMBER 18, 1910 NO 46.

OXFORD

Keen's Blue



At home and abroad enjoys a unique reputation for purity

It is the most perfect and satisfactory Blue made

It's money to you, Mr. Grocer, to make it your leading laundry blue

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

Canada's Leading Starches

Edwardsburg "Silver Gloss" Starch

(for laundry purposes has no equal)

Benson's "Prepared" Corn

most perfect for cooking, puddings, desserts, etc

These brands are found in every up-to-date grocery store. They make satisfied trade.

Demand them of your jobber

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

1910

MACONOCHIE'S

TURNED DOWN and CHOICE CANDIED

LEMON
ORANGE
AND
CITRON

PEELS

have been acknowledged by all first class jobbers, this season, to be of an exceptionally fine quality.

If you wish confirmation of the above acknowledgment you are sure to be fully convinced if you have your jobber send you a small order and examine and compare it yourself.

It will also be to your advantage to see that you have a complete stock of Maconochie's—Pickles, Pan Yan Sauce, Pan Yan Pickles, Worcester Sauce, Canned Fish, etc.

YOUR JOBBER HAS THEM—YOU SHOULD HAVE THEM

CANADIAN REPRESENTATIVES

MacLaren Imperial Cheese Co., Limited

Manufacturers and Importers Grocers' Specialties

TORONTO :: :: CANADA

Macaroni Vermicelli Spaghetti

The peculiarly desirable qualities of Taganrog (Russia) wheat impart to the Macaroni, Vermicelli, Spaghetti and fancy pastes made by Codou of France, a delicacy of flavor unlike any others—the quality is superb.

Added to that is the dependency of expert workmanship furthered by the aid of a model factory. With the definite purpose of securing the **"BEST,"** insist upon having "Codou's"

Look for the Name "CODOU"

on the package—it assures and guarantees satisfaction. It is the stamp of reliability—the seal of goodness—the real and genuine. With it in your stock you are certain to avoid complaints. "Codou"— **that** is the name to think of.

Arthur P. Tippet & Co., Agts.

8 Place Royale, Montreal
84 Victoria St., Toronto

Made in France

Order Now



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused a d Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 79

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers, 34 Yonge St., Toronto

Domestic and Foreign Agencies Solicited.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

When you want a right price on Good Currants for import, wire or write us.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A.B.C. 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1865

WRITE TO

10 Garfield Chambers, Belfast, Ireland

For sample copy of the

Irish Grocer, Drug, Provision, and General Trades' Journal

If you are interested in Irish Trade.

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

ON SPOT. Finest 4 and 5 Crown Table Figs, 10 lb. boxes.

New Selected 3 Crown Shelled Almonds.

Prices Right.

Lind Brokerage Company

73 Front St. E., Toronto

The HARRY HORNE CO.

Grocery Brokers, Manufacturers' Agents and Importers

309-311 King St. West, - - - Toronto

At the moment we are open to represent one or two leading Canadian Manufacturers.

P.S.---We carry the tock (and we sell it.)

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

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DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to heRetai Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Room 16 Morin Block

Quebec City, - Canada

Open for one or two more Agencies

Black Tea Agency Wanted.

Good openings here for LARD, OATS, BOILING PEAS.

HAVE YOU ANY TO OFFER?

The world's breakfast

"MEAT OF WHEAT"

Do your customers a good turn by introducing to them

"MEAT OF WHEAT"

It's a money maker for you

The Western Milling Co.
TORONTO

Are you interested in

RICE

CAROLINA
JAVA
JAPAN
PATNA
RANGOON
SIAM

Send us your orders---

EBY-BLAIN, LIMITED
Wholesale Grocers, TORONTO

Ram Lal's Pure Tea

wins its way easily with high-class trade

BECAUSE

It is carefully grown, expertly blended, and sealed in lead packets, to retain all its natural fragrance.

Ram Lal's Pure Tea Co., Limited
MONTREAL, CANADA



No. 1, 10 Tray Bag, Closed

ONE OF OUR SPECIALTIES

96 other different kinds

SAMPLE CASES, TAGS, ETC.

To conveniently carry in a practical manner and attractively display **Groceries, Crackers, Cakes and Biscuits, Confectionery, Teas and Coffees, Extracts, Spices, Soaps, Toilet Goods, etc.**

Trays in this No. 1. Bag quickly extended, and as instantly covered up, one at a time or all together. Wearing apparel or large samples can be carried in the top, independent compartment, and samples in the bottom, thus combining a **Travelling Grip and Sample Case.**

Our line is so extensive, and of such a character that it would be impracticable for a traveler to carry samples, therefore we issue a very complete and comprehensive catalog with full detailed information, and will gladly mail same, together with prices, if requested.

We either have in stock, or can make to order, anything whatsoever in a case, bag, scope pocket, etc., required for salesmen or travelers.



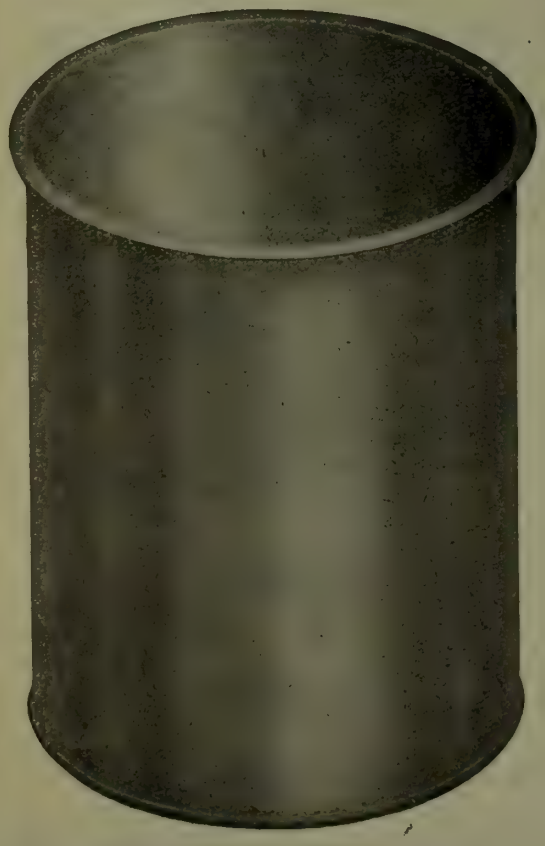
No. 1, 10 Tray Bag, Open

Knickerbocker Case Co.

Specialists and Original Designers

Knickerbocker Bldg., Fulton & Clinton Sts.

CHICAGO, U.S.A.



Give the Tomato a Chance

Pack your Tomatoes in the Tomato Can made for Tomatoes.

Adapt the **Opening** to the size of the **Tomato,** not the **Tomato** to the size of the **Opening.**

Pack **Whole Tomatoes,** not Crushed Fruit.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Max Ams Patent

Give your customers better value for their money



Show them how to reduce the cost of living by making a dollar go the longest way possible in the purchase of food supplies.

That's the one sure way to build up permanent business.

You can help do this by selling

"QUAKER" BAKED BEANS

IN THE NEW STYLE OF CAN

Quaker Beans (3's, family size) are lower in price and contain more beans to the can than the 3's flat style of can.

Every Quaker can is filled with the choicest, handpicked Beans, grown in the neighborhood of our factories.

All the sauces and spices used in processing Quaker Beans are selected with especial care; and the beans are cooked by the most scientific methods known.

You can greatly increase your sales of Quaker Baked Beans by constantly reminding your customers that beans are among the cheapest and most wholesome vegetables obtainable.

Your jobber sells Quaker Baked Beans. Ask him.

Dominion Canners, Limited

Hamilton, : : : Canada

Now sold to retail at 5c. straight with more profit to the merchant.



Prices for **ONTARIO AND QUEBEC ONLY**

5 Cases	- - -	$4 15 Freight Prepaid
10 "	- - -	$4.05 " "

With extra cakes Quick Naptha Soap as a special discount instead of Ammonia Powder, Lye or other merchandise.

Advantage should be taken of this opportunity to realize the additional profit on present stocks.

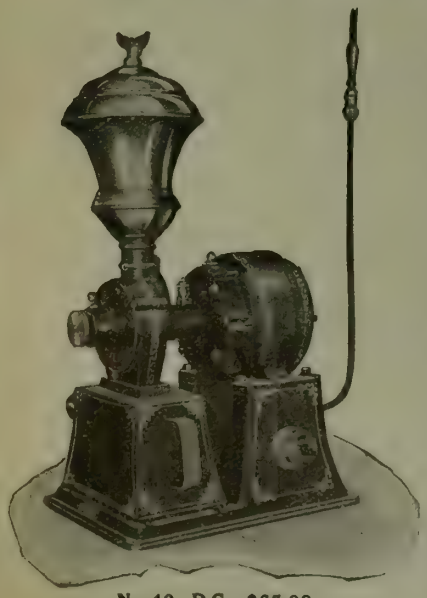
WRITE FOR OUR SPECIAL PROPOSITION

Richards Pure Soap Co, Ltd., Woodstock, Ont.

A. HUTCHINSON, Agent for Toronto, Ont. Tel. Main 415.

The Mill They All Want

AND THE REASON WHY



No. 40—D.C.—$65.00
No 45—A.C.—$75.00

Because it represents the greatest real Value of Material, Quality and Workmanship at the Lowest Price.

Every Mill is ready for immediate use by simply attaching it to your lamp socket. Grinds two lbs. a minute and can be adjusted while the Mill is running. Grinders are of the best quality cast steel. It is furnished with detachable hand crank for use in emergencies, so that the grocer is never without his Mill if the current gives out.

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

JAMS

Sterling BRAND

JAMS

Purity and Flavor

are two features which have raised **"Sterling" Jams** to the zenith of public favor.

Nothing but the freshest fruit and purest cane sugar is used in the manufacture of these Jams, and they leave a very excellent profit margin for the wise retailer handling them. Are you wise to their virtues? See to your stocks.

THE T. A. LYTLE CO., LIMITED

STERLING ROAD, TORONTO, ONT.

WHAT ARE GOOD CURRANTS?

These are bald facts YOU can prove them

The different growths of Currants from different producing districts differ in color, in size, in flavor, in the amount of saccharine matter they contain. These differences are attributable to climatic conditions and the soil. But good and bad of their kind are produced in all the districts, be it the lowest grade from the Provinces, or the aristocrat variety from Vostizza.

Just as in Canada, there are in Greece, skilled and unskilled farmers. Some growers take pains in curing the Currant grape and produce sound, sweet fruit; others, who care only to turn their crop into cash, carelessly allow the grapes to ferment on the drying grounds, resulting in sour, ill-flavored Currants.

Now, we want to tell you that when you buy "Meyer's" Currants you get the very best, sound, well-cured fruit from the district marked on the case—the best that money can buy. The growers come to us with the best, because we pay the highest price. We select the good fruit, we turn away any that are not up to our high standard of quality.

We start with good fruit. Next we screen it twice—to remove the small, withered, berries—to remove the very large berries, which often contain stones. This good, sound fruit, twice screened, we carefully pack *loose* in the cases and thus "Meyer's" Currants reach you uncrushed, and unbroken. We spoil not the fruit to save the price of a few cases.

MEYER'S CLEANED CURRANTS

are *dry* cleaned—our electric brush machines remove all stems, stones, and dirt *without the use of water*—nor does the fruit at any time come in contact with the human hand.

You would not hesitate to eat "Meyer's" Currants just as they are, then you can safely recommend them to your most fastidious customer. Yes.

MEYER'S CURRANTS ARE GOOD CURRANTS

they may cost you a small fraction more than some others, *but,* your customers will appreciate the difference in quality, and appreciation is the parent of profit. Once you have bought "MEYER'S" you will realize how much this means.

Very many jobbers import Meyer's Currants—nearly all of them—if you find one who wants to substitute, analyze his reasons.

W. MEYER & CO. PATRAS

Packers and exporters of high grade Currants

Alimentary Pastes

Macaroni, Vermicelli, Spaghetti, Noodles, Coquillettes, Alphabets, Coudes, Assorted Pastes

Pound Packages
Loose
} 25-lb. boxes

Gazelle Brand

Pound Packages, 6½c.

Talbot Freres

Pound Packages, 7½c. Loose, 7c.

A. Courtine & Co.

Pound Packages, 8c. Loose, 7½c.

Terms: F.O.B. Montreal, net within 30 days.

Hudon, Hebert & Co., Limited

Wholesale Grocers and Wine Merchants

MONTREAL

ESTABLISHED A.D. 1839.

The Soda Biscuit Worth Selling

The kind you can sincerely recommend to your most exacting customer---the kind you can truthfully assert is made of the purest materials, in the most cleanly and sanitary bakery modern skill can contrive.

Sell the kind of sodas that literally

Tie Your Trade To You!

These superfine soda biscuits are well and widely advertised as QUALITY goods. They make good all that is claimed for them; and grocers all over Canada know how easy it is to sell them, or any other McCormick product. The QUALITY is there---and the publicity tells everybody about that QUALITY.



McCORMICKS OF LONDON

PROMPT DELIVERY FROM OUR WAREHOUSES AT

Montreal Ottawa Kingston
Hamilton Winnipeg Calgary

THE LARGEST SAUCE FACTORY IN THE WORLD

Holbrook's
Worcestershire
Sauce

Punch
Sauce

Pure
Malt
Vinegar

Pure
Pickles



Local Agents

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Montreal
F. L. Benedict & Co.
Winnipeg
Richards & Brown
Regina
Campbell Bros. & Wilson
Calgary
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Vancouver
Kelly, Douglas & Co.
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Wilson Bros.
Halifax
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Barbour & Co.
Fredericton, N.B.
Randolph & Son
Charlottetown, P.E.I.
Carvell Bros.

HOLBROOKS LIMITED

Canadian-American Branch
40 Scott St., Toronto, Canada.

Manager
H. GILBERT NOBBS

THE CONDENSED ADS of This Paper are what you should use if you wish to secure a clerk, a traveler or a situation.

YOUR PROFIT AND REPUTATION

alike demand that you should handle "quality" preserves, and

"KOOTENAY" BRAND

Jams and Jellies, in Bottles and Tins,

answer every requirement in respect to 'quality.' They are made solely from the ripest, freshest and choicest luscious British Columbia Fruits, and pure Cane Sugar, and are handled in an up-to-date, sanitary factory.

There's a 'worth-while' profit for YOU in selling "KOOTENAY" BRAND!

Our jams are packed in individual size in glass, as well as the regular 16-ounce.

Our 5-lb. tins are just the thing for your family trade.

Our pure **MINCEMEAT** is a sure winner!

Packed in glass jars and pails.

WRITE FOR PRICES

Donnelly, Watson & Brown, Limited

Agents,

CALGARY and VANCOUVER

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders



Ask any of the following jobbers for our illustrated catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co.
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.

ELGIN, ILL., U.S.A.

Pure **Sweet**



Wholesome **Well Packed**

You can obtain and hold the best of the family trade by featuring the quality brand of canned fish

"King Oscar" Sardines

They are packed from the freshest, mild cured selected fish, are attractively gotten up and never fail to satisfy. Feature "King Oscar." It's a trade winner.

CANADIAN AGENTS

JOHN W. BICKLE & GREENING

J. A. HENDERSON

Hamilton - - Ontario.

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



Merit and Integrity

Have sustained the High reputation of

BORDEN'S BRANDS

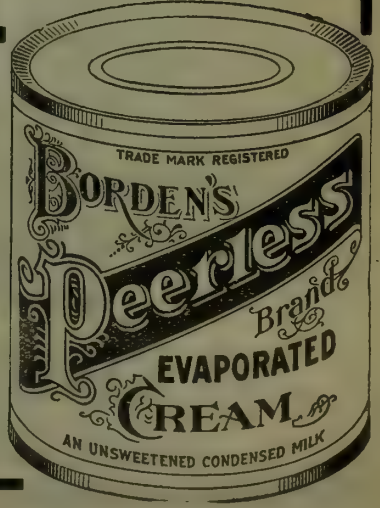
For over 50 years

Borden's Condensed Milk Co.

The Original

"Leaders of Quality"

ESTABLISHED 1857



WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co., Vancouver, Nelson and Calgary,

Canada's Best Soap

To insure the best results from your soap sales, you *must* have a brand that will appeal to the housewife, and Canada's Best Soap will

MAKE YOUR SALES HUM

Canada's Best is a white laundry soap that will delight every user.

It contains no resin, which is so common in ordinary yellow soap, and will not cause that "sticky" feeling in hard, or cold water. Canada's Best washes linens, flannels, woolens and colored clothes with equal satisfaction, and will not injure the finest fabrics.

Order quickly. Big advertising campaign is now convincing your customers.

United Soap Company

Montreal

Century SALT

"The Salt of Salts"

MR. GROCER—This is the salt that is winning public attention and favor. Best for table. Best for dairy. Stock it and see it sell! First, get our price list. We ship promptly.

DOMINION SALT COMPANY, Limited

Manufacturers and Shippers

SARNIA, ONT.



You are always ready for increased business.

BALAKLAVA BRAND BAKED BEANS

are trade bringers. To stock them means to ensure satisfied customers.

WRITE US FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKERT & CO., Ltd., London, Winnipeg

Wake Up!!!
and Sell
Baird's Sauce

"The Best



of All Sauce"

Agents :—Maclure & Langley, Ltd., 12 Front Street East, Toronto —604 Lindsay Building, Montreal ; W. L. McKenzie & Co., Winnipeg ; R. Robertson & Co., Vancouver and Victoria.

DID YOU EVER

come across a woman who wasn't glad to save labor on wash day? Sell her

ASEPTO
Soap Powder The Enemy of Dirt

Asepto will lighten her labor and earn for you the housewife's goodwill.

Order to-day through your wholesaler

Agents: **Rose & Laflamme, Ltd.**
MONTREAL

Asepto Mfg. Co. - St. John, N.B.

Grocers
of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our customers are doing so,

Why not you?

The Young Company
LIMITED
North Bay and Sudbury

GORGONZOLA CHEESE

One of the choicest of Italian makes of cheese.

Our first consignment just in.

Our cheese is made by GIOVANNI COLOMBO, who was awarded the Grand Prix at the Brussels Exhibition, as well as the Gold Medal for Gorgonzola Cheese.

This brand is different from others in that it is *new*. It has not been in cold storage all Summer. Absolutely fresh, and in perfect condition.

TO JOBBERS:

We can quote you very special prices, owing to the size of our consignment.

Obtainable in tubs, one 20 lb. loaf to each tub.

INQUIRIES.—From Ontario, to our Toronto Office. From rest of Canada, to our Montreal Office.

The Charles Ciceri Company LIMITED

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

Cameron & Heap, Limited

Importers and Wholesale Grocers

REGINA, Sask. | FORT WILLIAM, Ont. | KENORA, Ont. | PRINCE ALBERT, Sask.

Prompt Attention to all Orders at Best Prices

Trian Brand Goods

Purity Guaranteed

OXO



in cubes

We invented OXO Cubes to make a new big trade, and our advertising campaign is making this trade fast. Let us help you to get your share of it.

CORNEILLE DAVID & CO.

25 Lombard Street, TORONTO
334 Clarence Street, LONDON, ONT
52 Nicholas Street, OTTAWA
41 Common Street, MONTREAL

Grocery Profit Insurance

¶ You can get Insurance against many losses, but none to prevent loss of profits.

¶ The best profit insurance is a stock of salable goods; most of the losses result from "dead stock."

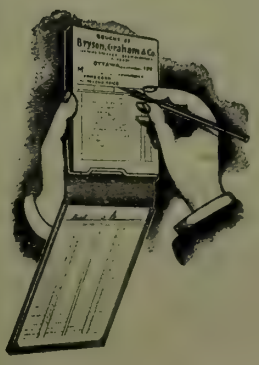
¶ **HEINZ PURE FOOD PRODUCTS** are the kind of goods that are "Safe to Buy" and "Safe to Sell," because always salable.

¶ The 57 Varieties are every one guaranteed Pure and guaranteed to please, or money back. You take no chances when stocked with reliable brands that are advertised and backed by their makers.

H. J. HEINZ COMPANY

New York Pittsburgh Chicago London

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 Phone Uptown 5962

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

KITCHEN BRAND MOLASSES

Don't handle Molasses in bulk!

It's a dirty and wasteful way. Sell

KITCHEN BRAND

MOLASSES

the best on earth for cooking purposes.

"Kitchen Brand" is put up in tin pails, which are most attractive in appearance. The pails, when empty, are very handy for the housekeeper.

If you are handling "Kitchen Brand," you save waiting for jars to be filled, you save waste by leakage, and you make good profit.

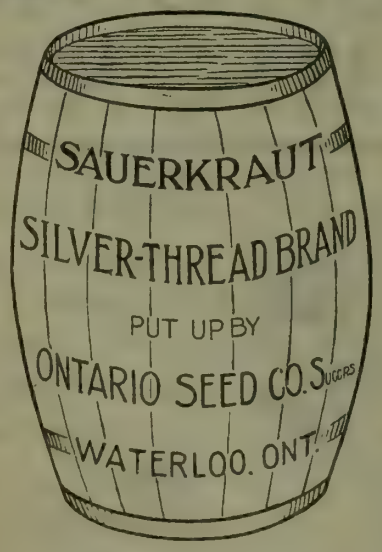
OUR TRADE MARK PROTECTS YOU

Imperial Syrup Company
Montreal, Que.

The Demand for **SAUERKRAUT**

is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT

ONTARIO SEED CO., Successors, WATERLOO, ONT.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J.C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

"Edinburgh's Pride"

EVERY BOTTLE OF



Symington's "Edinburgh" Coffee Essence

does credit to the makers and the city of production. Every bottle gives satisfaction and helps to create further demand.

Our **ESSENCE OF COFFEE AND CHICORY** gives wonderful value. One bottle makes 40 cups of delicious coffee, fit for any connoisseur.

Recommend it for camping parties and Summer outings. It always pleases.

Thos. Symington & Co.

EDINBURGH

AGENTS FOR ONTARIO—

Messrs. W. B. Bayley & Co., - - Toronto

AGENTS FOR QUEBEC—

Messrs. F. L. Benedict & Co., - - Montreal



Rowat's Pickles

The ☐ Connoisseur's Choice.

Send us your order now for Holiday Supplies, if you have not already done so.

Paterson's Sauce

Rowat & Co.

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

Real Favorites at 10c. package



A Dainty, Tender Biscuit of Delightful Flavour!

We also make all kinds of dainty and high-grade biscuits.

There's something seductive and different about TELFER'S VANILLA WAFERS that cannot fail to please the housewife and her guests. Try these dainty biscuits yourself and you will feel more competent to recommend them. Always reach you fresh and crisp.

TELFER BROS., Limited, COLLINGWOOD, ONT.

BRANCHES: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

Sell More Tapioca!

You can Greatly Increase Your Sales of Tapioca by pushing



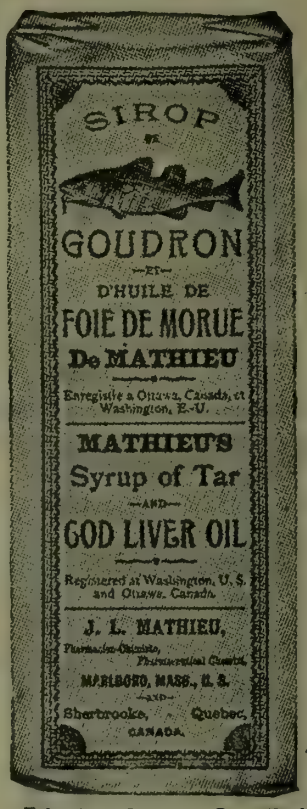
Minute Tapioca

This is an absolutely pure tapioca that is all ready for instant use. Pudding can be made in fifteen minutes. No soaking required. Six full quarts of delicious pudding can be made from one package.

Order now from you Jobber.

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., S.. John, N.B.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—

Thousands of testimonials attest their wonderful value—

They never become dead stock—

They afford dealers a good profit—

Those who once use them make them a household remedy—

Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months, order a good supply now.

Sold by all wholesale dealers

AND

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

"Canada First"



Evaporated Cream

is the finest known substitute detail of its preparation the serve absolute cleanliness and teed pure and fully sterilised.

for Fresh Cow's Milk. In every greatest care is given to pre- purity, and each can is guaran-

See to your stocks. Order from your jobber.

The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario

You'll Hit the Bull's Eye

on the "Popular Taste" Target if you are selling

AURORA COFFEE!

The distinctive quality, aroma and flavor of "AURORA" Coffee have made it a prime public favorite, and its retailing price of **40c.** leaves you a "well-worth-while" profit. See to your stocks.



W. H. GILLARD & CO., Hamilton, Ont.

BRANCH—SAULT STE. MARIE

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C., Edmonton and Calgary, Alta., and Winnipeg, Man.

JAPAN TEAS

We have now a full range of lines in stock at different points. Jobbers please write for samples.

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN

There is a Saving to You in Handling

ST. LAWRENCE EXTRA STANDARD GRANULATED

in 20-lb. cotton bags

by giving your customers just the right weight and perfect satisfaction.

The St. Lawrence Sugar Refining Co., Limited, Montreal

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal

Commercial Account Register

Bookkeeping Without Books

Used It Three Years



Sheets lift out and fit any safe.

"In August, 1907, I put in one of your No. 200 Account Registers, and have had it in constant use ever since—over three years.

The Register is in first-class condition now, but trade has increased and I need a larger one. Would you kindly let me know if you could make any kind of exchange with me?

After examining several systems, I satisfied myself that yours is the best, and I would not care to do business without it."

Yours truly,

G. E. COON, Groceries, Flour and Feed.

Eglinton, Ont., Oct. 1st. 1910.

INDISPENSABLE TO ANY MERCHANT DOING CREDIT BUSINESS.

Send us postal for Catalogue and full information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.

HAVE YOU

SHIRRIFF'S

FLAVOURING ESSENCES



on your shelves? They are unequalled for strength and purity, and are specially in demand at the Xmas Season.

IMPERIAL EXTRACT CO., 8-10-12 Matilda St., Toronto, Can.

If your Jobber can't supply you, write us direct.

Business Insurance

A grocer is known by the goods he sells. If he makes sure that each line stocked is the best in its class he is buying business insurance as well as merchandise. These goods are not excelled for quality, attractive packing, and price. For sale by most wholesalers.



GOODWILLIE'S FRUITS IN GLASS

Put up in a modern factory, situate in the heart of the fruit growing district, they easily lead all other brands. No detail tending to make the line most perfect has been overlooked. A trade builder and a trade holder.

JOSÉ SEGALERVA
Malaga, Spain

TABLE RAISINS

Unless Table Raisins are consistently uniform in quality, and packed attractively, they cannot, with policy, be stocked by a grocer of the right type. His Malaga Table Raisins, or "Blue Fruit," must be always select quality and packed neatly. Specify Segalerva's when you order, and secure such fruit.



MEATS IN GLASS

Have you remarked the growing demand for these goods? Rolled Ox Tongues, Galantines, Chicken, and a variety of other meats, may be secured in various packages. They're specialties which yield a profit above the average, and require little attention!

Rose & Laflamme
Limited
Montreal - Toronto

13 EGGS TO THE DOZEN

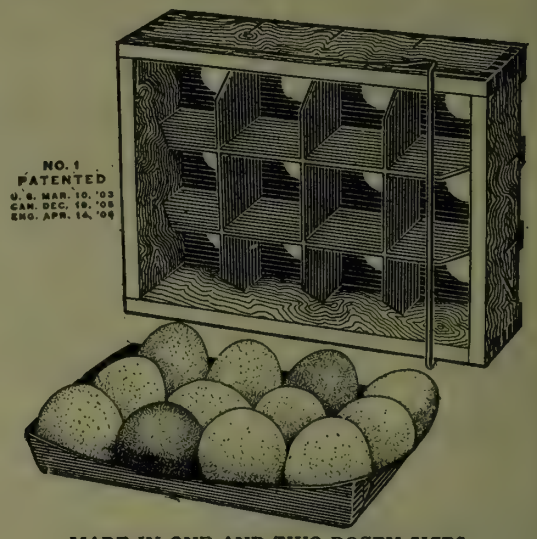
Miscounts either way cost money.

Over 200,000 dealers get all their egg profits by using

STAR EGG CARRIERS AND TRAYS

FOR EXACT EGG DELIVERY

THE STAR SYSTEM also—



MADE IN ONE AND TWO DOZEN SIZES

SAVES BREAKAGE — SAVES TIME — SAVES CUSTOMERS—and costs one cent less to use per dozen eggs delivered than paper bags or boxes. Let us show you. Ask your jobber, and write for our booklet "NO BROKEN EGGS"—it will be worth your while.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.



Read howa "Classik" ceiling in your store will sell goods

It brightens up the whole interior, gives your displays a chance, and makes the work of the sales-people easier. Then, too, it stamps you as a man with some regard for the beauty and sanitation of your surroundings and for your customers' taste.

Every one who is a patron of yours, and many more that ought to be, will visit your store during the next few weeks. Moral—Prepare to make them "stick," by making your store attractive.

A post card brings Catalog "A-23" and full particulars of cost. Write now. You haven't a day to waste.

The Galt Art Metal Co., Limited

Galt, - - Ontario

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA

We have enlarged our assortment of dishes in

Quaker Oats

(family size)

and are now packing all of these articles



Grocers located at points where large family packages are popular will welcome this opportunity of giving their customers the greatest possible value for the money.

The new Quaker Oats assortment of dishes is unusual and **it will sell goods for you.**

Order Quaker Oats To-day. Be the first grocer in your neighborhood to put out the new assortment.

Pile the packages (plenty of them) in your store or window as a reminder to your customers---it will increase your business and your profits.

The Quaker Oats Company,

Peterborough



When a customer asks for the best

COCOANUT

see that you have for her

WHITE DOVE

It cannot be improved on for the price.

W. P. Downey

MONTREAL

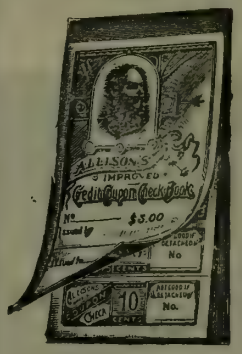
Are Your Credit Customers Safe?

No! They'll run you into bankruptcy in a jiffy if you let them. And still you can't afford to get "independent" with this class of trade---it is good money when it does come.

Allison Coupon Books

point the way to safety. They guard against loss; they hold the credit customer in check; save time, money and trouble.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.— No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

SPICE

trade is at its height during the Christmas season. We are sure to be rushed from now on. Already orders are pouring in. Is yours among them? It should be in early this year for there will be difficulty filling late orders on time.

All standard spices.

WRITE AT ONCE TO

S. H. EWING & SONS

Montreal and Toronto

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents



It dries them up **Common Sense** KILLS { Roaches and Bed-Bugs / Rats and Mice

All Dealers and 381 Queen St. W., Toronto, Ont.

Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices.

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.

KINGSTON, - - - JAMAICA

WARMINTO'NS

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

J. N. WARMINTON

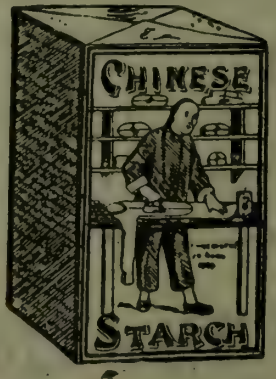
207 St. James St., - MONTREAL

A Great Selling Team

¶ Buyers must be moved through several steps to be brought to the buying point.

¶ They must have their attention attracted to the article. They must have their interest in it awakened. They must be informed as to its nature, utility and merits. They must be convinced of its value. They must be moved to action—to closing.

¶ Good salesmen and good trade-paper advertising make a great team to carry the buyer through these several stages to the buying point. Alone, the salesman is at a disadvantage.



CHINESE STARCH

Quick Sales.
Satisfaction.
Large Profit.
No Dead Stock

Get Prices

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

LARGEST SALE IN CANADA

Greatest Profit to the Dealer!

(See List of Salable Premiums)

COMFORT SOAP

"It's all right"

Why not push the soap that is best and most favorably known—the soap that gives the greatest profit to the Dealer?

Send for Illustrated Price List

Pugsley, Dingman Co., Ltd.
Toronto



CANADIAN LAWS

now require that Cream must contain not less than 18 per cent. of milk fat; it must be entirely free from gelatine, sucrate of lime, germs or other substances, and must contain no preservatives of any kind nor any coloring matter other than is natural to milk.

STOCK ONLY

FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

which complies in every way with these requirements and is THE ONLY ABSOLUTELY PURE CREAM on the market. It contains from 25 per cent. to 30 per cent. milk fat.

Packed in key-opening solderless tins to sell at attractive prices with good profit to the trade. Keeps good unopened for any time in any climate. Order of your Wholesaler

Samples and particulars of:—The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta. C. Fairall Fisher, 22 St. John St. Montreal, for Quebec. W. H. Escott, 137 Bannatyne Avenue, Winnipeg for Manitoba, Saskatchewan and East Alberta. The Harry Horne Co., 309 King St. West, Toronto, for Ontario. J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia. W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.

"OXVIL"

Best of all Beef Preparations

Sole Agents for Canada:

The HARRY HORNE CO.

309 King Street West - TORONTO

Your biggest asset

THE drawing power of a well-lighted store is acknowledged, and by no method can your store be made so attractive as by lighting it with our

GASOLINE LIGHT



It is absolutely safe, better and cheaper than electricity or gas and safer than coal oil and candles.

Special prices direct to merchants.

Get our circular.

MacLaren & Co., Merrickville, Ont.

AGENTS WANTED.

MILLAR'S PURE JAM

1-lb. and 2-lb. Stone Pots

Strawberry
Raspberry
Black Currant
Assorted

4-doz. and 2-doz. Cases

Warren Bros. & Co.

Wholesale Grocers

TORONTO

CEYLINDO TEA

SATISFIES the most exacting tastes because IT IS THE "BEST TEA" AT POPULAR PRICES.

This choice whole leaf Indo-Ceylon Tea, free from dust, is specially blended and packed in our Bonded Warehouses, London, England, and is second to none.

Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.

We want permanent and future business, and if you try this Tea, you and your customers will be satisfied, as they will tell you THERE IS NO BETTER.

W. D. MIDMER & CO., "Canada," LIMITED

New Glasgow, N.S., and London, Eng.



The kind that will give satisfaction

FROM BEST FIRE CLAY

CROCKS,
CHURNS
FLOWER POTS,
FIRE BRICK, Etc.

WRITE US FOR PRICES

Belleville Pottery
COMPANY
BELLEVILLE, ONT. C. A Hart Prop.



Three Packages for each of the 7,000,000 people in Canada : : : :

Over 21,000,000 packages of "SALADA" this year—

Ten years ago the output was 6,103,760 packages—

Nineteen years ago, 63,290 packages.

The package idea is growing.. The housekeeper of to-day wants good goods—and in packages. It is the modern method of merchandising. *It standardizes quality.* It makes possible small stocks—quick turnovers. Goods can be sold quickly—conveniently—economically.

But the package *must* contain reputable and reliable goods.

With "SALADA" Tea you have the advantage of certainty. The name is your guarantee. You know just what you are selling. Every tea purchaser is ensured plantation goodness and freshness.

Your money is not tied up in an unproductive stock of bulk tea. It keeps on the move. It earns more money for you.

Display "SALADA" and you'll soon be buying more. It won't stay on your shelves. The freight is prepaid—the sale is guaranteed—you can return it any time if you're not satisfied.

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Standards for Meat and Meat Products

These are Now Established in Canada, and Come Into Effect on November 22—Different Kinds of Meat Explained in Detail—No Water Can be Added to Oysters—What Mince Meat, Lard, etc., Must Consist of—Important Move in Pure Food Direction.

The Food Standards for Meat and Meat Products will come into force on November 22. While they are now in the hands of the King's Printer at Ottawa, The Canadian Grocer has secured a draft copy and is, therefore, able to supply its readers with the established standards in advance.

The memorandum issued by W. J. Gerald, Deputy Minister, Department of Inland Revenue, giving these Standards is as follows:

"Under the authority of an Order of His Excellency in Council bearing date the 14th instant, and in virtue of the provisions of the twenty-sixth section of the "Adulteration Act," the following standards of quality have been established for "Meats and the principal Meat Products:"

A.—Meats

1. Meat, flesh is any clean, sound, dressed, and properly prepared edible part of animals in good health at the time of slaughter, and if it bears a name descriptive of its kind, composition, or origin, it corresponds thereto. The term "animals," as herein used, includes not only mammals, but fish, fowls, crustaceans, mollusks, and all other animals used as food.

2. Fresh meat is meat from animals recently slaughtered and properly cooled until delivered to the consumer.

3. Cold-storage meat is meat from animals recently slaughtered and preserved by refrigeration until delivered to the consumer.

4. Salted, pickled, and smoked meats are unmixed meats preserved by salt, sugar, vinegar, spices, or other harmless substances, or smoke, singly or in combination, whether in bulk or in suitable containers.

Note.—Suitable containers for keeping moist food products such as syrups, honey, condensed milk, soups, meat extracts, meats, manufactured meats and undried fruits and vegetables, and wrappers in contact with food products, contain on their surfaces, in contact with the food product, no lead, antimony, arsenic, zinc, or copper or any compounds thereof or any other poisonous or injurious substances. If the containers are made of tin plate, they are outside soldered, or if soldered inside, the solder used shall consist of pure tin only; and the plate in no place contains less than 113 milligrams of tin on a piece 5 centimeters square or one and eight-tenths grains on a piece two inches square.

This is equivalent to two pounds of tin per base box; but it must be noted that the regulation requires not only a minimum weight of tin per base box, but that this tin shall be evenly distributed over the surfaces of the plate.

The inner coating of the containers is free from pin holes, blisters and cracks.

If the tin plate is lacquered, the lacquer completely covers the tinned surface within the container and yields to the contents of the container no lead, antimony, arsenic, zinc, or copper or any compounds thereof, or any other poisonous or injurious substance.

5. Oysters—Water must not be added directly either as such, or in the form of ice, to shucked oysters.

B.—Manufactured Meats.

1. Manufactured meats are meats not included in paragraphs 2, 3 and 4, of section A, whether simple or mixed, whole or comminuted, in bulk or in suitable containers, with or without the addition of salt, sugar, vinegar, spices, or other harmless substances, smoke, oils, or rendered fat. If they bear names descriptive of kind, composition, or origin, they correspond thereto, and when bearing such descriptive names, if force or flavoring meats are used the kind and quantity thereof are made known.

2. Sausage, sausage meat, is a comminuted meat from swine or neat cattle or a mixture of such meats, either fresh, salted, pickled or smoked, with added salt and spices and with or without the addition of edible animal fats, cereals, blood and sugar, or subsequent smoking. It contains no larger amount of water than the meats from which it is prepared contain when in their fresh condition, and not more than ten per cent. of its weight of cereals; and if it bears a name descriptive of kind, composition, or origin, it corresponds to such descriptive name. All animal tissues used as containers, such as casings, stomachs, etc., are clean and sound and impart to the contents no other substance than salt.

3. Blood sausage is sausage to which has been added clean fresh blood from neat cattle or swine in good health at the time of slaughter.

4. Canned meat is the cooked meat of fowls, neat cattle or swine, preserved in hermetically sealed packages, and fulfils the conditions defined by the Meat and Canned Foods Act of 1907.

5. Corned or cured meat is meat cured or pickled with dry salt or in brine, with or without the addition of sugar or other harmless substances.

6. Potted meat is comminuted and cooked meat from those parts of the animal ordinarily used for food in the fresh state, with or without salt and spices, and enclosed in suitable containers hermetically sealed.

Cereals, when present, must not exceed ten per cent. by weight, unless declared.

7. Meat loaf is a mixture of comminuted cooked meat, with or without spices, cereals, milk and eggs, and pressed into a loaf. If it bears a descriptive name, it corresponds thereto.

8. Mince, mince meat is a mixture of chopped suet, apple and other fruit, salt, and spices, with sugar, syrup, or molasses, and with or without vinegar, fresh, concentrated, or fermented fruit juices, or spirituous liquors, or cooked, comminuted meat.

C.—Meat Extracts, Meat Peptones, Gelatin, etc.

1. Meat extract is the product obtained by extracting fresh meat with water and concentrating the liquid portion by evaporation after the removal of fat, and contains not less than seventy-five per cent. of total solids, of which not over twenty-seven per cent. is ash, and not over twelve per cent. is sodium chloride (calculated from the total chlorine present), not over six-tenths per cent. is fat and not less than eight per cent. is nitrogen. The nitrogenous compounds contain not less than forty per cent. of meat bases and not less than ten per cent. of kreatin and kreatinin.

2. Fluid meat extract is identical with meat extract except that it is concentrated to a lower degree and contains not more than seventy-five and not less than fifty per cent. of total solids.

3. Bone extract or stock is the product obtained by extracting clean, fresh, trimmed bones, of animals in good health at the time of slaughter, with boiling water and concentrating the liquid portion by evaporation, after removal of the fat, and contains not less than seventy-five per cent. of total solids.

4. Fluid bone extract is identical with bone extract except that it is concentrated to a lower degree and contains not more than seventy-five and not less than fifty per cent of total solids.

5. Meat juice is the fluid portion of muscle fibre, obtained by pressure or otherwise, and may be concentrated by evaporation at a temperature below the coagulating point of the soluble proteids. The solids contain not more than fifteen per cent. of ash, not more than two and five-tenths per cent. of sodium chloride (calculated from the total chlorine present), not more than four nor less than two per cent. of phosphoric acid and not less than twelve per cent. of nitrogen. The nitrogenous bodies contain not less than thirty-five per cent. of coagulable proteids and not more than forty per cent. of meat bases.

6. Peptones are products prepared by the digestion of proteid material by means of enzymes or otherwise, and contain not less than ninety per cent. of proteoses and peptones.

7. Gelatin (edible gelatin) is the purified, dried, inodorous product of the hydrolysis, by treatment with boiling water, of certain tissues, as skin, ligaments, and bones, from sound animals, and contains not more than two per cent. of ash and not less than fifteen per cent. of nitrogen.

D.—Lard.

1. Lard is the rendered fresh fat from hogs in good health at the time of slaughter, is clean, free from rancidity, and contains, necessarily incorporated in the process of rendering, not more than one per cent. of substances other than fatty acids and fat.

2. Leaf lard is lard rendered at moderately high temperatures from the internal fat of the abdomen of the hog, excluding that adherent to the intestines, and has an iodine number not greater than sixty-five and contains not more than one per cent. of substances other than fatty acids and fat.

3. Compound lard, lard compound, etc., is a mixture of animal and vegetable fats and oils. It must be free from rancidity, be made from sound and pure materials, and contain not more than one per cent. of substances other than fatty acids and fat.

The standards above defined take effect on the 22nd day of November.

Milk and Its Products Defined by Law

Food Standards Now Legalized by Dominion Government—What Condensed and Evaporated Milk Will Consist of—Evaporated Cream Must Contain 25 per Cent. of Milk Fat—Prosecutions Can Now be Followed Up by a Definite Course.

On the opposite page is given the Food Standards for Meat and Meat Products, just legalized by the Dominion Government.

Below will be found the standards for milk and milk products, which have also been legalized, but which have not appeared up to the present time in the regular government circular. So far as the grocery trade is concerned the Standards respecting condensed and evaporated milk, evaporated cream, milk powder, and butter and cheese are the most important.

Milk and Its Products.

1. Milk, unless otherwise specified, is the fresh, clean and unaltered product, obtained by the complete, uninterrupted milking, under proper sanitary conditions, of one or more healthy cows, properly fed and kept, excluding that obtained within two weeks before and one week after calving, and contains not less than three and one quarter per cent. of milk fat, and not less than eight and one half per cent of milk solids, other than fat.

2. Skim milk is milk from which a part or all of the cream has been removed, and contains not less than eight and one-half per cent. of non-fat, milk solids.

3. Pasterized milk is milk that has been heated below boiling, but sufficiently to kill most of the active organisms present, and immediately cooled to 45 deg. F., or lower, and kept at a temperature not higher than 45 deg. F., until delivered to the consumer, at which time it shall not contain more than 10,000 bacteria per cubic centimetre.

4. Sterlized milk is milk that has been heated at the temperature of boiling water, or higher, for a length of time sufficient to kill all organisms present; and must be delivered to the consumer in a sterile condition. Sterilized milk shall not be sold or offered for sale, except in hermetically closed containers, bearing the words "This milk should be used within twelve hours after opening the container."

5. Certified Milk. Milk sold as certified milk, shall comply with the following requirements:

(a) It shall be taken from cows semi-annually subjected to the tuberculin test, and found without reaction.

(b) It shall contain not more than 10,000 bacteria per cubic centimetre from June to September; and not more than 5,000 bacteria per cubic centimetre from October to May, inclusive.

(c) It shall be free from blood, pus, or disease producing organisms.

(d) It shall be free from disagreeable odor or taste.

(e) It shall have undergone no pasteurization or sterilization, and be free from chemical preservatives.

(f) It shall have been cooled to 45 deg. F. within half an hour after milking, and kept at that temperature until delivered to the consumer.

(g) It shall contain 13 to 13 per cent. of milk solids, of which, at least 3.5 per cent. is fat.

(h) It shall be from a farm whose herd is inspected monthly by the veterinarian, and whose employes are examined monthly by a physician.

6. Evaporated milk is milk from which a considerable portion of water has been evaporated, and contains not less than 26 per cent of milk solids, and not less than 7.20 per cent. of milk fat.

7. Condensed milk is milk from which a considerable portion of water has been evaporated, and to which sugar has been aided. It contains not less than 28 per cent. of milk solids, and not less than 7.7 per cent. of milk fat.

8. Condensed skim milk is skim milk from which a considerable portion of water has been evaporated, with or without the addition of sugar.

9. Buttermilk is the product that remains when butter is separated from ripened cream, by the usual churning processes; or a similar product, made by the appropriate treatment of skimmed milk.

10. Goat's milk, ewe's milk, etc., are the fresh, clean, lacteal secretions, free from colestrum, obtained by the complete milking of healthy animals other than cows, properly feed and kept, and conform in name to the species of animals from which they are obtained.

Cream.

1. Cream is that portion of milk, rich in milk fat, which rises to the durface of milk on standing, or is separated from it by centrifugal force, is fresh and clean, and contains (unless otherwise specified) not less than eighteen per cent. of milk fat.

2. When guaranteed to contain another percentage of milk fat than eithteen per cent., it must conform to such guarantee.

3. Cream must be entirely free from gelatine, sulcrate of lime, gums or other substances aided with a view to give density, consistency or apparent thickness to the article.

4. Cream must contain no preservatives of any kind, nor any coloring matter, other than is natural to milk.

5. Evaporated cream, clotted cream, condensed cream or any other preparation purporting to be a special cream, except ice-cream, must conform to the definition of cream, and must contain at least twenty-five per cent. of milk fat.

Milk Fat or Butter Fat.

1. Milk fat, butter fat, is the fat of milk and has a Reichert-Moissl number not less than twenty-four and a specific gravity not less than 0.905.

Butter.

1. Butter is the clean non-rancid product made by gathering in any manner the fat of fresh or ripened milk or cream into a mass, which also contains a small portion of the other milk constituents, with or without salt, and contains not less than eighty-two and five-tenths per cent. milk fat, and not more than sixteen per cent. of water. Butter may also contain added coloring matter of harmless character.

Cheese.

1. Cheese is the sound, solid and ripened product made from milk or cream by coagulating the caseine thereof with rennet or lactic acid, with or without the addition of ripening ferments and seasoning, and contains, in the water-free substance, not less than forty-five per cent. of milk fat. Cheese may also contain added coloring matter of harmless character.

2. Skim milk cheese is the sound, solid and ripened product made from skim milk by coagulating the caseine thereof with rennet or lactic acid, with or without the addition of ripening ferments and seasoning.

3. Goat's milk cheese, ewe's milk cheese, etc., are the sound, ripened products made from the milks of the animals specified, by coagulating the caseine thereof with rennet or lactic acid with or without the addition of ripening ferments and seasoning.

Ice Cream.

Those retailers who handle ice cream, etc., will be interested in the following:

1. Ice cream is a frozen product, made from cream and sugar, with or without harmless flavoring and coloring materials and with or without gelatin, gum tragacanth, or other harmless stiffening materials, in amount less than two per cent.; and contains not less than fourteen per cent. of milk fat.

2. Fruit ice cream is a frozen product, made as described under ice cream, but containing sound, clean and mature fruit. It must contain not less than twelve per cent. of milk fat.

3. Nut ice cream is a frozen product, made as described under ice cream, but containing sound, non-rancid nuts. It must contain not less than twelve per cent. of milk fat.

Miscellaneous Milk Products.

1. Whey is the product remaining after the removal of fat and caseine from milk in the process of cheese-making.

2. Kumiss is the product made by the ducts. Hitherto, owing to the lack of adequately defined Canadian food standards, there has been doubt as to just what constituted adulteration, and there have been few prosecutions under the act.

alcoholic fermentation of mare's milk or cow's milk.

3. Milk powder is the soluble powder product made from milk and contains unless otherwise specified, not less than n nety-five per cent. of milk solids, and not less than twenty-six per cent. of milk fat.

4. Skim milk powder, separated milk powder is the soluble powder product made from skim milk, and contains not less than ninety-five per cent. of milk solids.

These new standards, together with those recently promulgated for meat and grain products, will become operative after the necessary advertisement for thirty days in The Canada Gazette, and will enable the department hereafter to proceed on a well-defined legal basis with the prosecution of any firms found guilty of adulterating food products.

New Customers Gained by Advertising

Series of Short Ads. Showing How the Attention of the Housewife Can be Gradually Secured and Held—Talks Should be of a 'Leading Out' Character so as to Produce Some Thinking—Information in the Ads. Desirable.

By Henry Johnson, Jr.

That this matter of advertising is really serious business may be very clearly indicated by the following anent the magnitude of the task of establishing a trade-mark:

> It requires a vast amount of education to establish the value of a trade-mark. Education is needed to fasten securely in the public mind the peculiar merit of a certain commodity, and education, mind you, does not mean forcing in, but drawing out. You cannot truly educate the mind in the way an advertiser seeks to do it by hammering in a few facts, undigested, or predigested, and letting it go at that. Rather must you lay the facts before the public in a manner that stimulates thought and mental debate, so that people may arrive, by the usual educational processes, at conclusions of their own, which, being reached by their own reasoning powers, they will regard as irresistible and settled for good and all.—Advertising and Selling.

I do not know when I have read anything more concentrated in its acute delineation of solid facts. It can be read over many times, and then gone back to for re-readings, with cumulative profit to the reader.

The Public Thinks for Itself.

For look where it leads us:

We, in our supposedly superior wisdom but really in our shallow ignorance, often hold that "the public" does not know or, better still, "does not appreciate" certain service, or qualities, or values; while, as a matter of fact, not only is the public doing its own thinking all the time but, as indicated in my last, it is sitting in judgment on us every day—and deciding rightly. If this were not so, the public could be deceived, but do not undertake such deception, for you will end in disaster. If you have any idea that you can "cut the cost" on your fifty cent tea through the sacrifice of any shade of value, you will learn of your mistake to your lasting loss. For, while nothing is more uncertain than the taste or judgment of an individual, nothing is more stable, certain and omniscient than the judgment of the aforesaid public. Otherwise, goodness, merit and quality would languish while error, adulteration and deceit would flourish.

You have a trade-mark to establish on a value-producing basis. That trade-mark is Smith's store. If you think of the impression you make on the public, through conscious or unconscious advertising, in this way, you will not be apt to underestimate the magnitude of the work on which you are engaged. On the contrary, you will be likely to give the subject of advertising much more serious and sustained thought than you may have given it hitherto.

Appeal of a Neat Store.

"A drawing out." That is the idea. I indicated last week how certain impressions about your store might readily "draw out" comment and establish conclusions in the public mind which would be very disadvantageous to you. It seems to me that what I wrote then would carry conviction as being elementary at best. Thus the suggestions I made for the internal improvement of the store should be accepted without argument; for I think you will say at once: "Of course, a neat store will appeal to people more forcibly than a disorderly store."

Very well; seeing we have felt that tidiness was desirable and have cleaned up so that we might "draw out" the right impression, why not go a step farther? Dozens, or hundreds, pass our windows every day, and we are now prepared to make the right impression on them; so we are so far going right. Then let us prepare to TELL OTHERS who as yet do not come our way about some of the good points of our store, which really ARE good points to-day and can therefore safely be dwelt upon—because we can now MAKE GOOD.

The Newspaper Medium.

But remember that it is a "Drawing Out," and let us therefore work slowly and with painstaking care. The best medium in any fairly live town is the evening newspaper. This because it is the medium which reaches the family when the day's work is done, when "the folks" are altogether for the short hour or two which is their own to pass in mutual talk and the enjoyment of the quiet exchange of ideas.

The "Old Man" gets in first on the paper and reads about politics and business news. "Mother" reads the little, intimate gossip about the neighbors to learn who is sick, or getting well, or to be married or buried; and both mother and daughter read about "society." Here is the accepted medium and now the golden opportunity to get in a few remarks which will "draw out" the right thoughts and impressions about Smith's store.

But the highest advertising art is called for, for you must make your little talks harmonize with the family mood if you are to convey the right impression. You must not strain or twist; you must not be flippant or "funny": you must not talk long, tedious sermons. You must fall in with the "atmosphere" and talk in the same "good-easy-reading-for-the-people" tone, or you will not get the right audience. Get space in the "local news" or "society" section, a few lines every other evening, and tell a little every time, in gentle, conversation manner.

Gets the Mother's Attention.

For instance:

> They have a nice way about them at Smith's store—goods so neatly arranged and classified. It is a pleasure to buy there. Deliveries accurate and really quite prompt.

The two or three lines are so unobtrusive and short that they are read without conscious thought or effort. Probably all but "Mother" will have passed them over. But "Mother" passes very little that even remotely affects her household, so when she reads she will likely say: "Did you see this about Smith's? If things are neat there I certainly never noticed it." Father is dozing, but rouses sufficiently to mutter: "Dirtish plaesh in town!" and drops off again. . nd so it passes—you cannot expect too much the first time; the point is that you have got the family's attention. The best of it is, that you have gone on record as promising good deliveries and having obligated yourself that way, you will see that goods go out promptly tomorrow. Then you will get the habit, and another great forward step will be made.

Next ad.:

> Those cranberries at Smith's store are beauties—a whole window full of them, too—make your mouth water to look at them. Sixteen cents a quart—and worth the price.

"Mother" sees that ad with both eyes and full appreciation of its meaning. She "wonders what they are up to at Smith's; seems almost like a new man had taken hold," for you see, she has

in mind your store as she saw it last week,—before you put your house in order. But you can bank on it that she will see those cranberries to-morrow, even if she does not want any of them; and, having visited you, she will not fail to note the change for the better, for you cannot fool "Mother"—bless her heart!—very much. Then, if you have been busy perfecting your organization with the spirit of the plan you have inaugurated so that you give her good service, your store will take on new meaning as far as "Mother" is concerned; and you could make no better investment in a thousand years.

Advises Giving Information.

Next ad.:

Aside from freshness, the true value in prunes consists in getting the right sizes—minimum proportion of stone. Best sizes are 30s and 40s—thirty and forty to the pound—most economical. 15 and 12½ cents at Smith's store—finest California fruit.

Give a little real information in each ad. The public sits in judgment, but you are the technical man and, if you give the right information the verdict will be that you are right, sincere and can be trusted—which is 90 per cent. of the battle.

Next ad.:

Things are carefully done at Smith's store. Telephone orders carefully taken; articles carefully wrapped; goods carefully delivered — and on time, too, if the time allowed be not too short. Smith does his full share for your satisfaction.

By this time you have impressed not only "Mother" but the "Old Man" in such a way that they look for your talks and sometimes remark on what you have to say. And there are others besides this particular "Mother"—others who are looking for unusual neatness, accuracy and obliging service. They will all pay the prices needful to secure such service; and if your experience has been different, look within and maybe you will discover the cause.

COCOA BEAN CROP.

Production Has Increased Rapidly and Surplus is Now Registered.

Within fifteen years the world's crop of raw cocoa beans has increased from 75,000 to 205,000 tons. Should the Gold Coast crop continue to increase at its present ratio, and all other crops remain stationary by 1913 the world's crop will have reached 360,000 tons, and hence by that time the Gold Coast singly, with a crop of 180,000 tons will be producing as much raw cocoa as the world now consumes. While the cocoa crop from 1903 to 1909 increased 65 per cent., the nine leading consuming nations advanced their requirements by only about 60 per cent. The United States imported 53,378 tons of beans in 1909, with Germany 40,723, and the United Kingdom, 24,264, following. The indications are according to cocoa men, that prices will ease off for the next few years unless production is limited.

The Dried Fruit and Nut Situation

Prices of 1910 When Compared With Those of 1909 Show Some Big Advances—Short Crops and Heavy Demands are Stated to be the Reasons—Prune Market Exceptionally Strong.

Grocers have doubtless noticed of late, persistent reports of short crops and consequent advancing prices in some lines that are in particular demand during the Christmas season. In cases of this kind it is almost impossible to predict what turn the markets will take because of the numerous influences at work.

Local conditions are generally dependent upon the tendencies in the world's markets. Throughout the winter there is a good demand for prunes, but the supplies this year are much below the normal crop. At present the market is quiet, but the situation appears to be firm. Wholesalers claim that higher prices may be expected, and it is a fact that since the new fruit has been received prices have been advancing. The following figures allow the reader to compare present prices of prunes on a Toronto basis with those ruling in November a year ago:

	1909.	1910.
30—40, in 25 lb. bxs.	.10½	12½—13
40—50 " " "	.09	11½—12
50—60 " " "	.08	11½
60—70 " " "	.07½	11
70—80 " " "	.07	10½
80—90 " " "	.06½	8½— 9½
90—100 " " "	.06	.09

According to market news, the supplies of prunes are light. There is no reason to doubt the veracity of the reports and the position wholesalers are assuming is significant. Indications all point to strong market conditions with the likelihood of higher prices.

How Nuts Have Gone Up.

In several lines of nuts the market is also advancing, reference being especially to walnuts and almonds. Again, light crops are mostly responsible and retailers know that prices are higher. The question is will there be any further upward movement. Some wholesalers and importers who study conditions closely say there will and even state that there will not be enough shelled walnuts to meet the demand. Even now the price is pretty high, but wholesalers claim that it will likely go higher. New crops have just arrived, but they are not expected to weaken prices. When in a few weeks the market settles down under the new supplies the retailer should plan his own campaign. If he considers that he will need further supplies before or after Christmas he should decide whether to buy early or to delay. After the new year the demand will not be as heavy in nuts and the market might weaken under that influence, but on the other hand stocks are light and judging from the intelligence from various sources, a decline even then is not likely.

Present prices compare with those in November of a year ago as follows:

	1909.	1910.
Almonds—		
Formigetta	11½	14-15
Tarragona	12	16
Shelled	28-32	35-38
Walnuts—		
Grenoble	13¼	15½-16
Bordeaux	11	14
Shelled	23-26	39-40
Filberts	12-12½	12½-13
Pecans	16-18	18-20
Brazils	15	14½-15
Peanuts	8-9	9½-12½

Almonds and walnuts are particularly short and the rest of the market is influenced to a certain extent by that condition.

The Raisin Situation.

The raisin market between now and the first of the new year is not expected to find prices declining. After that it is impossible to tell. Prices compare as follows:

	1909.	1910.
Sultanas	5-5½	9½-15
Valencias	6-6¼	08-09

It must be expected that short crops in one line will affect other dried fruits.

Dried apples are dearer and it is generally admitted that evaporators will turn out a quantity much below the average. Dates show but little change in price and in quantity. Apricots are quoted slightly higher than a year ago as:

	1909.	1910.
Standards	15	15-16
Fancy	17	19-20

The whole question is worthy of consideration by the retailer who desires to "get in right." Some consider it a gamble, others declare that they base their buying on experience and knowledge of existing conditions.

From the present outlook, prunes and nuts appear to be good property and several other lines seem to be almost equally as valuable.

TRADE NOTES.

E. H. Ruttan has disposed of his grocery store at Wallaceburg, Ont., to Isaac Lynch, of Detroit. Owing to ill health, Mr. Ruttan has to leave for a drier climate.

A. W. Jackson has opened a general store in Whitby, Ont. He has purchased a $4,000 bankrupt stock in an eastern Ontario village, which he is selling.

Frank Hutton's grocery store, Ouellette Avenue, Windsor, Ont., was entered by some unknown person the other night through a cellar window, and the till, which fortunately contained only small change to the amount of less than $1, was rifled.

New York city has some 600 chain stores. There is now a rumor that these are to be combined and that the Standard Oil Co. is one of those behind the scheme.

Before going to press it was learned that the Library scheme mentioned on another page of this issue had reached Oshawa, Ont. It will be remembered that some weeks ago The Grocer described its inception in Ingersoll, Ont. Other towns under consideration at the present time are Newmarket and Burlington.

Plans to Overcome the Egg Shortage

White Plymouth Rock Fowls Imported to Help Meet the Shortage Which Was so Prevalent Last Season—Birds Are Selected Especially for Their Laying Qualities—Working of the Demonstration Station.

Montreal, Nov. 17.—One car, containing one thousand imported, pure bred, White Plymouth Rock fowls and chickens landed at Beaverton Station, Ont., recently.

This shipment comprised a selection of the finest birds procurable, especially selected for their laying qualities, and is of peculiar significance inasmuch as it is the commencement of an educational campaign introduced by large pork-packing and provision houses.

Statistics show that for several years past, although the Federal and Provincial Governments have tried to educate farmers to produce more poultry, still instead of an increase an actual decrease in production is taking place. Only last spring, dealers were forced to import eggs from Russia and China to supply the Canadian needs, and in an effort to overcome conditions of this kind, and to regain for Canada the place that she once held as an exporting country of poultry and eggs. these firms have joined hands in a campaign which some maintain will solve the problem.

Realizing that educational work was necessary, a demonstration station was opened in May, 1910, in Peterboro', Ont., and the services of an expert poultryman engaged, whose duty it was to hold meetings in the neighborhood, at which the benefits of proper methods and their adoption were explained.

Better Price Received.

The result of such efforts was that while the price of ordinary eggs delivered to merchants ran in the neighborhood of 16c to 17c per doz., 20c to 21c was paid for eggs which were marketed according to the new methods. The movement spread, and R. E. Gunn, of Dunrobin Stock Farm, Beaverton, Ont., became interested in the work of his section, but owing to the farmers in the Thorah township not raising any quantity of poultry of the proper breed and type, the progress was not so marked as in the Peterboro' section.

To overcome this difficulty, R. E. Gunn authorized the buying agent of Gunns, Limited, Toronto, and Gunn, Langlois & Co., Montreal, to procure for him a sufficiently large quantity of high-class poultry to warrant him in engaging the services of a poultry expert. MacDonald College, of Ste. Anne's, Que., furnished the man in the person of Thos. A. Benson, who for the past month has been placing the poultry division of Dunrobin Farm in readiness to receive the poultry, the arrival of which marks the commencement of a new era in Thorah Township, and sets an example to every township in Ontario and Quebec.

Already arrangements to supply other sections have been made, thereby creating a growing interest in the work.

Made an Incubator.

To do this, it was necessary not only to be in a position to supply high-class breeding stock, but to enter into all branches of the industry, and already the Gunn Incubator, manufactured, not as a commercial enterprise, but to supply a long-felt want in artificial incubation, is being used.

It will be certainly interesting to watch the development of the industry.

How Long Will Salmon be a Staple Food?

Writer on the Pacific Coast Gives His Reasons Why Prices of Canned Salmon Have Gone Up In Recent Years—Increase in Cost of Production He Says—Salmon Below Price of Meats and Other Foods When Food Value is Considered.

By Daniel L. Pratt in Pacific Fisherman.

The gradual increase recently in the price of canned salmon causes someone to ask the question, "How long will canned salmon remain a staple?"

This is a problem which has been bothering the heads of more than one of the packers and brokers of the Coast. It is a question which entered into the naming of the opening prices for the past several years. We think that we can truthfully answer this question by stating that canned salmon will remain a staple just as long as the packers of the Pacific Coast can keep it so.

The increase in price during the past few years has meant little if any more profit to the salmon packer. We doubt that if in the case of most grades it has meant any more profit. It is an increase that has been brought about by the necessities of the business, principally the increased cost of labor, supplies and raw material. One Alaska packer stated to us recently that the price of $1.35 named on Alaska Reds this year did not mean as much net profit to him in view of the increased cost of production as a price of $1.10 did five years ago. The only reason, he said, that the price hadn't been increased sooner, to meet these conditions, was that the markets didn't at that time warrant it and that the packers consequently had to be content with what they could get and take a very small profit as a result. As soon as the expansion of the markets placed the packers in a more independent position —that is, as soon as the demand equaled and exceeded the supply, it was only natural that these packers, who had been fighting the game for a dozen years to bring the bnsiness to a point where they could make money, should increase the price to a point where this legitimate profit would come to them.

A Business Proposition.

So far as the mere question of supply and demand is concerned, the situation this year and last year warrant a much higher price than was established. But the salmon packers realized that too large an advance would put the retail price of salmon to a point where it would no longer be a staple but would become a fancy food article. So they kept the price within reasonable bounds. This was not done by any means from a purely philanthropic standpoint. It was just a plain business proposition. The secret of the success of the present salmon market lies in the fact that at its price canned salmon is the cheapest and most wholesome food product procurable in the markets. As long as it continues to be, these markets will remain invincible. But when the price is forced up to where the people can no longer buy it as a staple food, then its consumption is bound to be more or less seriously affected.

This will never occur as a voluntary move on the part of the packers. If it should ever come about, it will be because the cost of production forces the price up in order to give the producers a living profit. Sockeyes and Columbia River Chinooks, on account of their scarcity, have already become, in a way, a fancy food, but there is a fixed, legitimate demand for limited supplies of it as such. Even at that, both of these grades remain still in the staple class as compared with meats and other foods. But we hope it will be many years before Red and Pink salmon are forced by reason of the cost of production into the fancy canned goods class, and we believe it is the desire of the packers to keep them staples as long as the economic conditions of the industry will permit.

J. W. Glover, Chatham, Ont., is leaving for Airdrie, Alta., where he will start a general store.

Frank A. Gaitair who has until recently been connected with A. N. Delresay's grocery, Bathurst, N.B., has gone into business for himself in that town.

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AGAINST CO-OPERATIVE MEASURE

If the promoters behind the co-operative store scheme come before parliament again for special privileges as they have done at different times in the past, they will be confronted with a bigger and stronger opposition than ever before.

Last year when the Co-operative Societies' Bill was advanced Eastern Canada and particularly Quebec and Ontario had to bear the brunt of the fight. Now the West has become greatly interested in the agitation and when the time comes, if it does come, the voices of the Western Canadian merchants will be very emphatic.

Special favors to the few will have strong opposition

RICE CROP DAMAGED.

The British commercial attache at Yokohama, Japan, reports that the damage to the Japanese rice crop owing to floods is estimated at $19,237,000 and to other crops $7,241,000.

Officially the Japanese government shows a rice crop of 48,725,597 koku (1 koku equals 5,118 bushels). This is 7.1 per cent. less than an average year. The greatest damage occurred in the north and east of Japan from deficient heat and floods.

So far as Japan is concerned therefore the price of rice will be firmly held.

THE DEALER'S PROFITS.

It has been suggested more than once that the prices charged by dealers were so unyielding as to be the cause for the high cost of living. This idea, however, is being combated by jobbers, many of whom openly defend the prices of the retailer.

One well informed jobber recently said that a gross profit of 5 or 6 cents for the retailer on walnuts, for example, was not too large, considering the fact that the season was short. His belief was that a retailer doing a business, say of $40,000 a year in a large city, ought to get a net profit of 10 per cent. for himself. Taking into account such a retailer's rent, cost of help and horses and wagons, light and heat, this jobber believes that the retailer is justified in adding 25 per cent. to the price he pays for his goods. Figuring the expense of doing business at 15 per cent., this leaves the retailer 10 per cent. clear.

The general public are frequently too rash in laying the blame for some apparently high price. They would be satisfied, for instance, if the retail dealer were to sell them a bag of potatoes or apples as cheaply as they could be purchased in the field or orchard. They forget that the dealer has to pay freight charges, spend his time in buying, assume all risks in storage, pay himself something for his day's work, and bring the goods to a point easy of access to them, causing them no trouble or inconvenience whatever.

These things are often forgotten and the dealer is too frequently branded as an avaricious being stealing the public's money. While any fair minded person will not maintain that a dealer should make an unjust profit, cost, service, expense of doing business, difficulty in getting the goods, length of season and everything else considered, yet he must object to many of the unfair accusations that have been and are being made from time to time.

THE CRAFTY DEAD BEAT

The autumn is again with us and it brings its pleasures and troubles. The crop of dead-beats is represented to be about the average. Old grocers think twice before opening up new accounts, but the inexperienced get caught by the crafty tales of the wily newcomer and you can't warn the new man about dead beats. He only gives you a look of scorn and feels he knows how to handle them. A year later he comes to his senses after getting a lot of charitable feeling knocked out of his system. Then he goes to his competitors and wants everyone to sell for cash.

The slow pays and dead-beats never stop long in one place. They move from city to city, village to village and thus get fresh starts. Verily the world must owe them a living.

REASONS FOR SELF PRAISE.

British Columbia is congratulating itself on the success of its apple crop this season. It has particular reason for this since the remainder of Canada was rather unfortunate in this respect.

The quality of the fruit is splendid. An instance of this was seen at the apple show, when two carloads of apples competed for a big prize. There were 72,000 apples in each entry, and to make the award the judges had to search for some time to find some point of difference, so perfect and complete was the display. Finally, they found an apple that had a flaw in shape, and strictly speaking could not qualify as No. 1, although in size and color it was all right. This apple, which would have passed under ordinary conditions, decided the prize.

TO TEST FIXED PRICES.

There is to be another judicial test in California of the right of manufacturers of special products to establish a standard price and enforce its observance by contract upon wholesale and retail sellers. It is getting to be a matter of interest and importance in a considerable line of production. Some time ago The Grocer referred to a manufacturer of olive oil in California, who had a special brand of his own, and who brought suit for damages against a retail dealer for cutting the price, the observance of which had been a condition of its sale. He won his case.

The court held that fixing a price to be observed throughout the trade was not an effort at monopoly, as only a particular brand of the goods was affected, which the plaintiff alone produced, and the competition of others was not restrained. The producer was under no obligation to sell to any particular dealer or to anybody at all, and might do so on his own terms. Maintaining a standard price was only a reasonable means of "securing the legitimate benefits of the reputation which his product may have attained."

The new suit is being brought by a company manufacturing a cereal food which has a brand of its own, against a department store in San Francisco. This store offered through its advertisements the article at a price below that fixed by the manufacturer.

The principal contention of the price cutters in such cases is that when they have purchased the goods they have a right to dispose of them at whatever price they see fit to ask. They claim that the manufacturer who gets his own price cannot enforce upon those who buy his product a limit below which they cannot go. He may not be obliged, they say, to sell except upon his own terms, but having once sold he cannot enforce the terms by any contract.

The outcome of this case will be followed with interest by the Canadian trade. Whether the manufacturer will have the assistance of judicial authority in maintaining his price is the question that will be determined.

Railway Men Ask for Bi-monthly System of Wages

St. Thomas, Ont., Nov. 17.—One of the great problems which merchants of this city, particularly grocers, have to wrestle with, is the monthly payment system which governs railway employes. So large a proportion of St. Thomas' population is made up of people concerned in one way or another with railway work that the place is commonly known as the "Railway City." It is of little use for a merchant to press for payment at any other time than around the monthly pay day. The banks keep open during the evenings on these occasions, and the pay cheques are quickly turned into currency and applied on merchants' accounts, after which the railway man's wife is often in a state of chronic financial distress. As in the case of a business with small capital, the advantage of cash buying, or the purchase of goods in large quantities is likely to be lost.

With these disadvantages in mind, an important resolution was included in a number of demands framed on Monday night at a union meeting of railway men, held in Engineers' Hall here. Among reforms which the allied unions will seek to secure from the Dominion Government is a change to bi-monthly payment of wages. The resolution is worded, "so as to allow the employes to pay cash for their goods, and do away altogether with the credit system."

TRAVELERS' NOMINATIONS.

Close Run for the Presidency Expected in Montreal.

Montreal, Nov. 17.—Charles Gurd and J. Bevaus Giles were nominated for president of the Dominion Commercial Travelers' Association in Montreal last Saturday evening, and, as a result, it is likely that the election contest will be a close one.

Mr. Gurd is one of the association's oldest members, having served on the directorate and as treasurer, while Mr. Giles has been vice-president for two years.

A. J. Brown and E. Duckett were nominated for vice-president and Max Murdock was unanimously re-elected treasurer.

Fifteen nominations were made for the five vacancies on the directorate occuring through the retirement of J. N. Picard, H. M. Levine, L. Decelles, A. J. Brown and J. T. McBride. They are: Geo. W. Prescott, M. W. Hackett, L. L. Bernard, Robert Wall, H. M. Levine, John O'Donnell, Geo. L. Bert, W. C. Murray, John T. McBride, Eugene Poitvin, Charles L. Martin, Wm. J. Irving, C. C. Lapierre, C. M. Cameron and J. Fred Featherston.

S. J. Mathewson was made president of the annual dinner committee, composed of the following: W. J. Egan, H. M. Levine, J. T. McBride, R. C. Wilkins, D. M. Lefebvre, Luke Moore, Geo. A. Mann, Stuart Wotherspoon, Ed. Duckett, T. Gallaher, F. S. Cote, James Robinson, F. N. Picard, E. Poitvin, Max. Murdock, E. J. Terry, John Paterson, J. F. Dubreuil, Ed. Marchand, Mr. Michaud.

A letter was read notifying the association that J. D. Rolland had donated $2,000 to the Notre Dame Hospital, endowing in perpetuity, a bed for the use of members of the society who might have need of it.

J. K. Wallace, of the Toronto association was present at the meeting. Voting will start immediately, and will be done largely by mail, the closing date being December 16.

C. T. A. NOMINATIONS.

Annual Meeting Set for Dec. 29 in St. George's Hall, Toronto.

Toronto, Nov. 17.—Nominations were made at the meeting of the Commercial Travelers' Association of Canada for Saturday. These nominations were:

President, G. Gemmell, Jas. H. Lumbers; First Vice-President, S. M. Sterling; Second Vice-President, James G. Cane, John H. Wildfong; Treasurer, E. Fielding, William Meen.

For directors the nominees were as follows: Toronto Board—J. W. Charles, Alexander Cook, John Everett, R. G. Hector, George W. Moore, D. H. Mackay, Joseph Pease, A. C. Rogers, W. H. Scott, C. J. Tuthill, W. E. D. Tighe, William Williams, A. Whitling, Joseph Zammers, nine to be elected.

Hamilton Board—E. J. Fenwick, 1st Vice-President; John Stoneman, 2nd Vice-President.

Directors of Hamilton Board—W. H. Dean, W. W. Godard, A. F. Hatch, F. W. Jarvis, S. Male, W. P. Malone, George Matheson, D. C. McKeown, George M. McGregor, Charles C. Smye, P. A. Sommerville, H. G. Wright, E. O. Zimmerman (six to be elected).

Berlin Board—Fred Doering, W. J. Moody, E. Marrin (two to be elected).

Kingston Board—W. H. Graham, W. S. R. Murch, (elected by acclamation).

Many Chosen by Acclamation.

Guelph Board—Adam Taylor, Vice-President; Alex Thomson, (elected by acclamation).

Brantford Board—J. S. Hamilton, D. J. Waterous (elected by acclamation).

Montreal Board—William Cauldwell, Vice-President; H. Williamson and J. H. Gallagher, directors (one to be elected).

Winnipeg Board—H. Miller, Vice-President; A. C. Merrett (elected by acclamation).

Vancouver Board—Frederick Buscombe, Robert Stewart, directors, (elected by acclamation).

Ottawa Board.—J. H. Lawrie (elected by acclamation).

Brockville Board—M. Moore (elected by acclamation).

Scrutineers of the ballot elected—H. Clearihue, Robert Keyes, Walter Madill.

The result of the ballot will be made known at the annual meeting of the association to be held in St. George's Hall on Dec. 29.

Reprimanded for Buying "Big" Stock of Canned Goods

An interesting illustration of how the canned goods trade has developed was casually mentioned a few days ago by a Canadian wholesaler who in a reminiscent mood was dwelling upon the changes that have taken place in later years. In former days when he held a responsible position as chief buyer with another wholesale house, his employer learned at one time that a stock of fifty cases of canned goods were being carried. This he considered extravagant and considered it necessary to give him a little business advice which in some respects might have been considered a slight reprimand.

The buyer is now at the head of a large wholesale business and his order from one canning company alone for this year's pack of canned goods numbered between 32,000 and 33,000 cases. It seems wonderful that the demand for canned goods should have made such an enormous advance as is indicated by these figures.

WHOLESALER CUT OFF.

Flour Manufacturers Claim He Sold Their Product to Price Cutter.

Vancouver, B.C., Nov. 17.—Important developments have taken place in connection with the flour trade in Vancouver. An effort was made some time ago to get the different mills to protect their retail price. Most of the mills agreed, but one large firm held out. One of the grocers in the city offered flour as an attraction at $1.75 per sack, and displayed some of the product of another mill. This company protested against this, and when a wholesaler sold the offending retailer some more of this firm's flour to be offered at the lower price, the milling firm announced that hereafter it would sell no more to the wholesaler. Now, while several brands are jobbed at $6.90, the flour over which the trouble was all about is given to the retailer direct at $6.50. The results to the milling company are the same, as the $6.50 figure is what the wholesalers got it for before.

TRADE NOTES.

Flucke & Staunton have opened a general store at Carbon, Alta.

Morrison & Bryenton, general merchants, Spring Lake, have sold to Stordy & Callahan.

P. W. Martin, general merchant, Wawanesa, Man., sold to J. R. Strome.

W. & H. Charles, grocers, Winnipeg, succeeded by John Little.

Landers Bros., grocers, Winnipeg, have dissolved.

E. Downton, general store, Wilcox, Sask., sold to C. F. Becker.

R. A. Newman, general merchant, Desford, Man., has sold to A. A. Howard of Edmonton.

Markets—Sugar Still Shows Weakness

Market is Stationary at Present, But the Slight Firmness is Believed to be But Temporary and Another Decline is Looked For—Spices are Very Firm and Show Considerable Advance in Prices of Six Months Ago—Coffee Statistics Point to Continued Strong Markets—Dried Fruits and Nuts are Practically All Holding Their Own.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

QUEBEC MARKETS

POINTERS—

Sugar—A little firmer market.

Seed Tapioca—Scarcity.

Tea—Market becoming stronger.

Dates—Lower price expected.

Montreal, Nov. 17.—The market situation is much the same as that of last week. There have been few price changes in the general grocery markets, none of the prominent staples being affected.

The sugar market is claimed to be a shade firmer, but there is no immediate chance for any advance in prices. Cream of tartar, nuts, prunes, raisins, and currants are all strong. Dates are expected to ease off somewhat when new shipments arrive, and the bean market is also on the easy side.

Sugar—The sugar market is a little firmer, largely because beets have declined below cost of production. The primary market has naturally reacted, and is about 4d higher than when at its lowest point. Cuban and other cane sugar has advanced, as the stocks obtained before the new Cuban crop comes to market in January are smaller than the likely requirements of refiners to that period. Prices of refined have remained firm in the United States for the past fortnight, and there appears no prospect of any change.

Granulated, bags	
" 20-lb. bags	
" Imperial	
" Beaver	9
Paris lump, boxes, 100 lbs	6
" " " 50 lbs	3
" " " 25 lbs	2
Red Seal, in cartons, each	0
Crystal diamonds, bbls	5
" 100 lb. boxes	5
" " 50 lb. "	5
" " 25 lb. "	5
" " 5 lb. cartons, each	0
Crystal Diamond Dominoes, 5-lb. cartons, each	0
Extra ground, bbls	5
" " 50-lb. boxes	5
" " 25-lb. boxes	5
Powdered, bbls	4
" 50-lb. boxes	5
Phoenix	5
Bright coffee	4
No. 3 yellow	4
No. 2 "	4
No. 1 " bags	4

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses — With winter approaching country buyers are beginning to lay in good supplies of corn syrups, while there is also a strong demand in the cities. Prices are stationary.

Sugar being so low, the molasses market is not firm. The trade this season has been rather disappointing in cases.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	28
Antigua		0 30
Porto Rico		0 40

Corn syrups, bbls	0 03½
" ½-bbls	0 03¾
" ¼-bbls	0 03¾
" 38½-lb. pails	1 80
" 25-lb. pails	1 30
Cases, 2-lb. tins, 2 doz. per case	2 50
" 5-lb. " 1 doz. "	2 85
" 10-lb. " ½ doz. "	2 75
" 20-lb. " ¼ doz. "	2 70

Tea—The tea market is growing firmer right along. Ceylon greens are scarce, and only obtainable at an advance of fully one cent on prices of a month ago. Ceylon and Indian blacks have advanced one cent as well. This rise may be largely explained by the great demands for all grades. Planters are not increasing their acreage, while the consumption grows greater every week.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—Coffees of all sorts are firm. It appears that in spite of the 7½ million bags held under the valorisation scheme, the speculative interests have such control of the markets that they can predict higher prices with a fair degree of certainty.

Mocha	0 22	0 30	Santos	0 16	0 19
Rio, No. 7	0 12	0 15	Maracaibo	0 15	0 18
Mexican	0 22	0 30			

Spices—There is still a shortage of supplies in the spices which explains the advancing tendency of the market, which has further been strengthened by the heavy demand for all varieties.

Cream of tartar has "gone out of sight," and it is not likely that there will be any decrease for some time.

	Per lb.			Per lb	
Allspice	0 15	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 20	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 22	0 30	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	" white	0 20	0 25

Dried Fruits—Shipments to New York from abroad are arriving rather slowly. There is quite an active demand for new dates at firm prices, but lower figures are looked for after first demand has been satisfied. This may not be for some little time, as one of the steamers, "Cheruskia," now due at New York, is reported to have broken her shaft at sea, and is not expected till the end of December, seeing that she is now making for Bermuda.

Spot stocks of currants are limited. Malaga raisins still remain easy, while Valencias and Sultanas are not over plentiful.

Currants, fine filiatras, per lb., not cleaned		0 06½
" " cleaned		0 07½
" Patras, per lb	0 08	0 08½
" Vostizzas, per lb	0 09	0 09½
Dates		0 06
Figs, 4 crown	0 09	
" 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
" 9 crown	0 13	0 14
Prunes—		
40-50		0 08
50-60		0 08
60-70		0 07
70-80		0 06½
80-90	0 08	0 09
90-100	0 08	0 09
Raisins—		
Australian, per lb., (to arrive)	0 08½	0 09
Old seeded raisins		0 90
" fancy seeded, 1-lb. pkgs		0 09
" loose muscatels, 3-crown, per lb	0 07½	0 08
" " 4-crown, per lb	0 08½	0 09
" sultana, per lb	0 07½	0 10
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb		0 07
" select, per lb		0 08
" 4-crown layers, per lb		0 08½

Nuts—There is a strong demand for any of the new nuts that have come to hand, and it is expected that the present prices, which are much higher than those of last year, will continue.

In shell—		
Brazils	0 13½	0 14½
Filberts, Sicily, per lb	0 11	0 13
" Barcelona, per lb		0 10½
Tarragona Almonds, per lb	0 15	0 16
Walnuts, Grenobles, per lb	0 13	0 14½
" Marbots, per lb	0 15	0 16
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32½	0 35
" 2-crown " "		0 31
" (in bags), standards, per lb	0 27	0 28
Cashews	0 16	0 17
Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb		0 65
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	0 32

Evaporated Apples—**Demand** for evaporated apples has **slackened** somewhat, evidently owing to **the high** price, yet dealers look to an **increase** in the business very soon, as the **quality** of the receipts is superior.

Evaporated apples, prime	0 11

Beans and Peas—Beans **are** offering a little more freely, but sales are not frequent.

Good Peas are scarce, and prices are fairly well maintained in consequence.

Ontario prime pea beans, bushel	1 90
Peas, boiling, bag	3 80

Rice and Tapioca—The tapioca market is firm, the prices in the primary markets still keeping up. There is a scarcity in seed tapioca, and prices are advancing. The demand for rice is becoming stronger.

Rice, grade B, bags, 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 07

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MONTREAL



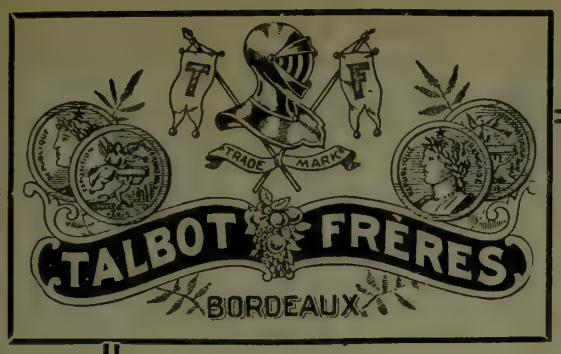
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cases 6 gallon	2.00 per can
cases 2 five gallon	9.00 per can

Hudon, Hebert & Co., Limited

Wholesale Grocers and Wine Merchants

MONTREAL

ESTABLISHED A.D. 1839



CANNED GOODS

MONTREAL.—During the past few days quantities of tomatoes have been bought up and resold at a profit.

Corn is in good demand and the market is likely to remain steady.

Other lines are inactive.

Peas, standard, dozen		$1 20
Peas, early June, dozen		1 35
Peas, sweet wrinkled, dozen		1 35
Peas, extra sifted, dozen		2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen		0 97½
Corn, dozen		1 00
Tomatoes, dozen (Ontario and Quebec)		1 35
Strawberries, dozen		1 77½
Raspberries, 2's, dozen		1 77½
Peaches, 2's, dozen		1 70
Peaches, 3's, dozen		2 65
Pears, 2's, dozen		1 65
Pears, 3's, dozen		2 40
Plums, Greengage, dozen		1 60
Plums, Lombard dozen		1 00
Lawtonberries, 2's, dozen		1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen		2 00 2 22½
½-lb. flats per dozen		1 40
1 lb. flats, per dozen		2 40
Other salmon—		
Humpbacks, dozen		1 00
Cohoes, dozen		1 60
Red Spring, dozen		1 90
Red Sockeye, dozen		2 10
Lobste Futures—		
½-lb. flats, dozen $3.40; 1-lb. talls, dozen, $4.25. 1-lb. flats, dozen, $4.50.		
Compressed corned beef, 1s	2 00	
Compressed corned beef, 2s	3 35	
English brawn, 2s	3 15	
Boneless pigs' feet, 2s	3 15	
Ready lunch veal loaf ½s	1 50	
Ready lunch veal loaf 1s	2 60	
Roast beef, 1s	2 00	
Roast beef, 2s	3 35	
Stewed ox tail, 1s	1 60	
Stewed kidney, 1s	1 50	
Stewed kidney, 2s	2 65	
Minced collops, 1s	1 40	
Minced collops, 2s	2 50	
Corned beef hash, 1s	1 60	
Corned beef hash, 2s	2 80	
Jellied hocks, 2s	3 50	
Jellied hocks, 6s	12 00	
Paragon ox tongue, 1½s	7 50	
Paragon ox tongue, 2s	8 50	
Paragon ox tongue, 2½s	9 50	
Paragon lunch tongue 1s	4 00	
Tongue lunch, 1s	3 50	
Sliced smoked beef, ½s	1 50	
Sliced smoked beef, 1s	2 50	

TORONTO.—Canned goods show continued firmness and there is no likelihood from present aspects that an easier feeling is at hand. It is now learned that practically all stocks are in the wholesalers' hands. This refers to fruit, vegetables and fish. Regarding the latter it is stated that sockeyes have been delivered to the extent of 100 per cent. of orders, while only about 40 per cent. of cohoes and humpbacks were delivered. This is another proof that the pack of first grade salmon was quite up to the average, while the decline was, as has been previously stated in these columns, in the pack of lower grades. Northern River sockeyes are in good demand and as an intermediate fish are receiving a good share of business. Recent changes in prices have all been upward and according to the street that is the general trend of the market.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 50	2 52½
" " (talls) 2's	2 50	2 52½
Beans, Golden Wax, 2's	0 95	0 95½
" " Midgets, 2's	....	1 27½
" " 3's	1 35	1 37½
" Refugee or Valentine (Green) 2's.	0 90	0 92½
" Refugee Midgets 2's	....	1 27½
" " 3's	1 35	1 37½
Beets, sliced, blood red, 2's	0 95	0 97½
" whole, blood red, 2's	0 95	0 97½
" sliced, blood red, 3's	1 30	1 32½
" whole, blood red, 3's	1 35	1 37½
" whole, Rosebud, 2's	....	1 25
" " 3's	....	1 50
Cabbage, 3's	0 95	0 97½
Carrots, 2's	0 95	0 97½
Corn, 2's	1 95	1 00
" fancy, 2's	4 02½	1 05
" on cob gal	4 75	4 77½
Peas, Standard size 4, 2's	....	1 15
" Early June, size 3, 2's	....	1 21½
" Sweet Wrinkle, size 2, 2's	....	1 30
" Extra fine sifted, size 1, 2's.	....	1 85
Pumpkin, 3's	0 95	0 97½
" gal	3 00	3 02½
Spinach, table, 2's	1 25	1 27½
" " 3's	1 75	1 77½
" " gal	5 00	5 02½
Tomatoes, 2's	1 02½	1 0
" 3's	1 30	1 30
" gals	3 60	4 00
Turnips, 3's	1 10	1 13½

FRUITS		
Apples, standard, 3's	1 05	1 07
" " gal	3 00	3 02½
Blueberries, standard, 2's	1 25	1 27½
" " gal	5 25	5 27½
Cherries, black, not pitted, heavy syrup, 2's	1 50	1 52½
" black pitted, heavy syrup, 2's	1 90	1 92½
" red, not pitted heavy syrup, 2's.	1 50	1 52½
" red pitted, heavy syrup, 2's	2 15	2 25
" white, not pitted, heavy syrup, 2's	1 60	1 62½
" white pitted, heavy syrup, 2's	2 00	2 02½
" red pitted, gal	8 50	8 52½
Gooseberries, 2's, heavy syrup	1 75	1 77½
Lawtonberries, 2's, heavy syrup	1 75	1 77½
Peaches, 2's, white, heavy syrup	1 85	1 87½
" 2's, yellow, heavy syrup	1 85	1 87½
Raspberries, black, heavy syrup, 2's	1 75	1 77½
" black standard gal	7 00	7 02½
" red, heavy syrup 2's	1 75	1 77½
" red, standard gal	7 00	7 02½
" red, solid pack, gal	9 25	9 27½
Rhubarb, preserved, 2's	1 50	1 52½
" " 3's	2 25	2 27½
" standard, gal	3 25	3 27½
Strawberries, heavy syrup, 2's	1 75	1 77½

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 02½ 2 05	Cohoes, per doz.	1 75
½-lb. flats, dozen	1 2½ 1 30	Red Spring, doz	1 85
1-lb. flats, dozen	2 20 2 22½	Lobsters, halves, per dozen	2 65 2 75
Other salmon prices are:		Lobsters, quarters, per dozen	1 60
Humpbacks, doz	1 15 1 20		
Pinks	1 25 1 30		
Northern River Sockeye			1 95

WINNIPEG.—The canned goods market here still attracts a good deal of attention with no appreciable changes in prices.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's	2 64	2 66½
" (talls) 2's	2 64	2 66½
Beans, Golden Wax, 2's	1 04	1 06½
" " Midgets, 2's	....	1 41½
" " 3's	1 57	1 59½
" Refugee or Valentine (Green) 2's.	1 9	1 11½
" Refugee Midgets 2's	1 39	1 41½
" 3's	1 57	1 59½
Beets, sliced blood red, 2's	1 09	....
" whole blood red, 2's	1 09	....
" sliced, blood red, 3's	1 52	1 54½
" whole, blood red, 3's	1 57	....
" " " 3's	....	1 74½
Corn	1 06	1 09
Peas, Standard, size 4, 2's	1 09	1 11½
" Early June, size 3 2's	1 24	1 26½
" Sweet Wrinkle, size 2, 2's	1 29	1 31½
" Extra fine sifted, size 1, 2's	1 86½	1 89½
Spinach, table, 2's	1 39	1 41½
" " 3's	1 97	1 99½
Tomatoes, 2's	1 16½	1 19½
" 3's	1 34½	1 37
" gal	3 95	3 97½

FRUITS		
Apples, standard, 3's	1 27	1 29½
" " gal	3 55	3 57½
" preserved, 3's	1 97	1 99½
Cherries, black, not pitted, 2's	1 64	1 66½
" black pitted, heavy syrup, 2's	2 04	2 06½
" red, not pitted, heavy syrup, 2's.	1 64	1 66½
" red pitted heavy syrup, 2's	2 04	2 06½
" white, not pitted, heavy syrup, 2's	1 74	1 76½
" white pitted, heavy syrup, 2's	2 14	2 16½
" red pitted, gal	9 05	9 07½
Peaches, white heavy syrup, 2's	1 99	2 01½
" " 3's	3 07	3 09½
" yellow heavy syrup, 2's	2 77	2 79½
" " 3's	3 07	3 09½
Pineapple, sliced, heavy syrup, 2's	1 89	1 91½
Raspberries, black heavy syrup, 2's	1 89	1 91½
" black standard, gal	7 55	7 57½
" red, heavy syrup	1 89	1 91½
" red standard, gal	7 55	7 57½
" red, solid pack, gal	9 80	9 82½
Rhubarb, preserved, 2's	1 64	1 66½
" " 3's	2 47	2 49½
" standard, gal	3 80	3 82½
Strawberries, heavy syrup	1 89	1 91½

ONTARIO MARKETS

POINTERS—

Sugar—Decline looked for.

Figs.—One half cent drop.

Beans.—Somewhat easier.

Toronto, Nov. 17.—Markets have not changed materially during the past week. There have been some movements, but there is no particular feature. Sugar has made a temporary stand, but has regained none of the lost ground and it is the general opinion that another decline is not far distant.

Spices are decidedly firm, with cloves, pepper, cassia and cream of tartar furnishing the most of the excitement. Short crops are responsible for the condition now prevailing and, according to those closely connected with the market, **future changes will undoubtedly show** increase. Coffee is also occupying a strong position and attention is called to the statistical report that is given in another column.

Nuts and dried fruits are runnig along steadily and are being delivered by the wholesale trade just now. Dates show a slight decline but otherwise the market is firm.

Canned goods continue to increase their value and with the demand remaining firmly quotations are not likely to be held by figures that are ruling now. It is said of salmon that it is being called for now practically as heavily as in the summer months. Opening prices are for the most part not regarded by the trade now, as the basis of business is being regulated by the conditions of supply and demand.

Syrups and molasses are enjoying a heavy run of business, thanks to the weather and the season.

Sugar.—The sugar market shows a little firmness at present but it is entirely another question how long it will remain in that state. Raws are a little steadier, it seems that for the time being the market has made a stand against the downward movement that has been in progress for some time. It must be remembered that there is still a difference of twenty cents between New York and Canadian refined and while that condition obtains there is no decided feeling about the position of the home market. The opinion prevailing this week is that a decline is liable to come at any minute, although it may not be reported until after the first of the month.

Extra granulated, bags	4 80
" " 20 lb. bags	4 90
Imperial granulated	4 65
Beaver granulated	4 65
Yellow, bags	4 40
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 20
" " 50-lb. boxes	5 40
" " 25-lb. boxes	5 60
Powdered, brls	5 00
" 5-lb. boxes	5 20
" 2½-lb. boxes	5 40
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 70
" in 50-lb. "	5 80
" in 25-lb. "	6 00

Syrups and Molasses.—Demand for syrups is good and orders are coming in regularly. The market seems to be cline of five cents, but it is stated that the amount of business that is being transacted, it might be considered a little firmer. Winnipeg reports a decline of five cents but it is stated that that has no effect on the local market.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 25	Gallons, 6 to case	4 80
5 lb. tins, 1 doz. in case	2 60	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 50	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 45	Pints, 24 "	3 00
Barrels, per lb.	0 03½	Molasses—	
Half barrels, lb.	0 03¾	New Orleans, medium	0 30 0 35
Quarter " "	0 03¾	New Orleans, bbls	0 23 0 32
Pails, 38½ lbs. ea.	1 70	Barbadoes, extra fancy	0 45
" 25 " "	1 20	Porto Rico	0 45 0 62
		Muscovada	0 30

Dried Fruits.—Jobbers are still delivering dried fruits. The market is holding firmly, although, as forecasted last week, new dates are down a half cent owing to the arrival of the second shipments on Friday of this week. The reports from the street indicate a pretty

satisfactory trade and it will likely continue so until the first of the year. Prices are likely to hold firmly and up to the present there have been no influences to weaken the present condition.

Prunes—		
30 to 40, in 25-lb. boxes	0 12½	0 13
40 to 50 " "	0 11½	0 12
50 to 60 " "	...	0 11½
60 to 70 " "	....	0 11
70 to 80 " "	....	0 10½
80 to 90 " "	0 08½	0 09½
90 to 100 " "	....	0 09
Same fruit in 50-lb. boxes ½ cent less.		
Apricots—		
Standard	0 15	0 16
Choice, 25 lb boxes	0 16	0 17
Fancy, " "	0 19	0 20
Candied Peels—		
Lemon	0 09	0 11
Orange	0 10	0 12½
Citron	0 15	0 17
Figs—		
Elemes, per lb.	2½ "	.... 0 11' 0 12½
1½ inches	0 08 0 10	2½ " 0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes 0 12 0 14
2½ "	0 09½ 0 12	
Tapnets, "	0 04	0 04½
Bag figs	0 04½	0 05
Dried peaches	0 09½	0 10
Dried apples	0 08	0 09
Currants—		
Fine Filiatras	0 07½ 0 08	Vostizzas 0 10 0 12
Patras	0 08 0 08½	
Uncleaned ½c less		
Raisins—		
Sultana	0 10	0 12
" fancy	0 11	0 13
extra fancy	0 14	0 16
Valencias selected	0 08	0 09
Seeded, 1 lb packets, fancy	0 08½	0 09½
" 16 oz. packets, choice	0 08	0 09
" 12 oz " "	0 07½	0 08
Seeded 2 oz. packets fancy	....	0 08 0 08½
Dates—		
Hallowees—	Sairs	.... 0 04½
Full boxes	0 05½ 0 05½	Package dates,
Half boxes	0 06½ 0 07	per 1 lb. 0 06½ 0 06½
		Fards choicest 0 09½ 0 10½

Nuts.—Nuts maintain a strong position. Orders are being rapidly filled just now for the Christmas trade. The nut market is a strong one and past statements to that effect are being borne out to the letter.

Almonds, Formigetta	0 15 0 15½
" Tarragona	.... 0 16
" shelled	0 32 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	.... 0 14
" Marbots	.... 0 15
" shelled	0 39 0 40
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 15 0 15½
Peanuts, roasted	0 09½ 0 12½

Spices.—A comparison of wholesale prices that ruled in New York six months ago with those existing to-day give ample evidence of strong conditions. With but few exceptions prices are higher, considerably higher in some cases; pepper, cloves, mace, cream of tartar and one or two others being especially noticeable. A falling-off in crops applies practically to all the spices affected. The demand just now is good and should receive a slight impetus between the present and the new year.

	Bbls.	Pails or Boxes	Tins	½-lb. pkgs. dz	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 80	0 9
Cloves	0 23	0 24	0 26	0 80	0 90
Cream tartar	0 25	0 26	0 28	0 90	...
Curry powder	....	....	0 25	....	....
Ginger	0 20	0 22	0 24	0 80	0 90
Mace	....	...	75	....	2 75
Nutmegs	....	....	0 30	190	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					0 20

Rice and Tapioca. — The market is steady before a fair demand. There are no special features to this market.

	Per lb.	
Rice, stand. B	0 03	0 03½
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	....	2 90
Rangoon	0 03½	0 03½
Patna	0 05½	0 06½
Japan	0 04½	0 05
Java	0 06	0 07
Carolina	0 10	0 11
Sago	0 05½	0 06
Seed tapioca	....	0 06
Tapioca, medium pearl	0 05½	0 07

Coffee.—Locally there is a steady trade in coffee with some houses reporting better demand. There is a firmness apparent in all lines and this condition is likely to continue for some time. Willett & Gray says: "The world's visible Supply November 1st shows 2,600,000 bags less than the same time in 1909. On the present scale of receipts the world's visible December 1st will be upwards of 3,000,000 bags less than December 1st a year ago. This difference will widen during the balance of the season, but to what extent remains to be seen.

Rio, roasted	0 15	0 16	Java, roasted 0 27 0 33
Santos, roasted		0 18	Rio green 0 11 0 12
Maricaibo, "		0 20	Mexican 0 25
Bogotas	0 18	0 25	Gautemole 0 18
Mocha, roasted	0 25	0 28	Jamaica 0 20

Evaporated Apples.—The situation in Evaps is not exactly clear. The market is firm and it is held that evaporators will not be able to turn out a large production owing to the light supplies of apples, the result of a poor yield.

Evaporated apples	0 10

Beans.—It is stated by those in the trade that beans do not show as uniform a quality as usual. Late rains are accountable for the stains that are noticeable on a large portion of the crop and they cannot pass as prime handpicked stock. The result is that there are more lower grade beans on the market this year with a scarcity of the better grade. Reported sales show a considerable quantity moving.

Prime beans, per bushel	1 85
Hand-picked beans, per bushel	2 00

MANITOBA MARKETS

POINTERS—

Icing and fancy sugars—Trade brisk.
California Raisins—Weaker.
Syrup.—Reduced.
Sago.—Firm.
Cocoanut.—Scarce.

Winnipeg, Nov. 17.—The wholesale and jobbing houses in Winnipeg report the trade in splendid condition and goods are going out briskly and for a wide range, and it is interesting to note that orders are heavy from far away and remote centres. It is evident that the growing population of the country and the increased number of stores that are opening up in every branch of the trade have contributed greatly to the recent output of goods. In the grocery line particularly, the trade is heavy. The demand for staple goods which is supplemented by a brisk demand for winter lines and new crop stuff that have come recently on the market is exceptionally heavy this week.

Sugar.—The sugar market continues on the weak side. The merchants are pretty well stocked in general lines of granulated, and a brisk trade is going on in icing, powder and lump sugar. This, of course, is in anticipation of the holiday trade and will continue for some time.

Montreal and B.C. granulated, in bbls	5 35
" " in sacks	5 30
" yellow, in bbls	4 95
" " in sacks	4 90
Icing sugar, in bbls	5 95
" " in boxes	6 15
" " in small quantities	6 15
Powdered sugar, in bbls	5 75
" " in boxes	5 95
" " in small quantities	6 10
Lump, hard, in bbls	6 25
" " in ½-bbls	6 35
" " in 100-lb. cases	6 25

Foreign Dried Fruits.—The sale locally of California raisins has not been heavy and the market has been weakened slightly. This is only a temporary condition, and it is believed that merchants' stocks would not warrant the decrease in the demand; next month the output will be much larger. Prunes are very stiff at the present prices. New dates are in, and a second shipment is expected next week. Prices are firm and advances will be made soon. Peaches are slightly weaker and some choice stuff has been wholesaling at nine cents. Apricots, nectarines, figs and peel are going out in large quantities.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " cleaned, per lb	0 13
California raisins, choice seeded in ½-lb. packages per package	0 07½
" " fancy seeded, in ½-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 08½
Raisins, 3 crown muscatels, per lb	0 06
" 4 " " "	0 06½

Prunes—			
25lb. bx, 90-100, lb	0 07½	Prunes, 50-60 "	0 09½
" 80-90 "	0 08	Prunes, 40-50, lb	0 10½
" 70-80 "	0 08½	Silver prunes, ac.	
" 60-70 "	0 09½	to quality	0 11 0 14

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08½
" wet, cleaned, per lb	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 08½

Pears, per lb.	0 13½	Nectarines, lb.	0 12
Peaches, standard, per lb.	0 09	Dates, per lb., Hallows, bulk	0 06½
Peaches, choice	0 10	Dates, packages 30 in case	0 07½
Apricots, standard, per lb	0 15½	Peel, lb., lemon	0 10
Apricots, choice per lb.	0 16	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup.—Surup has declined again five cents, due to the accumulating production over the demand. Molasses is firm and New Orleans may be advanced one cent soon.

Syrups—	
24 2-lb. tins, per case	2 03
12 5-lb. tins, per case	2 43
6 10-lb. tins, per case	2 26
3 20-lb. tins, per case	2 32
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 30
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—There is a scarcity of walnuts and the price is stiff at 36 and 38 cents. The local distribution among the wholesale houses is not equally divided, as one house has about 15,000 lbs., while another has to be content with 1,000 lbs. Almonds and other nuts will be plentiful for the holiday trade. Prices are on the strong side.

Tapioca and Sago.—Prices are held firm in these lines and sago is quoted at ¼ cent advance.

Pearl tapioca, per lb	0 06 0 06½
Sago, per lb	0 05 0 05½

Beans.—There is plenty of stock here and the distribution over the west is good.

3-lb. picker, per bushel	2 15
Hand picked, per bushel	2 25

Evaporated Apples.—There is no change in the price, but the demand has been increased lately, and will further increase as the fresh apple stocks are consumed. The local houses anticipate a splendid future for the evaporated apple market.

25-lb box, per lb	0 11½
50-lb. box, per lb	0 10½

DIRECTORY OF

Manufacturers, Manufacturers' Agents, Brokers, Etc.

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on page 64
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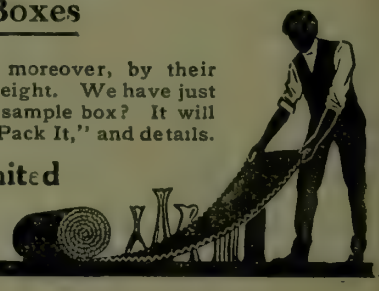
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will invariably protect your goods from damp and damage, and will, moreover, by their lightness as compared with other cases, save upwards of one half your freight. We have just the Fibre Box suited to your needs. May we design and submit a sample box? It will in no way commit you to buy? Write to day for free booklet, "How to Pack It," and details.

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New Shelled Walnuts

First shipment of "Acme" Brand New Shelled Walnuts. Quality excellent.

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Write us now about this new way of selling cereals

It's a way that means *bigger sales* at better profits. A way that enables you to give a customer *more* for her money, with *quality* guaranteed.

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In a nutshell, the proposition is this: Standard cereals, Flaked Wheat, Flaked Oats, Oatmeal, Graham Flour, etc., put up in dust-proof, moisture-proof paper bags, attractive in appearance, easy to handle, giving bigger weight for the money than any similar lines sold in advertised cartons. And there's a bigger profit for you than you can get with any cereals in advertised cartons on the market.

You can's afford to delay investigating this new idea in cereal-selling. If note paper is not handy, just tear out this ad. and mail it to us with your address. And do it *now*.

QUALITY CANUCK CEREALS

THE CHISHOLM MILLING COMPANY, LIMITED

TORONTO, ONTARIO

BRITISH COLUMBIA.

Vancouver, Nov. 17.—Following the reduction in the price of sugar comes lower quotations in flour, two staples for which there is much demand. Flour of the standard varieties is now given to the retailer at $6.90.

After being absent for some days, the best bacon is again obtainable at a higher price. The figure is now 32½ cents. There is no increase in the price of hams. There is not yet much bacon on the market, the present small supply being in the nature of a handout to the dealers.

Potatoes are very firm with $30 a ton quotation for white ones, and Lulu Islands at $26 and $27. It looks as if this article will climb high before spring.

Apples range from 90 cents for the lowest grade of cookers, to $2 and $2.25 for table varieties. Apples from the show, the fancy kind, are selling from $2.50 to $3 per box. Some very fine fruit is obtainable.

Apples, cooking	0 90	2 25	Prunes	0 5½	0 07½
Apples, local Grav.		1 75	Currants	0 06½	0 08½
Beans, per lb.	0 03½	0 04½	Dried apricots	0 11	0 13
Butter, Eastern dairy in tubs		0 25	Eggs, Eastern	0 32	0 33
Butter, Eastern dairy, choice	0 28	0 29½	Eggs, local		0 50
Butter, local creamery		0 40	Flour, Standard, bbl		6 90
Bacon		0 32½	Cornmeal, p. 100 lbs		2 60
Canned Goods—			Rice, per ton	68 00	76 00
Peas, Early June		1 35	Tapioca, per lb		0 03½
Tomatoes		1 50	Canteloupes, crate		4 25
Corn		1 17½	Evaporated apples		0 08½
Apples		3 42½	Ham, cooked	0 23	0 23½
Strawberries		1 75	Lard, pure		0 18
Raspberries		2 02½	Lard, compound		0 17½
Canned salmon		6 50	Potatoes—		
Cheese, Ontario	0 14½	0 15½	Ashcrofts, ton		31 00
" Manitoba		0 14	Potatoes, local		25 00
Dried Fruit—			Sugar, standard granulated		5 45
Val. raisins, lb.		0 05½	Sugar, Imported		5 25
Cal. " "		0 07½			

ALBERTA MARKETS.

Calgary, Nov. 17.—There were few changes in the market during the last week. The corrected list is as follows:

Apples, per box	1 60	2 00	
Apricots, dried, fancy		0 17	
Butter, local, creamery choice, lb.		0 28	
Butter, eastern, dairy in tubs		0 26	
Butter, eastern, dairy choice		0 29	0 30
Beans per lb	0 03½	0 04½	
Bacon		0 22	
" breakfast		0 24	
" long clear		0 17	
Cantaloupes, crate		4 25	
Currants		0 09½	
Cornmeal, 100 lbs		2 70	
Cod, per lb		0 7½	
Cheese, Ont.	0 14½	0 16½	
" Manitoba		0 14	
" Alberta, l'g		0 14½	
" " twins		0 15½	
Canned Goods—			
Beans, case		2 12	
Peas, Early June		1 50	
Apricots, al. case		3 00	
Apples, cases, 8 one gallon		2 10	
Tomatoes, 3's, case		2 44	
Dried Fruits—			
Evap. apples, lb		0 11½	
Apricots, lb		0 17	
Peaches, lb		0 09½	
Dates, bulk, lb		0 07½	
Figs, natural, choice per 24-lb. mat.		1 85	
Evaporated Apples		0 11	
Eggs, local, doz		0 45	
Eggs, eastern		0 40	
Eggs, Ontario, fresh, case		9 50	
Flour, standard, per bbl		6 [illegible]	
Ham, cooked		0 30	
Ham, sugar cur'd	0 21	0 22	
Haddies, per lb		0 12½	
Halibut, per lb		0 09	
Kippers, per box		2 25	
Lard pure		0 18	
" compound		0 14½	
Lemons, Cal., box		9 00	
Oranges, Val., box		5 25	
Oranges, Cal.	4 0	5 75	
Onions, American, lb		0 03	
" Spanish, crate		1 50	
Potatoes—			
Alberta per cwt		1 [illegible]	
B.C., new, cwt		1 65	
Prunes	0 07½	0 10	
Raisins—			
Valencia, lb	0 03	0 03	
California		0 01	
Rice, per ton	68 00	76 00	
Rolled oats, 80's, sack		2 50	
Salmon, Fraser River per case		8 50	
Sugar, std. gran		5 84	
" imported		5 [illegible]	
Tapioca, per lb		0 06½	
Trout, per lb		0 [illegible]	

NOVA SCOTIA MARKETS.

Halifax, Nov. 17.—Fresh laid eggs are scarce and the price shows a marked advance. On the Green market this week they sold at retail as high as fifty cents per dozen. Case eggs are selling at wholesale at 27 cents per dozen. Most of the stock offering is from Prince Edward Island.

There is a great scarcity of butter of good quality on the market. Some large consignments of dairy butter in large tubs were received during the week, but the stock is poor. Dealers say that farmers have been holding this butter back for fancy prices, and that it has turned bad. This butter is quoted at 23 to 24 cents, but there is little or no demand for this class of stock.

The fruit dealers report business heavy. Canadian grapes are done, but Malagas are now on the market, and they are quoted at $5.50 per keg. The stock is of good quality. Cocoanuts, which have been rather scarce, are coming on the market in better supply, and are quoted at $5 per hundred. There is a reduction in the price of lemons, good stock now selling at $4.50 per count of 420. Apples are unchanged in price, and the supply of first class stock on the market is very limited. Some of the dealers expressed the opinion this week that there would be a probable general reduction in some lines of groceries, but as yet there is nothing definite. Though prices of flour are considered low, they would not be surprised if there was a further reduction.

Apples, bbl.			Pineapples	4 25	4 50
No. 1 Grav.		4 50	Rolled oats, bbl.	4 50	4 60
Sweets	2 50	3 50	Pork, American per bbl		25 50
Butter—			Pork, clear bbl	28 00	29 00
Creamery prints per lb	0 26	0 28	Hams smoked	0 20	0 21
Creamery solids per lb	0 24	0 25	Codfish, quintal		5 60
Dairy, tubs, lb.	0 23	0 24	Herring, pickled per bbl		5 00
Bacon	0 21	0 22	Lard		0 17
Bananas	1 75	2 50	Molasses, fancy Barbados, bbl		0 36
Beans, per bus.	1 95	2 00	Molasses, fancy Barbados, gal		0 32
Cornmeal, bag	1 60	1 65	Malaga grapes		5 50
Cream of tartar	0 30	0 32	Potatoes, bus.		0 55
Canned goods—			Pears, bbl		3 50
Beans		1 00	per bbl		1 75
Corn		0 97½	Onions, Spanish per lb	0 02½	0 02½
Tomatoes	1 15	1 25	Onions, Can., 75 lb. bag		1 40
Peas, std.		1 00	Raisins, Val.		0 08½
Peas, early June		1 15	Sugars—		
Corn beef, 1's		1 85	Extra Standard, granulated		4 75
Corn beef, 2's		2 25	Unbranded Yellow		4 20
Cocoanuts 100		5 00	United Empire		4 65
Eggs, case eggs		0 27	No 1 yellow		4 35
Flour h. wheat per bbl	6 35	6 50	Tomatoes, 10-qt. basket		0 25
Flour, Ontario blends, bbl	3 90	5 40			
Fruits—					
Lemons, per 420		4 50			
Oranges—					
Valencias	6 25	7 50			
Mediterranean	4 50	4 75			

NEW BRUNSWICK MARKETS.

St. John, Nov. 17.—Hennery eggs advanced to 35 cents per dozen last week and case eggs are quoted at 28 cents. Yellow eye beans declined to $3 to $3.10 per bushel. Hand-picked beans are $2.15 to $2.20 bushel.

Beans, hand picked, bus	2 15	2 20	" No 2		1 30
Beans, yellow eye, bus	3 00	3 10	" No. 1		1 77½
Flour, Manitoba	6 35	6 45	Peaches, 2's, dozen	1 92½	1 95
" Ontario	5 25	5 50	Peaches, 3's, dozen	2 97½	3 00
Fish—			Raspberries, dozen	1 87½	1 85
Cod, dry	3 00	4 60	Tomatoes	1 30	1 35
Herring, salt, bbls		5 25	Strawberries	1 82½	1 85
Bloaters, box	0 85	0 90	Rice, lb	0 03½	0 03½
Cornmeal, bags	1 40	1 45	Cheese, new, lb	0 12½	0 13
" bbls	2 85	2 90	Lard, compound lb		0 13½ 0 14
Oatmeal, bbls	4 95	5 00	Lard, pure, lb.	0 16½	0 16½
Std. oatmeal	5 40	5 50	Bacon	0 16	0 20
Buckwheat, west. grey, bag	2 90	3 00	Pork, domestic mess	25 50	26 00
Val. raisins, lb.	0 05½	0 06½	Pork, American clear		
Cal. raisins, seeded	0 08½	0 09	Salmon, case—		
Currants, lb	0 08	0 08½	Red spring	6 75	7 25
Prunes, lb	0 05½	0 09	Cohoes	6 25	6 50
Molasses, fcy. Barbados, gl	0 30	0 31	Baked beans, dozen	1 20	1 30
Butter, dairy, lb	0 22	0 24	Lemons, Messina, per box		7 00
Butter, creamery, lb	0 24	0 26	Sugar—		
Eggs, new laid		0 35	Standard gran.	4 85	4 95
Eggs, case		0 28	Austrian "	4 75	4 85
Ham	0 16	0 18	Bright yellow	4 65	4 75
Potatoes, new, bbl	1 40	1 60	No. 1 yellow	4 35	4 45
Canned goods—			Walnuts, lb		0 40
Peas, No. 4		1 17½			
" No. 3		1 25			

ABOUT BASKET STORES.

Answer to Inquiry Regarding How They Are Conducted.

Editor Canadian Grocer — Can you give us any information re a Basket Grocery? We are informed that there are stores in some United States cities where people take their baskets to these places and have them filled. They go at leisure through the store, selecting the goods themselves, and placing them on a basket counter where they have them checked, and where they pay for them. Any information would be appreciated.

THE ARTHUR BELL CO.

Hamilton, Ont.

Editorial Note—In Lincoln, Neb., there are such stores as referred to above. They are known as the Six Basket Stores, the firm operating them being J. R. Burleigh & Co. The Basket Stores sell for spot cash, and charge 5c for regular deliveries over $1, and 15c for special deliveries or hurry trips. Everything is C.O.D. or cash on the counter. They advertise by issuing a price list each month, and a copy of this goes into every house in Lincoln.

Two delivery wagons are required, and the town divided into two sections. One wagon takes the east side, and the other the west. The aim of the proprietors is to give the consumer a low price on everything. They do some mail order business, and this, they claim, has been growing rapidly. They have a small factory in which is put up mustard, bluing and ammonia. They pack their own rolled oats, put up pepper in tins and honey in jars. They also grind their own peanut butter. The sales of the 6 stores for September, 1910, amounted to $15,885.62.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Mr. Van Doesburg, of the firm of the Biscuit Fabriek DeLindeboom, Mydretch, and Amsterdam, Holland, manufacturers of the world's famous wafer, Frou-Frou, was a visitor to Toronto last week. Mr. Van Doesburg was accompanied by H. Hamstra, Grand Rapids, Mich. It was Mr. Van Doesburg's first visit to this continent, where he intends staying for two or three months, and thereby procure a general knowledge of the trade conditions throughout the States, and Canada. Mr. Van Doesburg was much impressed with the manner in which business is carried on, especially in Toronto. The enormous business in the large stores, particularly interested him. The two visitors, were shown around Toronto, by D. Grierson, of the MacGregor Specialty Company.

S. E. Cornell, grocer, Sarnia, Ont., disposed of this business to A. H. Gammon & Son.

Peter Glavey & Son, grocers, of Ottawa, Ont., are succeeded by May & Nevine.

Practical Methods in Retail Stores

Grocer Prints Price Card and Distributes Them Among the Homes in His District—Another Claims His Success was Due to the Attention He Gave His Accounts—Possibility of Antagonizing the Farmer by Importing Potatoes, Etc.,—Complaints Against the Egg—Guelph Grocer Held Formal Opening.

Price Cards For Customers.

Chatham, Ont., Nov. 17.—Jas. A. Mackness, grocer, 68 St. Clair St., since starting in business has made a practice of issuing from time to time convenient cards giving the prices of seasonable articles which he is featuring.

The latest card, for the month of November, contains a list of about two dozen articles, with prices. A leader is a good quality of coal oil at 12½ cents.

These lists are printed on paste-board, thicker than an ordinary post-card and about the same stiffness. They are a little larger than post-card size, and are attractively printed. A boy distributes them to residents within the store's natural radius of business, as well as to regular customers outside, the boy knocking at each door and handing the card to the housewife, instead of merely throwing it on the front steps.

These cards give better results than bills, says Mr. Mackness. Being of a more convenient size, they are in most cases preserved. The careful method of distribution ensures them a degree of attention which an ordinary dodger will not receive.

Collected His Accounts.

Ithaca, N.Y., Nov. 17.—F. H. Atwater, one of the leading grocers of this city, has been in business thirteen years. He began with one man, a boy and a horse. To-day he employs thirty-eight people, and uses eight wagons and one auto.

Mr. Atwater ascribes his success mainly to his collection system. He is very particular about his accounts, having a system of credits which tells who is owing him and how much, all the time. He has a list of weekly accounts and monthly accounts, and strictly cash or c. o. d. customers. He has the city so divided that each driver and collector has his own territory, and the accounts, such as weekly and c. o. d., are charged up each week, and it is up to the men to collect them.

Mr. Atwater has served as president of the Ithaca Retail Grocers' Association.

Antagonizing The Farmer.

Ottawa, Nov. 17.—The grocer with a large number of customers from the country cannot afford to offend them by invading what they call their territory. Such, at least, is the belief of a local grocer who has had some experience in this respect.

It has been a custom of his to bring in potatoes, apples, cabbage, etc., by the car load at times when the market was bare and the opportunities for heavy sales were good. On some occasions when the farmers were well stocked with potatoes they would quietly hint to this grocer that it was not to his interests to pursue this policy if he hoped to hold their trade. They had plenty of potatoes to sell, they said, and they did not think their grocer should thus go outside for stocks thereby depriving them of a certain amount of business.

Some grocers have a large following among the farm community while others have few people from the country among their customers. The latter can be entirely independent of the farmers and can buy and sell potatoes, etc., as they like, without fear of a farmer threatening to buy his goods elsewhere. At this time of the year hundreds of families are ready to buy their stocks of potatoes for the winter and, of course, the grocer has a good opportunity of getting this trade if he has a tempting offer to make. He generally has to compete with the market in his town and for that reason some have bought in large quantities in order to secure a favorable price.

When buying in car lots this grocer states that he always carefully looks over the ground and never buys unless the market is pretty bare. He has made a number of profitable transactions of this kind by studying conditions and then having sufficient courage to act upon his convictions. But he advises those who have farmers as customers to be careful not to antagonize them.

Complaint Against the Egg.

Guelph, Ont., Nov. 17.—A local grocer protested to your correspondent against the present method of bringing in eggs by the farmers. They are gathered from the nests, he says, until a sufficient amount is secured to make it worth while to drive to the city, and frequently the eggs by this time are not strictly fresh, resulting in an irregular supply and dissatisfied town customers. The onus is thrown on the grocer, when, in reality, it belongs to the farmer. He advocated some system among the farmers of collecting the eggs at shorter periods by one of their number, who would bring them to the city, dispose of them, and retain a commission on the sales. It would prove profitable to both farmer and grocer, he claimed. He also stated that a number of farmers are even bringing in limed eggs and passing them off as fresh.

Formal Chinaware Opening.

Guelph, Ont., Nov. 17.—The annual fall china opening of J. A. McCrea and Son, grocers, was held recently when the public and the firm's customers were given a hearty invitation to be their guests. An orchestra was present the first evening, and throughout the opening, refreshments consisting of a hot beverage, breakfast food, and cakes were served. In the china department, the feature was a table correctly set with all the necessary cut glass and china for a dinner of twelve, only the cutlery being absent. In addition to this, a fine display of hand painted china was much admired. The whole department was artistically arranged.

The Window as a Salesman.

Edmonton, Alta., Nov. 17.—A well dressed window is considered by a local grocer to have a peculiar selling power which is really worth money when every advantage is taken of it. It possesses much of the selling ability of the clerk and in most cases costs practically nothing to prepare it for use. It is often the case that when a woman enters a store she really does not know what she wants. Often, indeed, does she ask the proprietor or a clerk to advise her or to suggest something, perhaps for luncheon, supper or breakfast, as the case may be.

A window display often gives the idea, says this dealer, or even attracts attention where no thought was held of these goods. It is for this reason that this grocer pays so much attention to his windows and to counter, shelf and special interior displays.

Care of Apples Counted.

St. John, N.B., Nov. 17.—One of the local retail grocers while on a recent trip to Boston was much struck by the fine appearance of some boxes of apples from the state of Washington and ordered a half dozen boxes as an experiment. They were of fine color and flavor and when given a prominent place in one of the windows, sold readily at 35 cents a dozen. It was not so much a case of the apples being better than New Brunswick or Nova Scotia stock, as it was in the selection of the best stock and the careful packing. During the fruit show which was held in St. John last week, there were shown apples just as good in appearance and as carefully packed but as a rule, there is not enough care taken in putting up apples or for that matter, any other fruit, for home consumption. The fancy packages are generally made up for shipment outside the province and for that reason the local fruit growers have not been selling as much of their product at home as they would otherwise.

Cream Exports to United States are Increasing

The enormous increase in the exports of cream to the United States during the past year is best indicated by the following figures: During the four months ending July 31, 1908, the value of the exports of milk and cream was $24; during the corresponding period, 1909, it was $549; and 1910, $450,413.

The Grocer has many times pointed out the cause for this. The last time the United States tariff was revised the duty placed on cream was 5 cents per gallon. This is generally recognized to have been a mistake. Everyone thinks it was meant to have been 5 cents per pound which would practically have prohibited cream exports. It is estimated that this year a couple of hundred Quebec factories and 20 or 30 along the Ontario frontier exported cream to the U. S.

In spite of this butter production acording to receipts at Montreal has been in excess of last season attributed principally to the splendid pasture and increased attention to dairying in other places.

Present wholesale prices are a shade higher than those at a corresponding period a year ago—a cent in some cases being the diffierence. One is therefore led to believe that the cause of this firmness is in a great measure due to the increased demand. Wholesale provision exporters say that butter prices are too high for export and that unless prices come down the market will not be placed on an export basis.

Had the cream not been shipped to the United States, the butter production would have been greater and the surplus would have been exported. Men closely connected with the trade would not say that in such a case the price would be lower.

The first shipments of cream from Prince Edward Island to the United States were made this fall, the price being 32 cents per quart f.o.b. Charlottetown, for 50 per cent. butter fat quality. The freight is 3 cents a gallon to Boston.

A. C. LANDRY
STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Beans, Peas and Canned Goods

CAMMEMBERT CHEESE
Le Gaulois Brand
$3.00 a dozen, or $2.75 per crate of 5 dozen.
CAMMEMBERT — CAMMEMBERT
Le Gaulois
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

53 Highest Awards In Europe and America
WALTER BAKER & CO.'S
CHOCOLATE & COCOA



Registered U. S. Pat. Off.
Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.
Walter Baker & Co., Ltd.
Established 1780
DORCHESTER, MASS.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
I C. STEWART, Halifax

MAPLE SYRUP!
SMALL'S brands are standard world over. 36 years reputation. Wholesale Brokers carrying stock: Standard Brokerage Co., Vancouver; Nicholson & Bain Winnipeg, Calgary; MacLaren Imperial Cheese Co., Toronto; T. M. Duche & Sons, New York and Manchester, Eng.
Canada Maple Exchange, Limited Montreal

THE HODGSON GUM CO.
898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.

The Different Kind
of a soap. That, in a nutshell, is Fels-Naptha!
Different—because Fels-Naptha is more than a soap: it is a different way of washing. Work is done in half the time and without hot water or much rubbing either.



The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

Utilize Now the Living, Fruitful Present Time

To Secure a New and Ready Market for Your Goods!

New towns are springing up every day in the GOLDEN WEST, and we are here to tell you of the prospects, needs, opportunities and demand for any line of wares.

We are represented at each pulsating distributing centre, where we have large track warehouses and ample storage accommodation for all classes of merchandise. May we handle your products for you on a reasonable commission basis? We have the experience, the business ability, and the financial standing to do so successfully. Get in touch with us. We will advise you of the western prospects of your lines.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY SASKATOON EDMONTON FORT WILLIAM

Storage for all classes of merchandise **Cars distributed from Calgary, Winnipeg, Regina, Edmonton, Fort William**

Good Enough for the Government

E D S

is not good enough for us!

We're not "ag'in the Government," but we DO want you to realize that their standard of purity in fruit preserves is not good enough for us!

"E.D.S." Brand Jams, Jellies and Catsup

are ABSOLUTELY PURE, and contain no dyes, no preservatives and no excess of water; these chemicals are present in many other makes, and yet they are pronounced GENUINE by the Government.

Do you realize the value of this PURITY feature when recommending a line of preserves? You can't say the same of any other Canadian make.

Made only by

E. D. Smith

at his own Fruit Farms,

Winona, Ont.



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N. A. HILL, TORONTO

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R. B. COLWELL, HALIFAX, N.S.

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POULTRY PRIZE

$100.00

IN GOLD

For the Best Exhibit of
TURKEYS, CHICKENS, DUCKS and GEESE

Judge—Professor Fred. C. Elford, of the MacDonald Agricultural College.

Write for Particulars and Entry Blanks.

Gunn, Langlois & Co., Limited
Montreal, - Que.
Canada's Leading Produce and Poultry House

Mince Meat

Owing to the high prices which we have to pay for good apples, as well as for good currants and raisins, this year, we cannot make good mince meat at the same prices as charged you last year, but we are making good mince meat and can quote you good prices.

F.W. Fearman Co.
LIMITED
Hamilton



with these four well-advertised, "Made in Canada" Brands, which constitute

THE TRURO LINE

If not, place your order NOW. Otherwise, you're not in a position to take advantage of the demand we are creating through our advertising. Get the goods on your shelves and let us help you sell them.



Are you a buyer of

HAMS

BACON
LONG, CLEAR ROLLS
SHORT CUT
MESS PORK
LARD

Pork Sausage **Bologna Sausage**

or anything in the pork line? If so, ask us for quotations. Goods as good as the best and at lowest possible prices.

The WM. RYAN, Limited
Packing House FERGUS
70 Front St. East, TORONTO

Another Decline in Provision Prices

Market Has Been Steadily Dropping Until Now Dressed Hogs Are at $9and May Go Lower—Bacon and Ham Lines Are Affected by the Slump—Compound Lard is Down Slightly—Butter is Unchanged and Supplies Are Liberal—New Laid Eggs Are Scarce and Price is Firm— Poultry Supplies Coming in Freely.

The provision market has slumped again, in sympathy with the decided drooping tendencies of the raw market. Live hogs at country points went down to as low as $6.25 in some places last Saturday and in Toronto they were quoted at $6.65. Verily, the provision market has been having a merry joy ride and those who have been watching it are expecting it to be brought to a sudden stop one of these days. Once the cheese factory hogs have all been bought up supplies will not be so great. Dealers say they have no idea how long the downward movement will continue.

Dressed hogs at this time last year were quoted at $10.50 and in 1908 at $9, or the same figure that is now posted. The demand for some lines of pork has been good, but in others there has been a seasonable falling off. The drop in the price of hogs is a world wide experience and production at present seems to have struck a high mark. Compound lard that has been quoted at a rather firm figure for some time dropped back a little this week.

The butter situation shows but little change. Receipts are liberal and prices have if anything, lost ground, although the feeling is but a slight one. The closing of cheese factories has had the result of turning the surplus milk into butter which finding its way to the markets offers a second grade that is not materially different to the first, but for various reasons does not bring quite as high a price. Butter should hold its position for a time before giving away to the upward tendency that is bound to assert itself.

As far as new laid eggs are concerned they are even scarcer than before. The farmer whose hens have a tendency to lay in the winter months is coining money, but the majority of hens are the ordinary kind that refuse to work about this time of the year. Some jobbers state that 45 cents a dozen is not too high to quote as they are actually receiving it.

Poultry is coming in pretty freely, but on the whole there is no material change in this department of the market.

MONTREAL.

Provisions.—The provision market has been much the same for the past few weeks. There is this week a drop of one dollar per cwt. for dressed hogs. The market for cured meats and lard is steady, but the volume of business passing is not large as the demand is principally for small lots to fill immediate wants.

Pure Lard—	
Boxes, 50 lbs., per lb	0 14½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15½
" " " 3 " "	0 15½
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 14½
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 11½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13½
" 5 " " " "	0 13½
" 3 " " " "	0 13½
Pails, wood, 20 lbs. net, per lb	0 13½
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 13½
Tierces, 375 lbs., per lb	0 13½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	26 50
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl	21 00
Plate beef, 100 lb bbls	9 25
" 200 "	18 00
" 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 12
Long clear bacon, heavy, lb	0 14
Long clear bacon, light, lb	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16
Large sizes, 18 to 25 lbs., per lb	0 17½
Medium sizes, 15 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 19½
Bone out, rolled, large, 16 to 20 lbs., per lb	0 18½
" " " small, 9 to 12 lbs., per lb	0 19½
Breakfast bacon, backs, boneless, per lb	0 19½
Windsor bacon, smoked, backs, per lb	0 17
Spiced roll bacon, boneless, short, per lb	0 16
Rings, 4's, per cwt	7 25
" greased, per cwt	10 25

Butter.—In the butter market the feeling is much better and more confidence is shown. Prices are stationary. The last week's receipts were 6,283 packages; the figures for corresponding week last year, 5,422 packages.

New milk creamery	0 25	0 25½
Dairy, tubs, lb	0 22	0 2.
Fresh dairy rolls	0 22	0 23

Cheese.—There are now no factories in operation in Quebec province, while the Maritime ones are nearly all closed down. Prices show a slight increase all round. Last year there was practically no demand in the city for white cheese, but at present local orders almost all call for it, instead of the colored variety.

Receipts for the week are 51,693 boxes, compared with 43,476 boxes same week last year.

Quebec, large	0 13
Western, large	0 13
" twins	0 13
" small, 30 lbs.	0 13
Old cheese, large	0 16

Eggs.—Eggs are going out freely and sales are heavier than last year, though stocks are smaller. Prices rule higher. On the present basis of consumption dealers will be out of their storage stock earlier than they were a year ago. The western shipments from Montreal have been heavier than in previous years. Receipts for the week are larger, there being 2,539 cases received, as against 1,536 cases same week 1909.

New laids	0 45
Selects	0 32
No. 1	0 27

Honey.—There is no change in the honey situation, sales not being very heavy, with supplies short.

White clover comb honey	0 15	0 16
Buckwheat, extracted		0 08½
Clover, strained, bulk, 30 lb. tins		0 10
Buckwheat comb		0 12½

Poultry.—There has been a rise in the market for turkeys and geese owing to the increasing demand. Supplies are coming in plentifully for the holiday season, however, it is likely there will be a decline if shipments continue as at present.

Chickens	0 17	0 18	Ducks	0 18	0 19
Fowl	0 15	0 16	Turkeys	0 19	0 20
Geese	0 13	0 14			

TORONTO

Provisions.—Prices have suffered another decline during the past week and provision men state that they do not know how long this downward movement is going to continue. It seems that it really cannot go much lower although the price of live hogs is certainly at a low figure. On Saturday some farmers, particularly those in the district of Belleville were offering hogs at $6.65. Pork and pork products having once hit the slide certainly have set up a merry pace. But the end of the ride is surely in sight. Prices are down on hams, bacon, shoulders, and dressed hogs which were quoted at around $12.50 and $13.50, not so very long ago are now bringing but $9 to $9.25. Compound laeds also show a decline.

Long clear bacon, per lb		0 14
Smoked breakfast bacon, per lb		0 18
Pickled shoulder		0 11½
Roll bacon, per lb		0 20
Light hams, per lb		0 17
Medium hams, per lb		0 16½
Large hams, per lb		0 16
Cooked hams		0 23
Fresh shoulder hams		0 12
Shoulder butts	0 16	0 17
Backs, plain, per lb		0 18
" pea meal	0 18½	0 20
Heavy mess pork, per bbl	25 00	26 00
Short cut, per bbl	27 50	28 00
Lard, tierces, per lb	0 14½	0 15
" tubs "	0 15	0 15½
" pails "	0 15½	0 15½
" compounds, per lb	0 12	0 12½
Live hogs, at country points		6 65
Live hogs, local	6 90	7 00
Dressed hogs	9 00	9 25

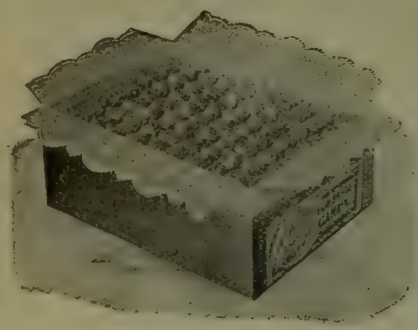
Butter.—The local butter market is about stationary. Few if any cheese factories are now in operation and the result is that the flow of milk is being turned to a good account in swelling the receipts of butter. The result is that prices have shown no advance and for that matter are a little weaker, although they have not been reduced. From what can be learned among the trade no upward movement is expected for awhile. The supplies of creamery have been better recently and it is due to this fact that prices have held steadily.

	Per lb.	
Fresh creamery print	0 25	0 27
Creamery solids	0 25	0 25½
Farmers separator butter	0 24	0 25
Dairy prints, choice	0 22	23
Fresh large rolls	0 2	0 22
No 1 tubs or boxes	0 2	0 21
No. 2 tubs or boxes	0 19	0 20

Eggs.—Fresh eggs are about as scarce as ox-eye daisies just now and relief is by no means near at hand. As the result of the scanty offerings in new laids the price is ranging anywhere between 40 and 45 cents. On the farmers' market consumers have been paying 50 cents for the real article, and there is no likelihood that prices are going to slump in the near future. One of the local dealers is inclined to be optimistic in his views of the egg market saying that he expects to see new laids more plentiful in December than they are now. He points to the fact that the hens ceased laying earlier this year than usually and he believes they will recommence their work earlier than in former years. One thing is certain, namely that jobbers had to resort to their storage supplies earlier than they expected this fall.

New laid eggs	0 38	0 40
Selects storage	0 31	0 31
Fresh eggs, doz, storage	0 27	0 28
Pickled eggs	0 26	0 26½

Cheese.—The market is steady with trade about normal. Cheese has not been much of a money maker of late, according to some of the dealers, but it is believed that more satisfactory conditions will prevail before long and especially that a better price will be ob-



Mr. Merchant:—

Are you satisfied, with your present success?

If you are, nothing that we can say will interest you——

If you are not, we know that our past achievements for others will COMMAND attention.

We believe that no merchant has the right, nor can he afford, to be satisfied with present success, no matter how great it may be..

..We have devoted many years of thought, energy and ability to securing what we consider the Greatest Specialty in the Candy line ever placed on the Canadian market.

"CHOCOLATE BORDO" is its name.

"BORDO" is a SINGLE line of chocolate (not assorted.) Just one style, ONE FLAVOR, but that's where the success lies; the unique filling and flavor that have never been equalled.

Our own success in selling this specialty has come solely as a result of the success that we have ensured for retailers featuring it. Our success has depended on "CHOCOLATE BORDO" ability to increase the success of others.

We are pleased to say our success has not been a small one.

Hundreds of merchants all over the Dominion are reaping splendid profits selling "BORDO" — They are not satisfied with old general lines of chocolates, handled by everybody. They want a leader.

Now we want a chance to SHOW YOU how YOUR trade can be increased. This will cost you nothing, and will commit you to nothing.

Urless you are a self-satisfied merchant you cannot afford to pass by this opportunity of investigating a specialty that has proved so profitable to others.

You can't lose on "BORDO."

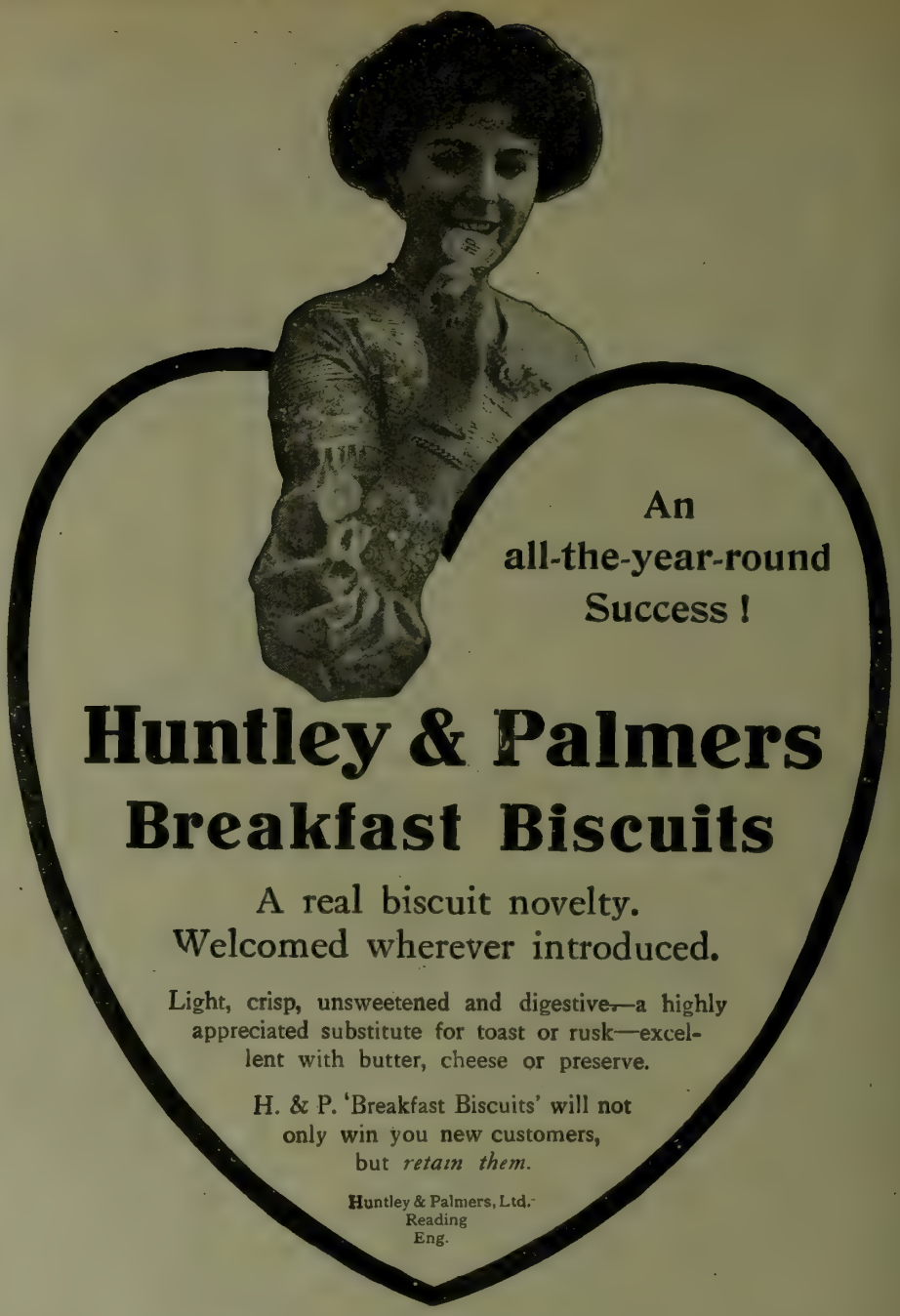
The Montreal Biscuit Co.

"THE ORIGINATORS"

and Manufacturers of

"Sweets that Satisfy"

MONTREAL



tained. Factories throughout the province have closed down, bringing to an end a season which has been featured by a heavy flow of milk.

New cheese—			New twins	0 12½	0 12½
Large	0 12	0 12½	Stiltons		0 14
Old cheese	0 14	0 15			

Poultry.—In this market supplies have apparently shown an increase and prices remain unchanged. The feeling is a little easier due to the increased arrivals in some lines. There is a good demand in practically all lines and apparently the country is pretty well supplied. It is, however, a little early to begin to consider the next holiday demand and supply.

Chickens, dressed	0 12	0 1[illegible]	Geese, dressed	0 10	0 1[illegible]
Chickens, live	0 0	0 1[illegible]	Geese, live	0 08	0 08½
Ducks, dressed	0 14	0 15	Hens, dressed	0 10	0 11
Ducks, live		0 1[illegible]	Hens, live		0 09
			Turkeys, dressed	0 16	0 18

Note.—Dressed prices from 1½ to 2 cents above live.

Honey.—Trade in honey is steady, but dealers are looking forward to better prices before the winter and spring are passed. They base their hopes on the scarcity of staples in the dried fruit line and believe that more trade will be turned toward honey to fill the gap. Prices may be slow in going up, but if the conditions expected, materialize the higher basis is likely to be quoted.

Clover honey, extracted, 60 lb. cans				0 10½	0 11
" " "			10 lb pails	0 1[illegible]	0 12
" " "			5 lb. pails		0 12
" " comb, per dozen				2 00	2 50
Buckwheat honey, lb.					0 07½

WINNIPEG.

Eggs.—Fresh eggs are 35 cents per dozen this week, candled stock is 30 cents and the demand is good, supplies are coming from the south as the production is light in the province.

Butter.—Creamery stock is jobbing at 30 cents per pound and considerable advances are expected soon. Dairy butter is 27 cents and a large portion of the supply comes from the east at present.

Cheese.—There is no change in prices but the demand is much better. It is believed here that the consumption will be heavy within the province this winter.

Manitoba large, lb	0 11½	Ontario twins, lb.	0 13½
" twins, lb	0 12	" large, lb.	0 12



MAGIC
BAKING POWDER



[CONTAINS] NO ALUM



We advise both Jobbers and Retailers to purchase these goods in proper quantity to secure special trade discount. Price list mailed promptly on application.

E. W. Gillett Co. Ltd.,

WINNIPEG TORONTO, ONT. MONTREAL



Enlarging Again

Our business has grown so wonderfully fast that we find it difficult to accommodate our facilities to its growth. We have twice moved to larger locations, enlarged our present premises three times this year and are now compelled to move to another location, where we have ample room to grow.

Our new location is

90-98 Ontario Street, Toronto

The cause of this marvellous growth lies in the fact that merchants in every part of the Dominion are awake to the time, money and labor saving possibilities of

The McCaskey Gravity Account Register System

which, with ONE WRITING, will take care of every detail of business from the time goods are purchased until the money for them is in the bank.

Will you write for information to-day? It is free.

DOMINION REGISTER COMPANY
New Location,
90-98 Ontario Street, Toronto

Manufacturers of the famous Surety Non-Smut Duplicating and Triplicating Sales Books, and Single Carbon Pads in all varieties.

Clark's Concentrated Soups

(Chateau Brand)

While the usual retailing price of high class soups is 25 cents for two tins, Clark's Chateau Brand is to be retailed at only 10 cents a tin, giving the dealer a good profit.

Jobbers not yet supplied should write at once.

A campaign of general advertising to the public, in newspapers and street-cars, has been started. There will be a large demand for Clark's Chateau Brand Concentrated Soups.

Wm. Clark - Montreal

Manufac urer

Y&S

Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints. 5c. boxes | M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins | Lozenges

and a full range of

LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY

MONTREAL, CANADA

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver — Arthur M. Loucks, Ottawa — R. Q. Bedlington, Calgary

Watch the condition as well as the quality

of the biscuits you handle. A soggy, broken biscuit will quickly kill your trade, and you are safeguarded if you are featuring

Carr's Biscuits

Frequent shipments reach our agents of these celebrated English Biscuits, and always in car lots, so that you can rely on their invariable freshness and quality.



Carr & Co.

CARLISLE, ENG.

Agents—Wm. H. Dunn, Montreal & Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B. C.; L. T. Mewburn & Co. Ltd., Calgary; T. A. McNab & Co., St. John's, Newfoundland.

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Millers Say Wheat Prices are Too High

And That For That Reason If They are Maintained at Their Present Figures An Increase Will Have to be Made in Price of Flour—Wheat Market Has Changed But Little, In Spite of General Bearish Influences—Demand for Wheat and Oat Cereals is Heavy and Steady Trade is Reported — A Resume of Conditions Giving Two Views That are Held.

The wheat market has held its own during the past week in spite of the fact that the general news from the world's markets was of bearish character. Prices fluctuated a certain extent and there was considerable activity on the Winnipeg and U. S. markets, but there is not much change from a week ago. One recent report was as follows: "It was difficult to determine the effect the statistics of supplies and shipments had on values, but the truth remained that it had many times taken less optimistic reports and estimates to produce a result replete with havoc. The vigorous character of trading on the northwestern marts appeared to be the market's mainstay."

Among millers at the present time there are two opinions. One is that prices of flour are likely to go up before long. They claim that wheat and flour prices are not proportionate and that they are not making money with flour at its present figures.

The others point to the bearish influences from other countries where trading is heavy, such as Russia and the Danubian provinces and also to Australia and the Argentine where the new crops are said to be in excellent condition. Stocks seem to be piling up all over, and the United States and Canada are by no means exceptions. The Canadian visible supply showed an increase of 1,253,000 bus. against a decrease last year of 124,000 bushels. The total visible wheat supply for last week was 48,889,000 bus. the previous week, 40,368,000 bus., and last year 28,787,000 bus.

The following bulletin from the Department of Agriculture, Ottawa, should be of interest:—The ratio of increase of the present year's yield over that of 1909 was 8 per cent. as computed from the data which appeared in the September bulletin. The information available on publication of the present issue reduces that ratio of increase to 3.9 per cent. Chief among the factors contributing to this result is the addition of the figures for France, which exhibit a decrease of 95,256,000 bushels, as compared with last year's yield. This percentage relation will be further modified after inclusion of the figures for Argentina, where harvesting, on an area in wheat over 1,000,000 in excess of that harvested last season, will begin probably towards the close of this month and continue into January. A material difference will also result from the recently issued revised returns from Russia, involving a reduction of 50,000,000 bushels in the yield of the winter wheat crop as compared with the preliminary figures reported last month.

MONTREAL.

Flour.—Activity in the flour market is not pronounced yet, buyers evidently not having regained confidence in the situation. In consequence, the volume of business is small. The stock of flour in store shows an increase of 7,732 barrels compared with a week ago, and a decrease of 1,313 compared with a year ago.

Winter wheat patents, bbl	5 45
Straight rollers, bb	5 25
Extra, bbl	5 25
Manitoba 1st spring wheat patents, bbl	5 80
" straight patents bbl	5 30
" strong bakers	5 10
" second "	4 60

Rolled Oats.—There is a steady demand for rolled oats at unchanged prices, while cornmeal is showing more activity at ruling figures.

Fine oatmeal, bags	2 25
Standard oatmeal, bags	2 25
Granulated " "	2 25
Bolted cornmeal, 100 bags	1 70
Rolled oats, bags, 90 lb	2 00
" barrels	4 45

TORONTO.

Flour.—Some local millers say that if the wheat market remains at its present figures they will have to advance the price of flour. It is claimed that flour is not bringing sufficient returns to make a fair profit with wheat at its present quotations. Bakers are taking an opposite view of the situation. They are looking for lower prices and there is yet considerable trade to be done in this way. Millers state that they are pretty busy as there is a steady demand for flour. If, as it is claimed, the trend of the flour market is dependent upon wheat prices, as it nearly always is, the question of higher or lower prices will have to be allowed to solve itself. The wheat market has been fluctuating between rather limited figures and stimulated at times by questionable causes. At present, reports convey the information that wheat is plentiful in the Dominion and the long-expected export trade has not materialized to any appreciable extent.

Manitoba Wheat.		
1st Patent, in car lots	5 60	5 70
2nd Patent, in car lots		5 20
Strong bakers, in car lots		5 00
Feed flour, in car lots	3 10	3 30
Winter Wheat.		
Straight roller	4 25	5 25
Patents	4 80	5 35
Blended	5 00	5 20

Cereals.—The demand for both oats and wheat cereals is heavy. Prices are remaining firm, but some claim that they should be higher with raw material at present quotations. They state that it may not be long until they raise prices and that in any event the trend of the market is in that direction. Mills are busy on account of the present heavy demand and its expected continuance through the season.

Rolled oats, small lots, 90 lb. sacks	2 05
" " 25 bags to car lots	1 95
Rolled wheat, small lots, 100 lb. bris	2 85
" " 25 bris. to car lots	2 5
Standard and granulated oatmeal, 98 lb. sacks	2 25



There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day.

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St. E., Toronto



FACTS ABOUT ADVERTISING



By The Advertising Manager

X

Most of you have come in contact, at one time or another, with a case of advertising hysterics.

And it is well to absorb the fact right now that there is never anything hysterical about really good advertising.

Good advertising is a sane, sober, serious proposition.

When advertising will not stand the test of ordinary business logic—in every particular—there's something radically wrong with it.

It's a simple proposition when you come to look at it in the right light.

Nothing at all mysterious about it —not a thing.

Just straight business all through.

As practised in many instances, advertising is a science—not yet an exact science, but pretty nearly so.

As practised in many other instances it is anything but scientific.

I could prove this by some campaigns that are running to-day.

The scientific campaign dovetails snugly into the system by which a line of goods is distributed.

Generally speaking, the object of advertising is to *assist* the sale of goods—

—not to really sell them—

—for it is only mail order advertising that ever actually completes sales.

And mail order advertising is only a small fraction of one per cent. of the total. Therefore, we can eliminate it from our calculations, for the present, at any rate.

Keep that word *assist* in your mind. It's an exaggeration to describe the chief function of advertising in any stronger term.

Now let's start at the beginning.

First of all, we have the system of distribution—the channel down which goods must go from factory to consumer.

That channel has been established a long time, and every manufacturer's product has to follow it.

There is no choice in the matter.

Therefore, finding a new channel of distribution is not one of the functions of advertising.

The work it will perform is that of getting behind the goods and helping to shove them down the channel already established.

Because it is necessary to supply a propelling force, we infer that there must be obstacles to overcome in the marketing of goods.

These obstacles are:

1. Lack of knowledge.
2. Lack of confidence.
3. Competition.
4. Human nature (indifference, if you will).
5. Prejudice.

They begin with the jobber.

They extend to the retailer.

They are found among consumers as well.

Advertising is the most effective method of leveling these obstacles.

It spreads knowledge about the goods.

By doing so it creates confidence in them.

It lifts them out of the rut and makes them conspicuous among competing lines.

It overcomes prejudices.

It reconciles the goods to that human tendency on the part of distributors to follow the line of least resistance.

The scientific campaign recognizes the existence of the above-mentioned obstacles at all points in the channel of distribution, and it applies the remedy *at all points.*

It gets behind the goods at the factory and sees them right through to the consumer.

No point is neglected.

It's a steady shove all the way— —with the least possible friction.

The first problem presenting itself is that of assisting the goods onto the dealer's shelves.

The second is that of creating demand among the consuming public.

Information requires to be imparted in both cases.

It must be designed to create confidence in the goods, make them conspicuous among competing lines, etc.

The fact that this information takes one form for the dealer and another for the consumer does not affect the general argument I am advancing. The principle is the same.

Therefore, I submit that advertising of a high order is just as essential in the case of the dealer as in the case of the consumer.

It seems inconceivable that there should be the slightest difference of opinion on this point.

I will pursue the subject further in later issues. I purpose going into this matter pretty fully, in what I hope will appeal to manufacturers of food products as a fair-minded, logical way.



The reason she wants a "cheaper" flour is because she wants to "save" money.

But she certainly is *not* saving money if the flour she buys makes *less* bread per pound, less results for the *same* energy, material, fuel.

If the flour she buys makes her foodstuffs less nutritious, less wholesome, less pure, palatable, appetizing.

She is spending just a little less money—true, but she is getting less value for what she is spending.

Another unfortunate victim of False Economy, since in order to save (?) a very insignificant difference she is liable to lower her pride as an A1 cook and breadmaker.

Explain to her as you really know how that—

Five Roses is the best buy

Exceptional value, both as to purity in itself and as a uniform producer of desirable breads and pastries.

Throw your sturdy salesmanship into the balance, Brother Grocer, so that every new face may become *your* permanent "call again" customer.

A reliable source of steady profits.

Help her avoid the bitterness of failure—she will repay in gratitude, trade, enthusiastic recommendations.

And your name will appear in her successful recipes which every "star" cook distributes among envying friends.

No other flour milled in Canada to-day will give you such returns in satisfaction for your selling efforts.

All the pushing you are devoting to that "cheaper" brand would soon make FIVE ROSES a "buy" word.

If others are doubling their sales, why not YOU?

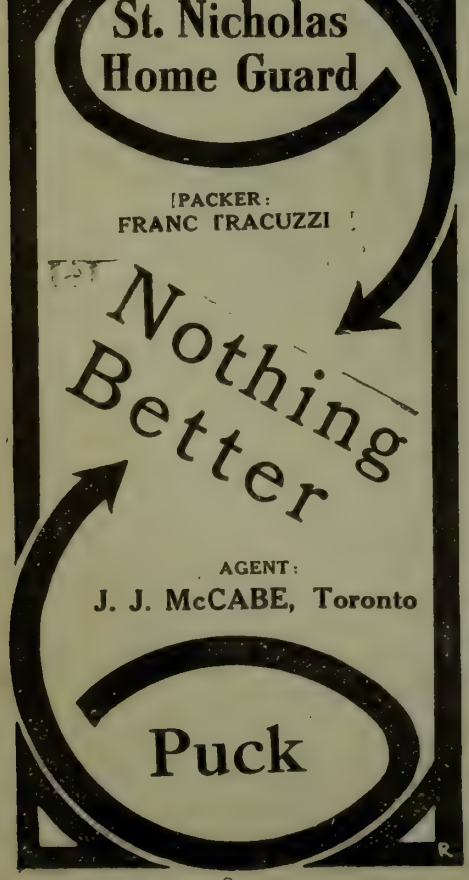
LAKE OF THE WOODS MILLING COMPANY, LTD.

MONTREAL TORONTO OTTAWA LONDON
ST. JOHN QUEBEC SUDBURY PORTAGE
WINNIPEG KEEWATIN VANCOUVER

You Can Get
Best Brands
CALIFORNIA NAVELS,
FLORIDA and
MEXICAN ORANGES,
by placing your orders with us.
Lemons are now arriving well colored.
Extra Fine
ALMERIA GRAPES,
CRANBERRIES, NUTS,
FIGS, DATES, SWEET POTATOES, Etc.



25-27 CHURCH ST. TORONTO
are Largest Receivers



New Fruits Arrive in Good Condition

Sicily Lemons and Navel Oranges That Arrived Recently Are of Good Color and Are in Fine Condition—Apples Firm and Higher Prices are Quoted in Some Places — Vegetable Prices Are a Little Firmer, Due to Increased Demand, Accompanying the Colder Weather—Grapes are Moving Pretty Freely Yet and Malagas are in Good Demand.

The apple market is decidedly firm, with prices reaching to higher levels on some markets. The scarcity is likely to be more generally felt later on, and the form of relief is not easy to foresee, that is if there is any. In some markets a high price is being asked, and reports say that in all probability they will go higher.

New lemons are on the market, and show pretty good quality. Some of them might be a little better in color, but the most of them look well, and the others will lose what greenness they possess in a short time. New California navels are also being offered by wholesalers this week, and in color and flavor they are splendid for first arrivals.

Grapes are moving out yet, and there is also a good demand for Malagas. The colder weather is improving the demand for vegetables, which here and there show a slight stiffening.

Tomatoes of the home grown variety are off the market, and future supplies will have to be imported. The season prior to Christmas begins to indicate good business, and jobbers look for a realization of their hopes.

MONTREAL.

Green Fruits.—As the season advances the scarcity of apples is becoming more pronounced. There has been a large business done year after year, and a failure in the crop, such as occurred this year, and consequently high prices causes a most undesirable reaction. Some cranberries are being sold at fairly attractive prices. Bananas are moving freely at figures which are well maintained. Holly and evergreen are already being pushed by fruit merchants.

Apples, bbl.	5 00	6 00
Bananas crated, bunch	2 00	2 25
Cranberries, bbl.	7 50	8 00
Cocoanuts, bags		4 25
Wild grapes, lb.	0 03	0 05
Limes, per box		1 25
Cali. Malagas		2 00
Lemons	4 25	5 00
Holly, case		4 00
Wreaths, bale		1 65
Oranges—		
California, late Valencias	4 00	5 00
Pineapples—		
Floridas, case		5 00
Plums, crate	2 00	2 25
Peaches, American, basket		2 00
Pears, bbl.	7 00	10 00

Vegetables—The coming of the colder weather is responsible for higher prices on several lines this week. Supplies are smaller, and it is only reasonable to expect a falling off in trade, under the circumstances. Tomatoes are up to $1; cauliflowers have gone up to $2.50, while sweet potatoes are higher by 25c. Parsley is not so plentiful, and costs more this week.

Beans, American basket		3 00
Beets, bag	0 75	0 90
Carrots, bag	0 75	0 90
Cabbage, new, dz	0 40	0 50
Celery, doz.	0 75	0 90
Cauliflowers, Montreal		2 50
Cucumbers, doz.	1 50	2 50
Garlic, 2 bunches		0 15
Green Peppers, basket		0 75
Leeks, doz		1 50
Lettuce—		
Montreal, doz.	0 40	0 60
Boston	1 00	1 25
Onions—		
Spanish, cases	2 50	3 00
Potatoes, bag	0 90	1 00
Sweet potatoes, basket		1 75
" " bbl.		4 00
Parsley, dozen	0 20	0 30
Parsnips, new, bag	0 75	0 90
Radishes, dozen bunches	0 25	0 30
Spinach, bbl	3 00	3 50
Tomatoes, crate		4 00
Tomatoes, hothouse, bskt.		0 25
Turnips, new, bag	0 75	0 90

TORONTO.

Green Fruits—New navel oranges and new crop Sicily lemons arrived this week, and are now being offered for sale. The navels are in good condition, being almost uniformly of good color, and a little care will give all of them a good appearance. The new lemons are likewise of good color, and altogether this new fruit is most satisfactory.

There have been heavy sales of apples throughout the country during the past week, in spite of the small crop this year. Of course, the total crop is small compared with the average, but the amount of business passing of late has been heavy. Local wholesalers report a good trade, with prices for the best fruit ruling as high as $5 and $5.25. Florida oranges are showing to better advantage recently, and are apparently receiving the bulk of the trade. The new California fruit is expected to gradually creep in on the trade. There has been a fair demand for citrons of late. Grapes are still in demand, and are moving out fairly well. Pines are arriving practically only in express lots, and the demand is but trivial.

Apples, bbl.	3 50	5 00
Apples, Canadian, basket	0 25	0 35
Apples, St. Lawrence, basket	0 50	0 65
Bananas	1 50	2 00
Citrons, doz.	0 60	0 75
Cocoanuts, sack	4 00	4 50
Cranberries, bbl	8 00	8 50
Cranberries, case	3 00	
Grapes, case		2 25
" Canadian, basket	0 25	0 30
Malaga, bbl.	5 00	6 00
Almeria, bbl.	4 50	6 00
Grape Fruit—		
Florida per case	4 25	4 50
Jamaica, case		5 00
Lemons—		
Messina		4 00
Limes, box		1 25
Oranges—		
Florida	3 25	3 50
Navels	3 50	4 00
Pomegranates, doz.		0 75
Pears, Canadian basket	0 30	0 75
Pineapples crate	4 00	4 50
Quince, basket	0 35	0 50

Vegetables—The trade in vegetables is moving easily. The demand is seasonable and regular. Tomatoes are practically off the boards, and it should not be long now until the hothouse varieties are required. At any rate the home grown kind are done. Potatoes are running along at practically the same prices.

There is a good demand for celery, cabbage and onions.

Canadian beet, bag	0 60	0 75	Spanish, ½-cases		1 50
Beans, wax, per hamper	2 00	2 25	Yellow, per bag		1 25
Cabbage, case—			Domestic		0 40
Canadian	0 75	1 50	Persimmon, case		2 25
Cabbage, per 100		3 50	Potatoes, Ontario, new, bag	0 65	0 75
Carrots, Canadian, bag		0 50	Sweet, bbl		3 50
Cauliflower, dz.		0 75	Hamper		1 25
Celery, dozen	0 30	0 35	Parsley, per doz bunches	0 25	0 30
Lettuce, Canadian, head	0	0 30	Parsnips, bag		0 60
Onions—			Red pepper	0 60	0 75
Spanish, large		2 50	New turnips, per 11-qt. basket		0 50

WINNIPEG.

Fresh Fruit—Apples are going off well and the quality is keeping up splendidly. Prices are going up on all apples, northern spys being strong at $5.50 per barrel. Cranberries are firm and moving well.

Apples—			Cocoanuts, doz.		0 90
Ame. Jonathans		2 25	Cranberries, Jersey, per bbl.		10 00
Ontario, No. 1, brl		6 00	Lemons, Cal.		8 00
Ontario, Spy,, brl.		5 50	Pears, case		4 00
Northern Spy		6 00	Oranges, Navel.		5 50
Bananas,		2 50			

Vegetables—Prices on all lines are advancing, and scarcities are reported on the local market. Potatoes are firm, and may job soon at $1 a bushel. California tomatoes are strong at $4 per case.

Cabbage, new, lb		0 02	Onions, imported		0 02½
Celery, doz.		0 60	Potatoes, new, bs		0 90
Cucumbers, doz		2 00	Parsley, per doz.		0 30
Lettuce, doz.		0 40	Radish, dozen		0 30
Mint, doz.		0 40	Tomatoes, Cal. case		4 00
Onions, green, per dozen		0 20			

TRADE NOTE.

W. M. Moyer has purchased the general store business of N. E. Honsberger, general merchant, Campden, Ont.

A Dominion charter has been granted the "Eastern Canada Fisheries, Limited," capitalized at $1,500,000, divided into 1,500 shares of $100 each, to carry on a general fishing business including catching, curing, salting, smoking, drying, etc. of fish. The head office is in Montreal, Que.

W. H. Dunham, retail grocer, Main street, St. John, N.B., has moved into larger quarters on the corner of Main and Albert streets. The new store has been remodelled and fitted with plate glass windows, two facing on Main street and one on Albert street. A fish department adjoins the grocery, on Main street.

FISH SEASON OPENING

A profitable line to handle is FROZEN FISH. Large variety and the cheapest of meat foods.

Halibut Qualla Salmon Whitefish
Silverside Salmon Trout
Smelts etc. etc.

"WHITCO" Brand Haddies: Scotch Cured, Very Finest Quality.

LONG ISLAND NATIVE OYSTERS

Solid Meats—Large—Full Measure

WHITE & CO., Limited

WHOLESALE SUPPLIERS TO THE TRADE

TORONTO

SEASONABLE GOODS

Fancy Almeria Grapes
Ripe Bananas
Oranges and Lemons
Cranberries
Nuts, Figs, etc.

NEW CROP DATES DUE EARLY NEXT WEEK.

Send us your orders.

HUGH WALKER & SON

(Established 1860) GUELPH, ONTARIO

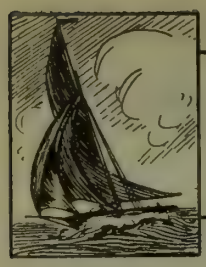
BANNER BRAND
PARSON BROWN

Ask for this brand.

W. B. STRINGER
District Manager, TORONTO

¶ Florida Oranges are the Best Oranges, and Oranges packed under our Banner Brand are the Best Floridas. If you do not think so cut one and compare it with a same size of any other orange. Squeeze the Juice from each and see for yourself that ours contains more Juice and is better flavored. Do not buy sour, immature Oranges. Buy our Banner---the best eating Orange. Sweet, full flavored, ripe and full of juice.

Florida Citrus Exchange



Fish - Oysters



Demand for Fish Shows Improveme

Some Variation in the Reports as to Supplies, and Recent Catches, but Both Inland and Coast Markets Say There is a Better Demand for Fish—Gloucester, Mass., Famous as a Fishing Port, Purchases Supplies From Canadian Fishermen — Frozen Fish are Now Moving Freely—Mackerel Are Practically Done for the Season.

A more active market is generally reported from the large Canadian fish centres. Statements regarding a fish famine are received at times from certain ports, but they are followed by encouraging news from other fishing grounds. However, though, there is a certain amount of uncertainty on this score the general feeling is one of satisfaction.

Wholesalers say the demand for fish is increasing and certainly the oyster dealers are experiencing much improved conditions. With a certain revolution in the oyster trade the new methods should appeal to the public.

There have been reports in some papers of late to the effect that certain persons who had become ill blamed oysters and clams, which they had eaten as the real cause of their illness. These statements going unchallenged are likely to do injury to the trade and it would be in the interests of the retail and wholesale trades if they were to at least consider this question.

QUEBEC.

Montreal, Nov. 17.—Fish trade is active and supplies are not over plentiful As navigation will be closed in the course of a few weeks, large orders are booked to be shipped during the next few days.

Green cod keeps scarce at good figures, while herrings in pickle are in good demand with the supply large.

Four loads of frozen fish are now in transit from the Pacific Coast and Manitoban Lakes. It is expected that prices will rule much the same as last year, though the large quantities of frozen salmon booked for foreign markets may affect the local market for this product to a certain extent.

In shell and bulk oysters trade is at its best and will probably keep on so till Christmas at least. Prices are unchanged.

FRESH

Perch	0 10	Sea trout	0 12 0 14
Steak cod	0 06	Sea bass	0 15
B.C. salmon	0 16	Smelts	0 12
Flounders	0 10	Haddock	0 05 0 06
Market cod	0 04½ 0 05	Halibut	0 10
Sturgeon	0 10	Bullheads	0 09

FROZEN

Codfish	0 04½	Flounders	0 08 0 10
Dore, winter caught, per lb	0 09 0 10	Pike	0 07
Haddock	0 04½	Salmon, B.C., red per lb	10 0 13
Halibut, per lb	0 09	Gaspe salmon per lb	0 20
Herring, per 100	1 70 1 80	Smelts, 10 lb. bxs	0 10 0 14
Market cod	0 04	Whitefish, large, lb	0 09 0 10
Steak cod	0 05	Whitefish, small	0 07
Mackerel	0 12 0 12½		

SALTED AND PICKLED

Green cod, No. 1, bbl.	7 50 8 00	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" " ½ bbl	3 00	" " pink, bbl	12 00
Labrador sea trout, bbls	10 00	" Labrador, bbl	16 50
Labrador sea trout, half bbls	6 00	" " ½ bbls	8 50
No. 1 mackerel, pail	2 0_	" " trcs., 300 lb	22 00
½ bbls	9 50	Salt eels, per lb	0 08
No. 1 pollock	5 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, bbl	5 00	Scotch herring	6 50
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 10
Haddies	0 06½ 0 07½
Boneless haddies	0 09
Herring, new smoked, per box	0 15 0 20
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 40

SHELL FISH

Shell oysters, bbl., choice	10 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 30
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 60 2 00
" bulk, selects	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	6 00
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium bundles	6 00
Dried haddock, medium, bundle	5 50

NOVA SCOTIA.

Halifax, N.S., Nov. 16.—The local markets are almost bare of fresh fish. The receipts during the past week were the smallest for many months. There is no halibut offering except a few fish taken out of cold storage. Only small quantities of haddock and cod have been marketed. While there is no fish famine the markets are in an extremely bad condition. To make matters worse no smelts were marketed during last week.

There is plenty of salt codfish offering, and also pickled herring. The cod is of good quality, but the herring are poor. Dealers say that the quality of herring during recent years is far below the average, and that it is almost impossible to get any choice Labrador stock. The winter run of herring has struck in at Bay of Islands, Newfoundland, and a dozen U. S. vessels are now there loading up to the hatches. Some Nova Scotia vessels are also taking in cargoes. None of these herring have arrived here as yet, but they will be along in the course of a few days. Usually these fish are of good quality, being fat.

Oysters continue scarce and high. The local demand for P. E. Island stock is not great, owing to the high prices. The choicest oysters are sent direct from the Islands to the Montreal market, where the demand is heavy.

The mackerel fishing for the season is about over. During the past week a few scattering fish were taken along the western shore, and they brought fancy prices.

BRITISH COLUMBIA.

Vancouver, B.C., Nov. 17.—While the week before last the fleet of one company was in port with fresh halibut from Alaskan waters, last week there was nothing doing. The weather was not so favorable for fishing. November being the bad month. Next week, it is expected, that some more of the boats will be in. Frozen fish of all kinds is moving freely. Shipments are being made to all parts of the United States and Canada, the price here being five cents. In Boston, the frozen fish sell for nine cents, while in Toronto, where competition is not so keen, it is one cent more. The freight rate is the same.

Prices generally rule the same. It was expected that halibut would have advanced a peg ere this, but it is still at four cents.

MANITOBA.

Winnipeg, Nov. 17.—The fish output is heavy and the demand is growing for a wide range of supplies. Oysters are forming the bulk of the trade just now. Whitefish, halibut and smelts are popular.

FRESH

Pike	0 09	Whitefish	0 09
Salmon, B.C.	0 14	Halibut	0 09
Sturgeon	0 12½	Dore	0 07
Trout, Lake	0 11		

FROZEN

Codfish	0 07	Smelts, 10-lb bxs	0 10
Haddock	0 07	Whitefish	0 09
Halibut	0 08	Salmon, B.C.	0 09

SMOKED

Bloaters, large, per box 60s	1 50	Haddies	0 08

SHELL FISH

Shell Oysters, bbl.	18 00	Oysters, bulk, inp. gal	2 75

ONTARIO.

Toronto, Nov. 17.—Jobbers report a good trade in fish. Haddie and other smoked lines are in better demand and show a considerable increase in the business done. There is a decided call for frozen halibut, and really the bulk of the trade seems to be in this line. Dealers should remember that with the first of December, Advent begins, a season when the demand for fish is bound to take a leap. The time to prepare for this is now in order to be ready for the extra demand. Oysters are moving out well. Some dealers are quoting their selects at $1.90 an advance of five cents on the old price. Others state that they have no reason yet for moving their price up another notch.

FRESH CAUGHT FISH

White fish	0 12 0 13	Steak cod	0 06
Herring	0 06	Perch	0 07
Yellow pickerel	0 11	Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	0 6	Salmon trout	0 13
Halibut	0 09 0 10	White fish, pan	
Pike	0 07	frozen	0 10

OCEAN FISH (FROZEN)

Herring, per 100	2 00

THERE'S GENUINE SATISFACTION IN HANDLING
LINES BACKED WITH A GUARANTEE OF QUALITY AND IN THIS RESPECT



recommends itself to every grocer.



EXACT SIZE OF TAG

To protect yourself and your customer against fraud and substitution we are attaching a metal tag—reproduced at side—to each fish, and without this tag no Haddie is genuine 'Beacon' Brand.

The fish are all finest selected, Bay of Fundy caught, and are cured by Scotch Experts under perfect sanitary conditions.

It will pay you to sell 'Beacon' Brand and no other.

The F. T. JAMES CO., Limited

WRITE US FOR BEACON BRAND HADDIE DISPLAY CARDS.

Points to Consider when Buying Oysters

First, be careful that all the oysters you buy are over four years old.

See that they come from "Communities" (as oyster breeding grounds are called) that are noted for flavor.

Be sure that they are matured sufficiently firm to retain their full flavor for the longest time possible.

Decline all stock that has been watersoaked.
Insist that all the stock you buy be refrigerated at a low temperature, but never frozen.

VERY IMPORTANT

It is of the utmost importance that oysters be refrigerated properly all the way from the point of shipment to your store.

If this is not attended to it may well happen that your stock becomes unsaleable in a very short time.

DISPLAY HINTS

Display is another very important consideration—or rather, display and storage.

The "Coast-Sealed" Cabinet is to be recommended for this purpose. It has a vacuum insulated chamber between the inner and outer walls—a construction that results in great saving of ice. The interior arrangement of this cabinet allows part of the stock to be stored under ice continually, while the other part—for current sales—rests on ice.

We recommend "Coast-Sealed" Oysters, because they conform to every requirement mentioned above, and have never yet been known to disappoint a customer in quality, quantity, or flavor.

We shall be glad to communicate with any merchant regarding constant supply of the best oysters grown and the closest prices going.

Connecticut Oyster Company
88 COLBORNE STREET, - - TORONTO

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod steak, per lb	0 07
Acadia 1-lb. bxs per crate	3 60	Cod, Imperial, per lb	0 05
Acadia, 2-lb. boxes, pr. crate	2 80	Fillets, per lb	0 12
Acadia 3-lb. bxs per crate	5 40	Herring (Labs.) half-barrels	3 25
Shr d ed cod	2 25	Haddie, Finnan	0 08½ 0 09
Boneless Digbys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
		Oysters, standard, gal	1 65
		Quail on toast, per lb	0 06

NEW BRUNSWICK.

St. John, N.B., Nov 17.—There was a slight improvement this week in the fish market. Haddock and cod are coming in more plentifully and a lot of chicken halibut are also being taken. The latter are caught on the trawls along with the cod and haddock.

On the Miramichi river the fishermen are making plans for the expected harvest of smelts. It is stated by those directly interested that there will be more nets set this year than ever before on the Miramichi. Smelt from this district are shipped to points all over Canada. The little fish are reported quite plentiful now, but the best hauls are looked for when the ice forms on the river.

While the sardine catch has been small this season compared with other years, several of the fishermen have made big hauls.

A meeting of representative lobster packers and fishermen at Charlottetown, P.E.I., last week, protested against the new regulations requiring more space ⅜between the laths of the traps and larger meshes for head nets. They declared the enforcement of the regulations means the ruin of the industry, as the factories would have to close down. They recommend shortening the season as the best way of preserving the fishing. A resolution to that effect passed, also another that pending consideration of their request, the government suspend the new regulations for one year.

A correspondent in Digby reports better line fishing in the Bay of Fundy last week. About 250,000 pounds of cod and haddock were landed in Digby.

NEWFOUNDLAND.

S. John's, Nov. 17.—Since last report prices on cod oil have advanced, $5 on hardwood casks and $4 on softwood. Tinned salmon is a little easier, but other prices remain the same.

Codfish, large merchantable, per qtl	6 20
" small " "	5 20
" large Madeira "	6 20
" small " "	5 20
" lar.e West India "	3 20
" small " "	2 70
" Labrador "	4 00
Haddock "	2 70
Herring, No. 1, large, barrel	2 20
" small	2 00
Ling	2 70
Lobsters, No 1 flat, case 48 1-lb. tins	15 00
Salmon, No. 1 large, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No 1, small, "	16 00
" No. 2, small	14 00
" N . 3, sma l	12 00
" tinned, case	5 50
Cod Oil, hardwood casks, tun	86 00
" softwood " "	79 05
Cod Liver Oil gallon	0 50
Refined Oil, gal	0 65

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Kippers
Finnan Haddies
Bloaters

OCEAN BRAND FISH

Smoked Fillets
Boneless Cod
(CANADA STRIP)
July Salt Herring

Do you want fish that will SELL and be business builders? The above lines are the best that special care and equipment can put up. You cannot afford to leave them out in stocking for your winter trade.

If your wholesaler cannot supply you, write us direct.

HEAD OFFICE: HALIFAX, N.S.

The Halifax Cold Storage Co., Ltd.

45 WILLIAM STREET (Selling Branch) MONTREAL

HADDIES

You want them quickly.
You want reliable quality.
You want right prices.
You want no disappointments.

THEN DEAL WITH US—BECAUSE:

We have fresh shipments by express daily from our own smoke-houses in St. John. Our reputation is your guarantee of quality, price and dependability.

Try us. We feature our ability to please you in filling a standing order for weekly shipment.

LEONARD BROS.

ANYTHING AND EVERYTHING IN FISH AND OYSTERS

ST. JOHN GRAND RIVER GASPE 20-26 Youville Square, MONTREAL





The next time you are wanting Canned Fish, be sure your Jobber has the name right:—

Brunswick Brand

This will be your guarantee that the contents of each can will be such that you can confidently recommend them to your customers. Sea foods, owing to the greater care which is now bestowed on their selection and packing, are growing in favor each season. See that you are fully stocked with BRUNSWICK BRAND to meet the coming demand.

CONNORS BROS., LIMITED
Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B.; J. L. Lovitt, Yarmouth, N. S.; Buchanan & Abern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



NO SCARCITY OF FISH. WRITE US. WE HAVE PLENTY OF ALL KINDS, COMING AND IN STOCK.

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor, and because there is an absolute guarantee of purity of contents given with each tin.

Each tin is provided with a spare lid for use after the tin has been opened.

"CONCORD" SARDINES will more than please your better class customers, and will prove a remunerative line to handle.

CCC
Norwegian Canned Goods

LIST OF AGENTS:
R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.



BLUENOSE BUTTER

Put up in tins for Hunters and Prospectors. The hunting season is now at hand. See that you are fully stocked. Sells on sight.

PACKED BY

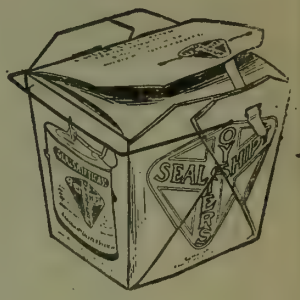
SMITH & PROCTOR

Halifax, N. S.



The "Sealshiptor"

The best policy of OYSTER INSURANCE is to see that you get your oysters in a *SEALSHIPTOR* the only way genuine *Sealshipt Oysters* are shipped



Sealshipt Paper Pail

How Sealshipt Oysters are Transported in Sealshiptors from Bed to Dealer

SEALSHIPT OYSTERS are shucked and packed directly at the beds. The solid meats are packed in **SEALSHIPT** containers, which are air-tight and germ proof, and cannot be opened during transit. The **SEALSHIPTOR** itself is properly insulated and practically air-tight. It will keep oysters in perfect condition. Genuine **SEALSHIPT OYSTERS** are not packed for shipment in any other way—be sure you get yours in a **SEALSHIPTOR**, because then you know they have the real "tang" of the sea, the natural flavor that will delight your customers.

How You Should Sell Them

Since you know you are handling genuine **SEALSHIPT OYSTERS**, advertise the fact to your customers by using **SEALSHIPT PAPER PAILS.** We are making these pails a feature of our magazine advertising, and people look for them, as well as the **SEALSHIPTICASE**, to identify genuine **SEALSHIPT OYSTERS.** These pails are the only ones cut to exact measure, they are made of high-grade waterproof paper, and have wire handles for convenience in carrying. We supply them at small cost to you, including the printing of your advertisement on the top flap.

Our Local Advertising Helps

SEALSHIPT OYSTER AGENTS make money because we help them. We give you attractive blue and white muslin signs, a blue and white steel sign for your store front, a transparent sign for your door, and arrange with you for the instalation of a **SEALSHIPTICASE**, the blue and white porcelain fixture for the storage and display of **SEALSHIPT OYSTERS.** People are instantly reminded of our magazine advertising by these means and know you are selling the genuine **SEALSHIPT OYSTERS** they have read about. They will leave a store that sells no oysters, or only ordinary oysters, and go to the store where genuine **SEALSHIPT OYSTERS** are sold. Be the one to secure this trade; it means increased oyster business at a profit that can't be less than 25 per cent. Write for our catalogue and full particulars.



Odds and Ends from Here and There

How Peanuts Grow—Selling Groceries by Weight Instead of by Measure—Best Season for Handling Dates and Figs Now Passing—Co-operative Delivery in the United States—Direct Buying Question in New York—France in Need of Potatoes.

The peculiar thing about a peanut is that it grows in two ways—on a bush and like a potato. The first step in the process is the planting of a single peanut. From that a bush grows, lying close to the ground. A branch stretches out close to the earth, and sends up into the air shoots on which are little yellow flowers, like buttercups. Directly beneath these flowers, growing straight downwards, small, sharp pointed shoots appear, like thorns. They are called "pegs," and grow back into the ground. It is at the end of these "pegs" that the peanuts are found.

"The best season for handling dates and figs," said a wholesaler recently, "is from now until after the New Year. The stock is fresh and wholesome and it is at its best in appearance. The retail trade, as a rule, disposes of a large stock during these months, although from that time until the next crop is received the sales continue, but not to the same extent. There is a good demand for both dates and figs and a grocer should not have much difficulty in increasing his sales."

The Guatemala coffee crop is reported exceptionally good this year. The Mexican crop is also heavy. In the state of Chiapas it will be more than 20,000 tons, or more than double the yield of last year.

In numerous small cities throughout the United States, co-operative delivery seems to be working well. With the check system every order costs the grocer to deliver, 5 cents. It does not matter whether it is a bar of soap or two barrels of sugar. By this method the customer gets better service, it is claimed, than the average grocer could give her. By having five deliveries in every part of the city daily the plan has been found to cost less than two-thirds of the former expenses.

Three million pounds of California prunes were recently shipped to France and Germany. One authority remarks that this was necessary because of short crops in Europe, and that the United States fruit packed in French and German boxes with foreign labels will be returned to the United States and sold as genuine French prunes.

Direct buying from manufacturers and packers instead of through ordinary jobbing channels has grown so rapidly in the retail grocery business of Greater New York that it is roughly estimated that at least 10 per cent. of the total number of retailers are getting the bulk of their goods in this way. The chain stores, purchasing exchanges and department stores control a considerable proportion of New York's trade. The total number of stores buying direct is 977. There are approximately 10,000 retail grocery stores in New York city. The chain stores and buying exchanges have dealt a hard blow to the fixed price policy according to those in favor of it.

"Now is the time for American farmers to ship potatoes to France," says a New York authority. "They are so badly wanted that the French Government, which long ago put a ban on them for supposed hygienic reasons, now admits them free."

Potatoes, which form a staple diet, particularly for the army, now sell in France for a dollar a bushel.

Grocers of Dayton, Ohio, are in favor of selling by weight, but say that it will be hard to accomplish it as the peddlers will continue selling by measure. They favor trying to secure passage of a state law compelling all to sell by weight instead of using the dry measure.

Beginning Nov. 1 and acting under resolution adopted by the Columbus (O.) Retail Grocers' Association, all members sell by weight fruits and vegetables and everything else now sold by measure. This action was taken as a means of fighting the market man, whom the grocers charge with flim-flamming the public by short measure.

The retail grocers of Youngstown, O., are now selling groceries by weight in conformity with a city ordinance recently passed, although the system has been in vogue in some establishments for some time, and is proving satisfactory. But the sale of butter and bread and such other articles as the new ordinance says must have the weight stamped on them, is causing some confusion. As regards butter, it is a question whether the retailer should stamp the weight of the print, or the farmer who puts it up.

FIRST HAND INFORMATION.

With the intention of promoting trade relationship between Canada and Holland, Dr. A. Bakhuysen was a visitor recently in Montreal. Dr. Bakhuysen is a member of the Netherlands consular service, and is here in the interests of his country. The Netherlands Foreign Office wished to obtain first hand information with regard to the trade openings there might be with this country and they are taking this means of doing it.

Never Run Short of

SHAMROCK

BIG PLUG

SMOKING TOBACCO

Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES

None equal. Insist upon McDougall's There IS a difference.

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A

Black Watch

he Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



Mail Order House Threw Out Baits

A Hundred Pounds of Sugar Sold for $1.75 — But Purchaser Had to Buy Other Goods on Which the House Made Big Profits—Articles Sold Not Always According to Representation.

The Globe Association of Chicago, a mail-order concern selling groceries direct to consumers through agents has gone the way of all fakes. The president was recently arrested by the post office authorities on the charge of using the mails to defraud.

There was nothing complicated about the Globe Association's scheme. Agents in different States paid $7.50 for outfits. They in turn sold membership tickets in the association for $2.50, which gave them the privilege of purchasing groceries or any other article at alleged wholesale cost. Many persons, it is charged by the postal authorities, sent in orders and received goods other than those which they ordered or inferior to those represented. Seldom, it is declared, would the firm make amends.

Baits Were Thrown Out.

All of the advertising was on the "bait" order. The piece de resistance was 100 pounds of sugar at $1.75, the loss being of course made up by skinning other articles.

Sugar was, however, only one bait. Usually a list of proprietary and other articles marked at a 50 per cent. or more reduction was sent to agents but consumers, if they wanted one of these bargains had to buy an assortment of other goods. None of the reduced articles could be purchased separately. The assortment besides the bargain article would include spices, coffees, teas, etc., which would make up for the "bargains."

WLIL TEST ITS LEGALITY.

Method of Balloting for Library as Operated in Several Ontario Towns is Said to be Contrary to the Law.

Toronto, Nov. 17.—From information received it is evident that steps are about to be taken to test the legality of the coupon system referred to in The Grocer a few weeks ago, as operated in Ingersoll, Ont., and which has found root in one or two other municipalities. The same system has been instituted in Burlington, Ont., and tentative plans were under way to open it in Newmarket, but it is not known whether it is being carried out in the latter town.

The plan as previously explained is something similar to the trading stamp idea of former days. The merchant buys a number of coupons which he distributes to customers with purchases of a certain amount. The purchasers use these coupons as ballots, casting them in favor of some local institution. The promoters of the scheme offer a library of a certain number of books to the church, or other institution which receives the most ballots at the end of a certain time. The aggregate sum paid by the merchants is $250 and just what the value of the library may be, is not known.

At any rate, the scheme was declared contrary to law by the town solicitor of Ingersoll. E. M. Trowern, Dominion Secretary of the R. M. A., also declares that it is illegal. Other parties who have considered the question do not agree with these statements. Steps are therefore being taken to test the legality of this method of presenting libraries to public institutions at the expense of the local merchants.

Into a general store of a town in Arkansas there recently came a darkey complaining that a ham which he had purchased there was no good. "The ham is all right, Zeph," insisted the storekeeper.

"No, it ain't, boss," insisted the negro. "Dat ham's shore bad!"

"How can that be?" continued the storekeeper, "when it was cured only last week?"

The darkey scratched his head reflectively, and finally sugested: "Den maybe it's had a relapse."

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

LIVE GROCERY BUSINESS FOR SALE, $1,400, in growing part of Hamilton, Ont. Good reasons for selling. Box 368, CANADIAN GROCER, Toronto. (47)

FOR SALE—In the City of Windsor, Ont., large corner grocery store. Good business. Reason for selling. Will sell property or rent. Address Box 357, CANADIAN GROCER, Toronto. (48p)

REPRESENTATIVES WANTED.

AN old established English house wishes to meet with a firm of wholesale grocers to act as Sole Agents in Canada for the sale of Extract of Meat Fluid Beef and Consomme Cakes. Apply Box 40, CANADIAN GROCER, 88 Fleet St., London, Eng. (46)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

GROCERS EVERYWHERE find it most convenient and economical to remit money by DOMINION EXPRESS MONEY ORDERS, or Foreign Draft. Absolutely safe—payable anywhere—no loss or delay—lowest rates. Always remit by Dominion Express Money Orders. Agents all over Canada. Agencies in all Canadian Pacific Railway Stations.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

FOR FILING PAPERS, LETTERS and vouchers, fastening bulky envelopes or backing statements the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

THE National Cash Register Company guarantee to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge Street, Toronto

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WITH an eye to stock-taking but two months away, we offer some especially attractive bargains in rebuilt Typewriters. All makes are represented and all are shown in our finely illustrated catalogue, a copy of which will be mailed on request. THE MONARCH TYPEWRITER CO., Limited, No. 98 King Street West, Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

MISCELLANEOUS.

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave, Toronto.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3	" "	1 25
¼-lb. tins	" "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 60
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade Orange Jelly	1 55
Plum jam	1 55	Green Fig	2 25
Greengage plum, stoneless	1 75	Lemon	1 60
		Pineapple	1 95
Gooseberry	1 75	Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.60.

The King's Food, 2-doz. in case, per case $4.80



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1.

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 80

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations or Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 ½ dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" 8's " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz 0 90



Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 33
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases. Per lb

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
1 lb. packages, assorted, in 5 lb. boxes	0 28
½ lb. packages, assorted, in 5 lb. boxes	0 29
¼ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 13	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	.. .	0 15
Macaroon	0 17	....	0 17
Desiccated	16	....	0
White Moss in 5 and 10 lb. square tins, 11c.			

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
"		ground	0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c. lb

Mo-Ja, ½-lb. tins 30c. lb.

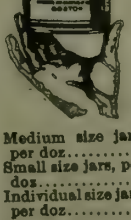
Mo-Ja, 1-lb. tins 28c. lb.

Mo-Ja, 2-lb. tins 26c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $3

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 35
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz.. $ 25

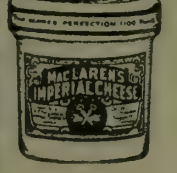
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—	
In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40



Ground or bean,	W.S.P.	Ret. P.
1-lb.	0 32	0 50
1-lb.	0 32	0 50
1-lb.	0 28	0 40
½-lb.	0 30	0 40
1-lb.	0 23	0 30
½-lb.	0 23	0 30

Packed in 30s and 50-lb. case
Terms—Net 30 days prepaid

Confections

IMPERIA PEANUT BUTTER

Small, cases 7 gen	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 0¢
100 books and over	each 0¢½
500 books to 1000 books	0¢

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors), doz.			1 00
2	"	"	1 75
2½	"	"	2 00
4	"	"	3 00
5	"	"	3 75
8	"	"	5 50
16	"	"	10 00
32	"	"	18 00

Discounts on application.

CRESCENT MFG. CO.

	Mapleine	Per doz
2 oz. bottles (retail at 50c.)		4 20
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		14 50

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	1 80
7-lb. wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails	0 07

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $140. Tomato Ketchup—Bottles (10c. size only) doz. $1.40. Tabasco-Ketchup—Bottles (10c size only; doz. $1.40 Chili Sauce—Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 8 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1, $10; No. 2, $13 ds



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

Where Knowledge is Power 'tis Folly to be Ignorant!

PARTICULARLY when the knowledge can be readily acquired at a very low cost.

Merchants and Salesmen

will find their efficiency greatly increased by a careful perusal of any of the books listed below. *Write for fuller particulars.*

The Making of a Merchant	$1.25	How to do Business by Letter	1.00
Men Who Sell Things	1 00	Ropp's Commercial Calculator	
Human Nature in Selling Goods	50	Office edition (cloth)	1.00
Management and Salesmanship	50	Pocket edition (leather)	1.00
Sales Plans	2.50	" " (cloth)	50
Practical Publicity	2.15	Vest pocket edition (leather)	50
Retail Advertising Complete	1.00	" " " (cloth)	35
Bookkeeping Self Taught	1.00	Hardware Store Business Methods	1.00
Success in Letter Writing	75	Hardware Window Dressing	2.50
		American Hardware Store	3.00

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Best Incorrodible

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as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

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CECIL T. GORDON, MONTREAL

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON

91 YOUVILLE SQUARE, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg



Think it Over!

Isn't it worth while to handle a line that the women want? Such a line is

BLACK KNIGHT STOVE POLISH

which produces a lasting jet black polish in the minimum of time and with the minimum of 'elbow grease.'

Moreover there's a 'worth while' margin of profit for you in selling "Black Knight."

F. F. Dalley Co., Limited HAMILTON, CANADA BUFFALO, N.Y.



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb., $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

he GENUINE. Packed 100 bars to case.



Prices Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 12½
½-bbls.	0 12¾
Tubs, 60 lbs.	0 12½
20-lb. Pails.	2 55
20-lb. tins	2 45
Cases 3-lb.	0 13½
" 5-lb.	0 13½
" 10-lb.	0 13



F.O.B. Montreal.

GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 12
Tubs	0 12½
20-lb. pails	0 12½
20-lb. tins	0 12
10-lb. "	0 12½
5-lb. "	0 13
3-lb. "	0 13
1-lb. cartons	13½

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 60
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 10 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulo, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch" —		
1-lb. glass, doz.	..	1 55
2-lb. "	" ..	2 80
4-lb. tins, "	..	4 65
7-lb. "	" ..	7 35
"Shredded" —		
1-lb. glass, doz.	....	1 90
2-lb. "	"	3 10
7-lb. tins, "	....	8 25



Cereals.





Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. 72, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream family size, per case	$3 50
Baby size, per case	2.00
Ditto, hotel	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Sauces



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 50
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases, doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages box $3.

Case of ½-lb. containing 120 package per box $3.00.

Cas of 1-lb. and ½-lb containing 3 1-lb. and 60 ½-lb packages per box $3.00.

Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

	Per case
No. 1, cases 60 1 lb packages	$2 60
No. 1, " 120 ½ lb. "	2 60
No. 1, " 60 1-lb. " 60 ½-lb. "	2 60
No 5 Magic soda—cases 100 10 oz. pkgs.	
1 case	2 65
2 cases	2 55

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious! — *The Choicest of the Choice.*

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. — Montreal

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box $7 20

30 days.



For sale by all grocers.



Or Quick Asptha Soap (100 bars to case) in 5-case lots (delivered)—$4 15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

	Per lb
Laundry Starches—	
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05½
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 06
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 06
Kegs, 100 lb.	0 06
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07½
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07½
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Milk.

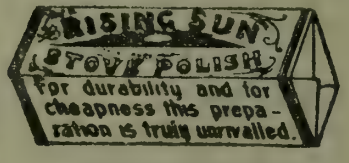


CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ½ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD
6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03¼ per lb.
Half-barrels, 350 lbs.	0 03½ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 55
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.	Case
2 lb. tins, 2 doz. in case	$3 50
5 " 1 " "	4 00
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 28
Orange Label, 1's and ½'s	0 23	0 40
Blue Label,	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

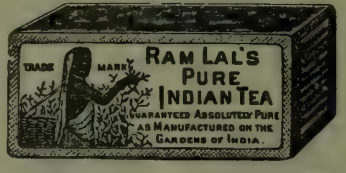
LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, 1's and ½'s	0 55	0 80
Embossed, 1's and ½'s	0 67	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters

Gold Tins, 5's	35c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	35c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.	
Red Tins, ¼'s & ⅛'s	18c ea. 72 lb.	25c ea. 1.00 lb.	

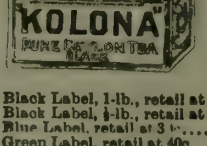


MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ½s	0 90	1 00
" " ¼s	0 55	0 80
" " ⅛s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ¼s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1 lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents per doz.
Pure Gold Salad Dressing Powder }
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

Gum.



Cream Tartar.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10 lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANDS.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	43
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	56

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.



Saves time.
Saves money.
Saves you bags.

McGregor's Patent Bag Holder

Should be in every grocer's store.

KILGOUR BROS.
Wellington St. West TORONTO

Tea Hints For Retailers

By JOHN H. BLAKE

¶ This book, written by a practical tea man, contains information which will be of great value to every grocer. There are ten chapters, one being devoted to each of the following subjects :—

The Tea Gardens of the World
Tea from Seed to Leaf
Tea from Leaf to Cup
The Tea Marts of the Orient
How to Test Teas
Where to Buy Teas
Is it Wise to Place an Importation Order?
Bulk versus Package Teas
How to Establish a Tea Trade
Tea Blending

(275 pages) (24 full-page Illustrations)

Sent to any address on receipt of $2.00.

MacLean Publishing Company
(Technical Book Department)
143-149 University Ave., TORONTO.

Pure Reliable

DWIGHT'S

BAKING SODA

Have no hesitation

In stocking and recommending

"COW BRAND"

BAKING SODA

It is noted for its strength, purity and reliability and is a marked favorite with the cook.

See to your stocks. Order from your jobber.

CHURCH and DWIGHT
Manufacturers LIMITED
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Nature has solved the problem of distribution. It uses a multitude of agents to effect the distribution of its products.

Nature does not expect every seed to fall upon fallow ground and to take root. But, it achieves a profitable percentage upon its distribution. This is all that an advertiser has to do to reap a profitable harvest on his outlay.

LUMP ROCK SALT

FOR CATTLE

and

SALT

for every other use.

We sell only the best.

Verret, Stewart & Co.
Limited
Montreal

THERE IS MORE

WETHEY'S

Condensed Mince Meat

(IN CARTONS)

per capita, used in St. Catharines, where the goods are manufactured, than any other point in Canada.

The Reason is plain

Our locally well-known sanitary methods, together with the equally well-known quality of our ingredients, cannot help but invite the patronage of the good people of St. Catharines.

What About Your Trade?

3 doz. to a case. All jobbers.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

For One Thing, I Have Been Extremely Interested in the Advertisements. I Was Particularly Struck With One of

—Wm. Clark Co., of Montreal, dealing with Chateau Brand Pork and Beans, on the back cover of a special number. It moved me to order a number of cases, and they just came in a few days ago.

"In reading The Grocer weekly from cover to cover, I have received so many benefits that I find it difficult to particularize.

"I have charge of several departments and receive a great many trade papers, but The Grocer is in a class by itself."

The above was written several months ago by the manager of the grocery section in a Hamilton department store.

The manager of the grocery section in a Montreal department store says:

"I look for The Grocer's appearance every week, and give it a cordial welcome each time it reaches me, knowing I shall find sound information and helpful advice in every one of its pages. I appreciate your paper very very highly."

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 160 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, NOVEMBER 25, 1910 NO 47.

KEEN'S 

BLUE

OXFORD

has for years proved the easiest seller in blue, owing to the uniform excellence of its quality. Every jobber sells it.

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

Agents for the Dominion of Canada

DRIVE THESE TANDEM

BENSON'S "Prepared" Corn STARCH

and

EDWARDSBURG "Silver Gloss" STARCH

They are the leading Laundry and Cooking Starches in Canada, and are noted for their purity and ease in handling. Moreover, they leave a "worth while" profit for the dealer. Order from your jobber.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

WHICH BRAND WOULD HE CHOOSE?

IF a man were starting in business with the intention of carrying only one line of each of the different articles sold in a grocery store, which brand of laundry soap do you think he would be likely to select? If he asked the housekeepers of the country to decide for him, which one would they choose? Or suppose his clerks were young men of experience in the grocery business and they were asked to make the selection. We do not need to answer these questions, because it is quite patent to every business man who reads this paper that SURPRISE so far surpasses all other laundry soaps in the esteem of people generally that the man who tried to secure and hold trade with any substitute would soon find his customers making tracks for another store. His clerks would tell him they wanted the SOAP that is easiest to sell; and the women of the country would say: "Give us the old reliable brand" SURPRISE, which washes everything to a healthful cleanliness without the necessity for hard work —the soap which makes child's play of wash day.

And so in deference to the wishes of his clerks and the needs of his customers he would be forced to the belief that while there might be other brands on which the selling margin is greater, there is none that all things considered is so profitable and in every way so satisfactory as SURPRISE.

THE ST. CROIX SOAP MANUFACTURING CO.,
LIMITED

Factory at ST. STEPHEN, N. B.

BRANCHES:—MONTREAL, TORONTO, WINNIPEG, VANCOUVER, WEST INDIES.



"CANNED *by* GRIFFIN"

Until you break the shell of a nut you are wholly in the dark as to the quality of the meat therein. A fair exterior often covers an unsatisfactory interior. Quality depends largely upon reputation—you've got to be guided by that. Be guided, then *(if seeking highest quality in Canned Fruits)*, by these three words, "Canned by Griffin," and you'll be absolutely safe.

Griffin & Skelley Canned Fruits and Asparagus

Canned Apricots, Canned Peaches, Pears, White Cherries, Black Cherries, Damson Plums, Egg Plums, Golden Drop Plums, Greengages, Raspberries, Strawberries. By the three words, "Canned by Griffin," you know these products as safe canned fruits to buy and sell.



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers, 34 Yonge St., Toronto

Domestic and Foreign Agencies Solicited.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

When you want a right price on Good Currants for import, wire or write us.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1865

WRITE TO

10 Garfield Chambers, Belfast, Ireland

For sample copy of the

Irish Grocer, Drug, Provision, and General Trades' Journal

If you are interested in Irish Trade.

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

ON SPOT. Finest 4 and 5 Crown Table Figs, 10 lb. boxes.

New Selected 3 Crown Shelled Almonds.

Prices Right.

Lind Brokerage Company

73 Front St. E., Toronto

The HARRY HORNE CO.

Grocery Brokers, Manufacturers' Agents and Importers

309-311 King St. West, - - - Toronto

At the moment we are open to represent one or two leading Canadian Manufacturers.

P.S.—We carry the stock (and we sell it.)

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to heRetai Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Room 16 Morin Block

Quebec City, - Canada

Open for one or two more agencies.

Black Tea Agency Wanted.

Good Openings here for Lard, Oats, Boiling Peas.

HAVE YOU ANY TO OFFER?

J. F. EBY, Pres.
HUGH BLAIN, Vice-Pres.

A chance to get in right on **Seeded Raisins**

Freshly seeded 1909 crop. Fancy and Choice 16-oz. pkgs., at right prices

We are quoting very low prices on **New Dates** Fards Hallowee

"Webbfoot" Oregon Prunes

New crop—30/40, 40/50, 50/60, 60/70, 70/80

OUR PRICES ARE ROCK BOTTOM.

Now is your chance to stock up on **Mixed Pickles**

We are quoting low prices f.o.b. factory

5-gallon pails

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

The Best Value in Canada

Blue Ribbon Tea

stands alone as the friend of the retailer and the favorite of the consumer. If you have not stocked it before, a trial will convince you.

QUALITY ALWAYS TELLS

THE BLUE RIBBON TEA CO., Limited

266 St. Paul St., MONTREAL, P.Q.

Grocers of Northern Saskatchewan!

You save freight when buying from our new Prince Albert Warehouse—

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

PACKERS OF
"TRIAN"
BRAND

PURITY
GUARANTEED

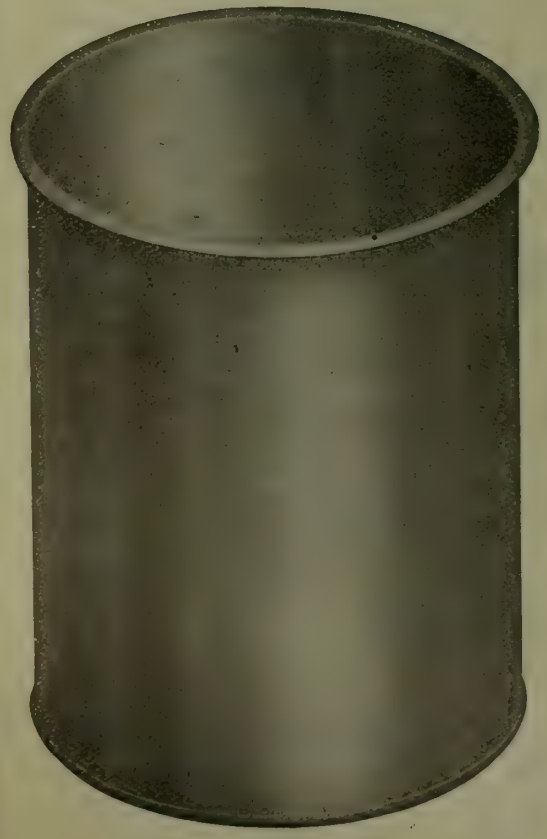
You get the full advantage of the carload rate on all your purchases—small and large.
Figure out how much freight charges add to your cost of doing business.
Then communicate with us at our Prince Albert Warehouse and see what a big saving you can make by placing all your orders with us at this point.

YOUR INQUIRY WILL RECEIVE OUR IMMEDIATE ATTENTION

CAMERON & HEAP, Limited

Importers and Wholesale Grocers

REGINA, SASK. | FORT WILLIAM, ONT. | KENORA, ONT. | PRINCE ALBERT, SASK.



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Quality Unbeatable— and a Bigger Quantity

This is the winning proposition that makes ***Quaker Baked Beans*** one of your briskest-selling and most profitable lines.

"Quaker" Baked Beans

in the new style (3's family size) cans, contain more beans to the can than the 3's flat.

And the quality is ***"top-notch."*** All the beans used in Quaker Brand are the finest hand-picked grade grown in the vicinity of our factories. Our processing methods are the most modern and effective known. And we pay particular attention to the quality and purity of all sauces and spices used.

You can recommend Quaker Beans as strongly as you please—every can will back you up.



Ask your Jobber for Quaker Brand.

Dominion Canners, Limited

Hamilton :: :: Canada

"You Can't Do Better Than Recommend"

The Old Reliable

COOK'S FRIEND BAKING POWDER

No Alum in it, Never Was

W. D. McLaren, Ltd.

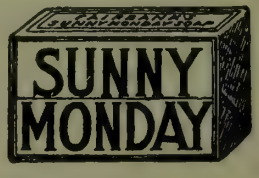
BAKING POWDER SPECIALISTS

Montreal

SUNNY MONDAY

LAUNDRY SOAP

"Contains No Resin"



You are taking no risk when you recommend Sunny Monday Soap.

Sunny Monday Soap is as absolutely pure as soap can be made, only the highest class of materials enters into the manufacture of it, and best of all it contains **no resin.**

Sunny Monday Soap gives the grocer a good profit, and a satisfied customer.

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA

For the Xmas Demand

Have you ordered your "Blue Fruit" for the holiday trade? It's time you were supplied. We strongly recommend

Segalerva's Table Raisins

which are packed in Malaga, Spain. Guaranteed to be uniformly high quality, and attractively packed.

An English Line

Of course you are selling this class of goods! But maybe you have not yet been made acquainted with Poulton & Noel's

Potted Meats in Glass

Then, make up a trial order and secure the goods. The range is large, the line perfect and prices right. Get to know them.

Fruits that will Please

It's easy enough to buy preserved fruits, but it is the discriminating buyer who secures

Goodwillie's Fruits in Glass

for his customers. Such a grocer holds his trade because his average of quality is bound to be above that of his competitors.

Do Not Procrastinate

Or you will never know what excellent trade-winners and trade-holders these high-class goods are.

Get Out Your Want Book

and note what is lacking in your stock. These lines will meet your requirements. Order through your wholesaler.

Rose & Laflamme Limited
Montreal - Toronto

The Makers of OXO have always had their own vast ranches and herds of cattle



Two articles, the best in their line—made from the best beef—in the best fluid beef factories in the world—by the biggest concentrated beef manufacturers in the world. Packed in fluid form in bottles and in handy Cube form in handsome tins. OXO brings new custom to the store. Our organization is at your disposal.

OXO



in cubes

Corneille David & Co.

25 Lombard Street : : : TORONTO
334 Clarence Street : LONDON, ONT.
52 Nicholas Street : : : : OTTAWA
41 Common Street : : MONTREAL

GORGONZOLA CHEESE

One of the choicest of Italian makes of cheese.

Our first consignment just in.

Our cheese is made by GIOVANNI COLOMBO, who was awarded the Grand Prix at the Brussels Exhibition, as well as the Gold Medal for Gorgonzola Cheese.

This brand is different from others in that it is *new*. It has not been in cold storage all Summer. Absolutely fresh, and in perfect condition.

TO JOBBERS:

We can quote you very special prices, owing to the size of our consignment

Obtainable in tubs, one 20 lb. loaf to each tub.

INQUIRIES.—From Ontario, to our Toronto Office. From rest of Canada, to our Montreal Office.

The Charles Ciceri Company LIMITED

"Make the Boy Happy."

This Sleigh Given Away Free!

With a 25-Box Order of

COMFORT SOAP

"IT'S ALL RIGHT"

Malleable Bobs

Strnog and Light



Box 36 x 18

Also given with a 10-Box Order and $2.00

Or given with a 5-Box Order and $2.50

Comfort Soap has the Largest Sale in Canada

Why Not Sell the Soap Most in Demand?

Five box lots and less than ten (with premium)	$4.15
Ten box lots and less than twenty-five (with premium)	4.05
Twenty-five box lots (with premium)	4.05

Send for Our Illustrated Price List.

Pugsley, Dingman & Co., Limited

TORONTO

Kootenay Brand

THE LINE OF SUSTAINED PROFIT

Pure Fruit Jams and Jellies

in Bottles and Tins

There's ample profit and entire satisfaction in handling "KOOTENAY" BRAND, a line made solely from the freshest and most luscious British Columbia fruits and the purest cane sugar. Every modern process is employed in the handling of these fruits, and the factory is a model of cleanliness. Here's a line to stock and recommend. Packed in individual size in glass, as well as regular 16-ounce.

ARE YOU HANDLING OUR FIVE-POUND TINS? THEY ARE READY SELLERS!

BUY

Our prime, pure first quality **MINCEMEAT** in glass jars and pails

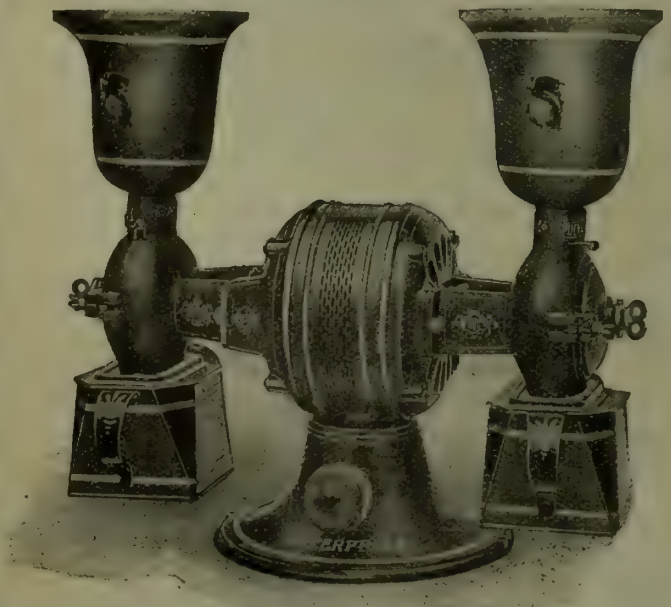
Donnelly, Watson & Brown, Limited

Agents,

CALGARY and VANCOUVER

"ENTERPRISE"

MR. Up-to-date Grocer, your ambition is (or should be) to install an Electric Coffee Mill.



When you do—get a good one, as good as you can afford.

If it's an "Enterprise" it will be backed by the oldest and largest manufacturers of these goods in the country.

Note the style illustrated. The grinders are connected direct to the shaft of the motor. No belts or gears to litter up the store and make it look like a machine shop and *fewer parts to wear.*

Perhaps you'd be glad to look over a catalog of electrically driven Coffee Mills, Meat Choppers, etc. Glad to send it.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

Quality, Purity and Cleanliness



The Original

Just how heavily these count is attested by the fact that the best merchants always give the preference to Borden's Brands, and by the further fact that the great majority of consumers will consider no others.



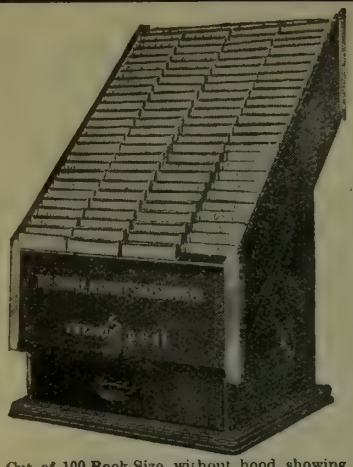
Leaders of Quality for Over 50 Years

Borden's Condensed Milk Company

ESTABLISHED 1857

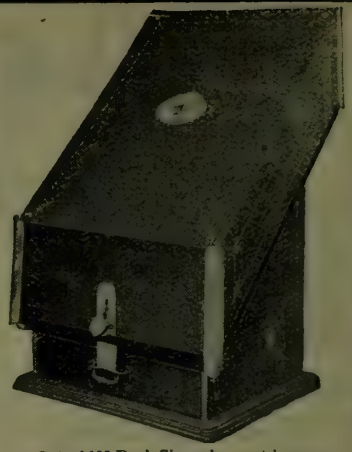
WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co., Vancouver, Nelson and Calgary.



Cut of 100 Book Size, without hood, showing alphabetical arrangement of books.

The Trial Tells the Tale



Cut of 100 Book Size, when not in use, showing hood locked to cabinet.

Supposing we were to say that there are 75,000 Keith Systems in use that probably would not be misstating the facts, but that would not convince you that you should have one.

Supposing we were to say the Keith System has been upon the market for the past 15 years, twice as long as any drop-leaf loose-slip system, and that it has been improved from time to time so as to meet every requirement of the retail merchant, we would be telling the truth, but that wouldn't be giving you any of the advantages of the system.

HERE ARE THE THINGS YOU WANT TO KNOW:

1. Is the Keith System Fire-proof? Yes.
2. Is there any danger of bringing forward a wrong past account or losing slips? No. The original slips remain permanently bound in the book, giving you a consecutively numbered record of the account, and only one account is before you at a time.
3. Can more than one clerk work over the register at the same time? Yes, any number, without the least confusion.
4. Will it place a check on forgotten charges? Yes, the best in the world.

Ask for Catalogue "G" and let us explain fully

THE SIMPLE ACCOUNT SALESBOOK COMPANY

Sole Manufacturers
also Manufacturers of Counter Pads for Store Use

1926 Depot Street. FREMONT, OHIO
and HARTFORD, CONN., U.S.A.



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

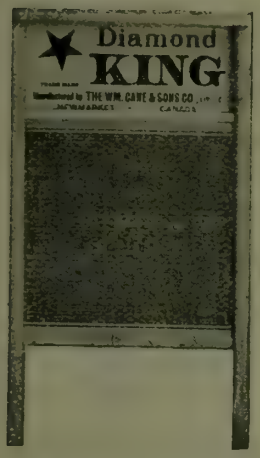
WRITE FOR PRICES AND INFORMATION.

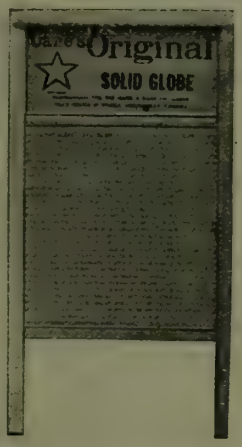
THE EASTERN CANNING CO., Port Canada, N.B.

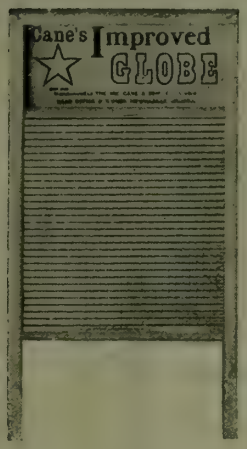
CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

CANE'S WASHDAY WOODENWARE









SELL THESE WASHBOARDS

CANE'S PONY—Particularly suited for cleaning dainty laces and other small articles.

DIAMOND KING—The king of all washboards. best English glass rubbing plate, in selected wood frame, lock corner, splendidly finished.

ORIGINAL GLOBE—Solid heavy jointed back, zinc rubbing plate, lock corner, well made throughout.

IMPROVED GLOBE—One of the most popular boards on the market. Solid zinc face, thin back, lock corners, well made in standard size.

Ask Your Jobber for Cane's

The Wm. Cane & Sons Co., Limited, Newmarket, Ontario

BRAND'S BEEF BOUILLON



All the year round there's a steady demand for Meat Extracts, but it's in the colder weather you get the most call for them.

BRAND'S BEEF BOUILLON never fails to please because of its flavor and purity, it being manufactured solely from the primest beef. Being in a highly concentrated form, it is economical to use, and goes further than any other meat extract. Invaluable in sickness and convalescence. We were the original manufacturers of meat extract.

GIVES YOU A BETTER PROFIT THAN ANY OTHER EXTRACT.

HERE'S A SPLENDID CHRISTMAS SELLER!

OX TONGUES IN GLASS

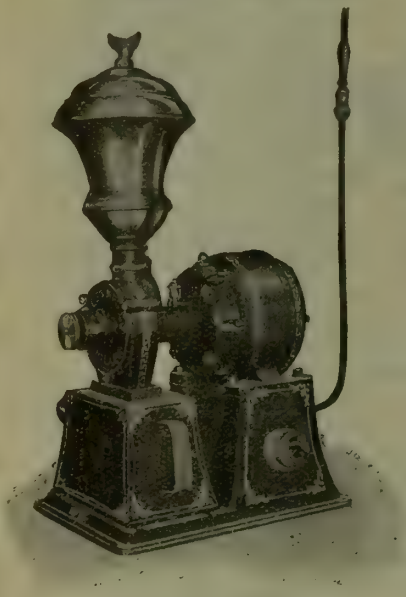
A large shipment just to hand. Prices right.

BRAND & CO., Limited, : Mayfair, London, Eng.

T. O. BAXTER, 25 Front St. East, Toronto — H. HUBBARD, 27 Common St., Montreal

The Mill They All Want

AND THE REASON WHY



Because it represents the greatest real Value of Material, Quality and Workmanship at the Lowest Price.

Every Mill is ready for immediate use by simply attaching it to your lamp socket. Grinds two lbs. a minute and can be adjusted while the Mill is running. Grinders are of the best quality cast steel. It is furnished with detachable hand crank for use in emergencies, so that the grocer is never without his Mill if the current gives out.

No. 40—D.C.—$65 00
No. 45—A.C.—$75.00

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Washes White as Snow

Here's a soap that will boost your soap sales tremendously. No borax or washing powder needed. A soap with a new appeal to the housewife. It is the one pure white laundry soap.

Canada's Best Soap

washes clothes white and clean, and leaves them sweet and wholesome. **Canada's Best** is firm and hard. You will be surprised at the demand for **Canada's Best**—the white laundry soap. A trial order will convince you. Our advertising campaign is winning customers for you.

United Soap Company

Montreal

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish. Equipped with special adjuster device and the new style force feed steel-cutting grinders



Ask any of the following jobbers for our illustrated catalogue:
WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards
CO.
ELGIN, ILL., U.S.A.

Something new and tasty!

Are you handling

SMOKED HERRING
IN BOUILLON?

the new line put up by the packers of "King Oscar" Sardines—Chr. Bjelland & Co., of Stavanger, Norway.

It forms a delicious dish of small herrings packed sardine style in spiced bouillon.

Leaves the retailer a handsome profit at 10c. per tin.

Ask your wholesaler.

John W. Bickle & Greening
(J. A. Henderson)
Canadian Agents, - Hamilton

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKERT & CO., Ltd., London, Winnipeg

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND VEGETABLES and PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.
GLASGOW, SCOTLAND

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto. 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

Half the toil

of household work is taken away when

ASEPTO
SOAP POWDER

"The enemy of dirt"

is brought into the house.

This most efficient and economical SOAP POWDER should prove a powerful lever to move the whole of the family trade to your store.

SEND FOR PRICES

There's Money in It For You

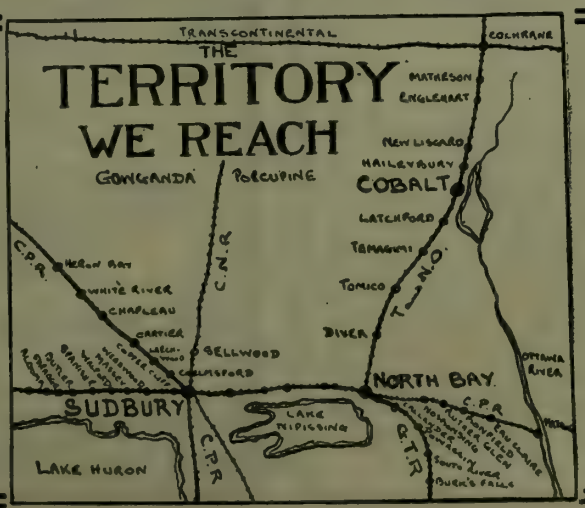
ASEPTO MFG. CO.
ST. JOHN, N.B.

Agents: Rose & Laflamme, Ltd., Montreal

Grocers
of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our customers are doing so,

Why not you?

The Young Company
LIMITED
North Bay and Sudbury

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50% and gives your customers much more for their money than other brands,
and is
Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

"KITCHENER" BRAND
OF
CANNED GOODS

At this time of year this subject should have your consideration.

WE ARE PACKERS of full lines of FRUITS and VEGETABLES, and guarantee the quality of all goods.

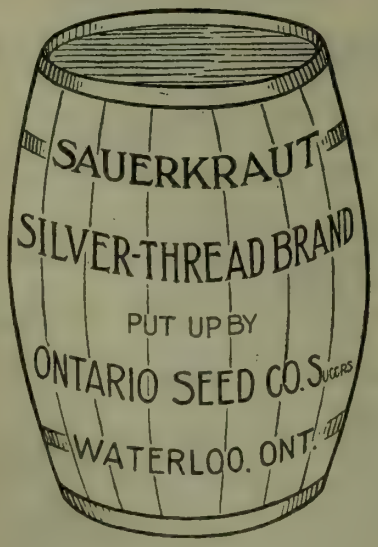
Write us before placing your order.

The Oshawa Canning Co., Limited

OSHAWA : : ONTARIO

The Demand for **SAUERKRAUT**
is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT
ONTARIO SEED CO., Successors, WATERLOO, ONT.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J.C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

Very few cheese makers in Canada would risk using any but

WINDSOR CHEESE SALT

in the curd.

They have tested and proved it—for purity—for solubility---for flavor---and found that it stands in a class by itself.

There is practically no demand for any other cheese salt.

The Canadian Salt Co., Limited

WINDSOR, ONTARIO

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



The kind that always pleases!



Very little persuasion will make your particular customer try RECEPTION WAFERS—the thin, flaky, salted Soda Cracker with the distinctive flavor. And you'll find that the favor with which they are received will surely result in a big demand for them! Put up in "Aertite" packages.

Retail at 15c.

We also make all kinds of dainty and high-grade bis. uits.

TELFER BROS., Limited, COLLINGWOOD, ONT.

BRANCHES: TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this: By using

Minute Tapioca

a delightful, dainty and wholesome dessert is ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package.

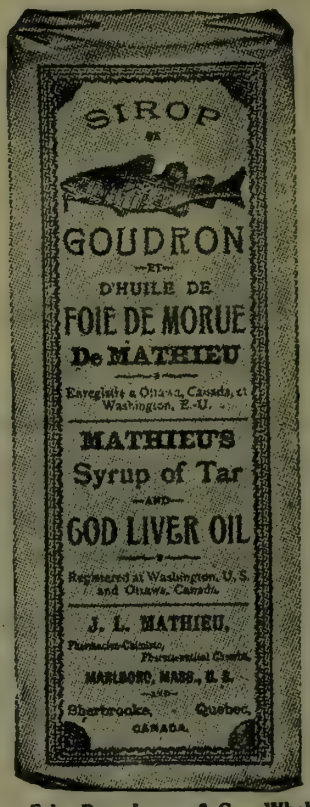


Ask your Jobber for Minute Tapioca

Minute Tapioca Co.

Orange, - Mass.

Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co., St. John, N.B.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere.

It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.



CHILDREN THRIVE ON IT

That's one of the best recommendations to you to stock and feature

"Canada First" Evaporated Cream

It is the purest and most healthful substitute for Fresh Cow's Milk obtainable and every can comes to you guaranteed and fully sterilized. There's a certainty of repeat orders ahead for every grocer who is selling **"CANADA FIRST" Brand.** Order from your Jobber.

THE AYLMER CONDENSED MILK CO., Limited - AYLMER, ONTARIO. Head Offices, Hamilton, Ontario



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C., Edmonton and Calgary, Alta., and Winnipeg, Man.

JAPAN TEAS

Jobbers please note that our season's stock is diminishing but still have a good assortment. Samples on application.

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN

TWENTY-POUND COTTON BAGS

OF

ST. LAWRENCE EXTRA STANDARD GRANULATED

will save you the usual loss in parcelling—
bags, twine, labor and overweight.

St. Lawrence Sugar Refining Co., Ltd., Montreal

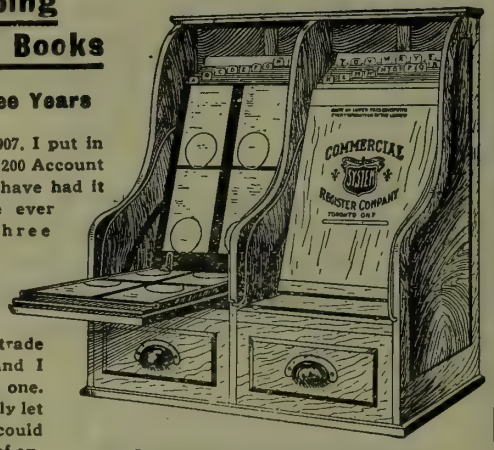
Commercial Account Register

Bookkeeping Without Books

Used It Three Years

"In August, 1907, I put in one of your No. 200 Account Registers, and have had it in constant use ever since—over three years.

The Register is in first-class condition now, but trade has increased and I need a larger one. Would you kindly let me know if you could make any kind of exchange with me?



Sheets lift out and fit any safe.

After examining several systems, I satisfied myself that yours is the best, and I would not care to do business without it."

Yours truly,

G. E. COON, Groceries, Flour and Feed.

Eglinton, Ont., Oct. 1st, 1910.

INDISPENSABLE TO ANY MERCHANT DOING CREDIT BUSINESS.

Send us postal for Catalogue and full information.

COMMERCIAL REGISTER CO.

178-180 Victoria Street - - Toronto, Ont.



CARTER'S

STANDARD

British Wines

LIQUID GREEN GINGER AND OTHER FLAVORS

Big Wheel Custard Powder, Jelly Crystals, Lemonade Powder, etc., etc.

H. W. Carter & Co., LIMITED

THE OLD REFINERY

BRISTOL, : : ENGLAND

YOUR XMAS TRADE

You can make sure of giving satisfaction and of reaping good profit if you are selling

SHIRRIFF'S MINCEMEAT

Only highest quality ingredients are employed, and it is made in an up-to-date sanitary factory. See to your stocks without delay. If your jobber can't supply you, write direct

IMPERIAL EXTRACT COMPANY
8-10-12 Matilda Street, Toronto, Ont.

A WELL-ASSORTED STOCK OF

"MELAGAMA"

TEA and COFFEE

is a paying proposition for the grocer. The profit is better than on most lines. They are quick sellers, and we guarantee the sale.

We can save you money on BULK TEAS and COFFEES. Send for samples and prices.

MINTO BROS. - - - - - TORONTO

TRADE MARK KEYSTONE BRAND REGISTERED

WHEN IN THE MARKET FOR

Brooms

write us for prices. You will always find our goods reliable and prices right.

All Brooms made of this season's crops.

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charle



St. Charles Condensing Co.
INGERSOLL, ONT., CANADA

SEASONABLE

This is the season to sort up your stock of stove polishes.

"JAMES DOME BLACK LEAD"

is still the best stove polish on the market.

Good quality for the housekeeper. ***Good profit for the dealer.***

W. G. A. LAMBE & CO., Canadian Agents.

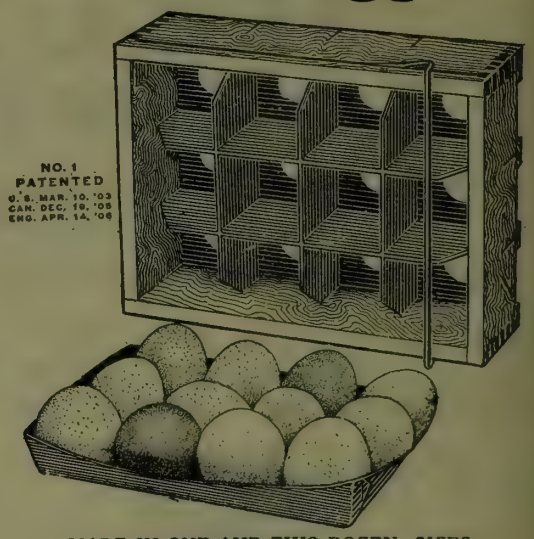
You Can't Boil Cracked Eggs

Then don't deliver broken or cracked eggs
to your customers

USE

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



MADE IN ONE AND TWO DOZEN SIZES

Every housekeeper will have confidence in the store which uses the STAR SYSTEM instead of bags or boxes. 200,000 Dealers say the STAR SYSTEM makes satisfied customers, Saves Money, Stops Breakage and Prevents Miscounts.

Ask your jobber, and write to-day for our booklet "NO BROKEN EGGS"—it means dollars to you.

STAR EGG CARRIER & TRAY MFG. CO.
1550 JAY STREET, ROCHESTER, N.Y.

GET THE HABIT

of stocking goods of known quality for which there is a regular and insistent demand.



Queen Quality Pickles

will meet every requirement of your best class trade, because they are real quality goods. Only the freshest and choicest vegetables and other ingredients are used, and QUEEN QUALITY give satisfaction, beuause of their purity and flavor.

Put up in 10-oz. and 20-oz. bottles.

Send to-day for Discounts and Prices.

Taylor & Pringle Co., Limited
OWEN SOUND, ONT.

GINGERBREAD
BRAND
MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

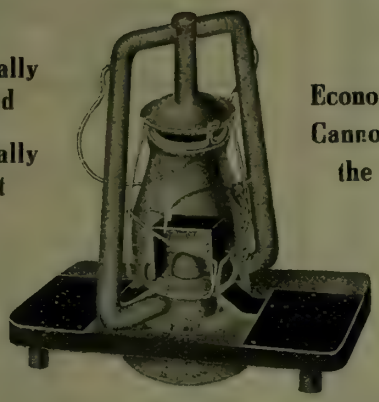
Be convinced now.

The Dominion Molasses Co., Limited
HALIFAX - NOVA SCOTIA

Ontario Lantern Footwarmer
Do You Want a Winner?

Scientifically Designed

Mechanically Perfect



Economical and Cannot Damage the Robes.

Something NEW to show your customers that they will buy and be pleased with

For Sale by All Jobbers.

Manufactured by

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

Quality and purity combined in

Wonderful Soap

have made it a prime favorite on wash day and for all cleaning purposes. This is the kind of article which it pays you to handle, because it brings with it its good reputation.

The prices, moreover, will interest you. We have made good because we have always made good soap. Let us hear from you.

Guelph Soap Co.
GUELPH, ONTARIO

MADE IN CANADA

WE WANT to interest you in paper, and especially the brands which we manufacture.

Superfine Linen Record

Earnscliffe Linen Bond

Standard Pure Linen

Empire Linen Bond

Crown Linen

Colonial Bond

ENVELOPES TO MATCH—SAMPLES SENT ON REQUEST

The Rolland Paper Co., Ltd.
MONTREAL, P.Q.

General Offices: MONTREAL, P.Q.

Mills at ST. JEROME, P.Q.

Perfection Cheese Cutter Made in Canada



Every Slice is a Fresh, Even Cut.
Accurate in Weight. Pleasing to the Eye.

It pays to buy a Perfection Cutter.
It is built to last; made substantial and strong.
It prevents overcuts, scraps and waste.
It saves its cost in time, labor and money in less than twelvemonths.

Patented and Manufactured by

The American Computing Co. of Canada
Hamilton, - Ontario
SOLD BY THE WHOLESALE GROCERS.



White Dove

The Cocoanut that sells.

You cannot afford to be without it.

W. P. DOWNEY
MONTREAL

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

Christmas
will soon be here

The demand for
SPICES
is sure to be very large this year.

Are you ready to meet it?

Check over your stock and send us your order at once and avoid the rush.

S. H. EWING & SONS
Montreal and Toronto

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SESKATCHEWAN
CORRESPONDENCE SOLICITED

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right
FRANK L. BENEDICT & CO., Montreal
Agents

A. C. LANDRY
STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Beans, Peas and Canned Goods

CAMMEMBERT CHEESE
Le Gaulois Brand
$3.00 a dozen, or $2.75 per crate of 5 dozen.
CAMMEMBERT — CAMMEMBERT
Le Gaulois
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal



It dries them up **Common Sense**
KILLS { Roaches and Bed-Bugs / Rats and Mice
All Dealers and 381 Queen St. W., Toronto, Ont.
Dealers find Common Sense a very good seller, for the reason that it gives general satisfaction and each customer tells others about same. Write for prices

THE HODGSON GUM CO.
898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

MAPLE SYRUP!
SMALL'S brands are standard world over. 36 years reputation. Wholesale Brokers carrying stock: Standard Brokerage Co., Vancouver; Nicholson & Bain' Winnipeg, Calgary; MacLaren Imperial Cheese Co. Toronto; T. M. Duche & Sons, New York and Manchester, Eng.
Canada Maple Exchange, Limited · Montreal



CHINESE STARCH
HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.
GET PRICES
OCEAN MILLS
MONTREAL

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

When writing advertisers kindly mention having seen the advertisement in this paper.



"THE SALT THAT SATISFIES"

That is the great advantage of handling

PURITY SALT

It never fails to satisfy your customers. It is PURE; being composed of fine, dry, even salt crystals only. Ask your jobber for "Purity" Salt.

The Western Salt Co., Limited Mooretown, Ontario



OK

ENGLAND'S LEADING FRUIT SAUCE

25 years' reputation, and the only sauce backed up by a purity guarantee of

1000 GUINEAS

Sells at 15 cents and 25 cents

BE WARY OF IMITATIONS

SAUCE

George Mason & Co., Limited

Sole Manufacturers - - - LONDON, ENG

Sole Canadian Agents

S. T. NISHIMURA & CO.

MONTREAL

SUB-AGENTS:—
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Ottawa, Ont.—H. D. Marshall
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Protect Your Merchandise

from water, damp and damage

by shipping it in

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They are five times as strong and have greater carrying power than the best wooden cases, and in every case are guaranteed to save freight, save packer's time and save storage space.

Why not insure the arrival of your product in the same clean, fresh and attractive condition that it leaves your factory? An "H and D" packing box will do this for you! Write to-day for details.

Ask for free Booklet
"HOW TO PACK IT"

THE HINDE & DAUCH PAPER COMPANY, Limited

TORONTO, CAN.



BOYD & CO.

(formerly Watson, Boyd & Co.)

Port of Spain,

TRINIDAD, B.W.I.

Are prepared to receive and handle to best advantage all classes of Canadian Produce, including Hay, Oats, Fish, Flour, etc., etc.

Correspondence Invited. **All Codes Used.**



REAL TRUE CREAM AT LAST

Mr. A. McGill, the Chief Analyst to the Inland Revenue Department of Canada, wrote in Bulletin 144, as far back as under date 3rd June, 1903:—"The word 'CREAM' is largely used to designate condensed milk This is incorrect and SHOULD BE MADE ILLEGAL. As a matter of fact, these so-called 'creams' are not any richer in milk fat than sugared condensed milks, and many of them are distinctly poorer. Among the samples examined ONLY ONE (No. 25628 which contains 25.20 per cent. of fat) IS ENTITLED TO BE CALLED CREAM."
This one sample was prepared by FUSSELL & CO., Ltd, LONDON AND NORWAY.

FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

Is REAL CREAM and contains from 25 to 30 per cent. milk fat. Condensed milks the so-called "Evaporated Creams" —contain about 8 per cent. only.

Samples and particulars of:—The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta. C. Fairall Fisher, 22 St. John St. Montreal, for Quebec. W. H. Escott, 137 Bannatyne Avenue. Winnipeg for Manitoba. Saskatchewan and East Alberta. The Harry Horne Co., 309 King St. West, Toronto, for Ontario. J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia. W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng.

GROCERS—TAKE NOTE!

It will pay you to push molasses, especially

KITCHEN BRAND MOLASSES

in tins

during the Xmas cooking season. The experienced housewife knows it is the best for all purposes.

Stock up at once.

Imperial Syrup Company, - Montreal

A Chance For a Medal Open to YOU

As was announced in our Special Number of Oct. 28, The Canadian Grocer is offering 9 medals for the best examples of **Constructive Salesmanship**. This competition is open to merchants and their clerks and is so arranged that competitors in smaller places do not have to compete with those in the big towns or cities. Every reader ought to be intensely interested, for on his ability to assemble his Selling Forces depends practically his entire success. We want your actual methods.

For Further Particulars Write

THE EDITOR, THE CANADIAN GROCER - - 143-149 University Ave., TORONTO

Absolute Safety

is a leading feature of our Gasoline Lighting System, the light being instantly put out or lit by a pull of the chain. Gives a splendid, steady, white, brilliant light.

Is cheaper than coal oil and better than electricity or city gas. Investigate this proposition. More light means more business!

Write now for circular and special price to merchants direct.

MacLaren & Co., Merrickville, Ont.

GOOD AGENTS WANTED.



Notice to Subscribers

Subscribers will confer a favor on us by notifying us in case they are not receiving their paper regularly, or if they find they have missed one or more issues. We send out thousands of copies each month, and it is only natural to suppose that a few copies will go astray in the mails, even though every precaution is taken by us to avoid this.

We should also be notified at once of any change in address, giving both old and new addresses.

"Take Time by the Forelock"

Don't leave it too late before replenishing your stocks for the holiday trade.

You'll find

MINCE MEAT

Sterling BRAND

MINCE MEAT

a profitable seller and satisfaction giver, because of the purity of its ingredients and excellence of its composition.

Get our prices.

The T. A. Lytle Co., Ltd.

Sterling Road, Toronto

CREST BRAND TRADE MARK REGISTERED

Take no Chances!

The "quality" of the goods you handle is the all-important factor in influencing the best-class trade your way! Sell

"CREST" BRAND OLIVES!

They are bottled safely from the finest selected fruit, and prepared with the greatest skill and care.

Stock and feature this satisfaction-giving line! Write us direct if your jobber can't supply you,

Canada Spice and Grocery Co., Ltd.

London, Ont.



Don't hesitate

to stock and recommend

PURNELL'S

Sauces, Pickles and Pure

Malt Vinegar

They are the most steady and profitable sellers of any imported lines, and are noted for their general quality and absolute purity.

See to your stocks! This is a line of satisfaction-givers that leaves the grocer a "well-worth-while" profit.





Sold by all Canadian Jobbers

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The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN ***TOWNSVILLE, NORTH QUEENSLAND***

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

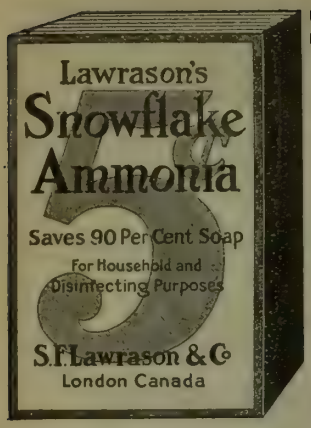
Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.



YOUR CUSTOMERS WILL HAVE "SNOWFLAKE" POWDERED AMMONIA

Snowflake is the only 5-cent package of Ammonia on the market. And while all substitutes for it cost more, they are all much less effective as cleansers.

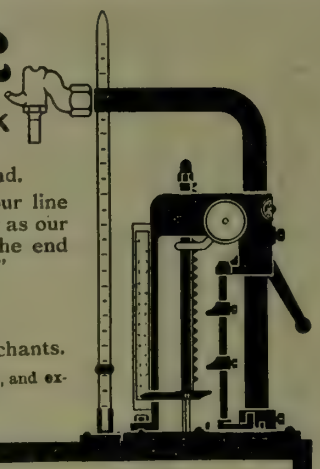
Our vigorous advertising campaign is persuading your customers to try Snowflake. And when they once have tried it they will have Snowflake and no other.

As there's an excellent margin of profit in it for you, why delay ordering?

Send in your order to-day.

S. F. LAWRASON & CO., - - London, Ontario

A BOWSER
Self-measuring Oil Tank



S. F. BOWSER & CO., Ft. Wayne, Ind.

Gentlemen :—"If everything in our line were measured in as systematic a way as our oil, we might get a trial balance at the end of the year that would be satisfactory."

Yours truly,

General Merchants.

The above is a real letter from a real merchant, and expresses the universal opinion of users about the

Bowser Self-Measuring Oil Tanks
for Retaiing Kerosene and Gasolene

The Bowser pumps and measures the oil in one operation. No measures or funnels, drip or overflow.

The computer on the pump shows how much to charge for any quantity.

The outfits are fireproof.

Accurate measurements and absence of waste greatly increase your profits.

We make a great variety of outfits of all capacities and prices to suit every purchaser

Free Book No. 5 tells "How to make money on your oil." Send for it to-day.

S. F. BOWSER & CO., Inc.
Ft. Wayne - - Ind.

Are Your Credit Customers Safe?

No! They'll run you into bankruptcy in a jiffy if you let them. And still you can't afford to get "independent" with this class of trade---it is good money when it does come.

Allison Coupon Books

point the way to safety. They guard against loss; they hold the credit customer in check; save time, money and trouble.

HOW THEY WORK



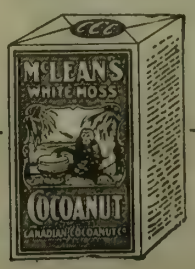
A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.— No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

McLean's — Cocoanut

You need Cocoanut. Why not stock the best?

The Canadian Cocoanut Co.
MONTREAL



NATION'S CUSTARD POWDER

Noted
for its Flavor and Purity.

Attractively Packed
in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND CO TORONTO

Bon Ami

Hasn't scratched yet!!!

IT SELLS BECAUSE:

Housekeepers find it will scour the dirt off, without scouring away the surface also. They find that anything on which BON AMI is used lasts longer than if the cleansing were done with the ordinary cleanser.



They find BON AMI can be used to equal advantage for all household purposes, such as for cleansing and polishing glass, porcelain, metals, celluloid, marble, woodwork, oilcloth and painted surfaces.



Tell your customers about BON AMI. It's advertised. They know it and will buy it on learning you have it.

PRICES

Cases of 3 doz., $1.19 per doz., or $14.28 per gross. F.O.B. wholesaler's shipping point.

Lots of 5 gross, $13.40 per gross, delivered to any Canadian Railway Station.

Agents in Canada **Terms: Net 30 days.**

Hudon, Hebert & Co., Limited

Wholesale Grocers and Wine Merchants

MONTREAL

ESTABLISHED A.D. 1839



WHY NOT

place your order for **MILLAR'S JAM.**
It will bring **sure** repeats. The jam that will satisfy your trade.

1's, STONE POTS, Cases 4 doz. 2's, STONE POTS, Cases 2 doz.

Warren Bros. & Company,

Wholesale Grocers, - - - - Toronto

SETTLE your customers' coffee problem by recommending Chase & Sanborn's brands and you will make yourself popular---a popularity you can reckon in dollars and cents. Chase & Sanborn's High Grade Coffees are guaranteed to satisfy.

CHASE & SANBORN

MONTREAL

BLACK JACK

QUICK
CLEAN
HANDY



TRY IT

SOLD BY ALL JOBBERS

¼-lb. tins—
3 doz. in case.

ROYAL
Metal Polishes

They do the work, and are sold at the right price.

That is why both dealer and consumer find them the most suitable.

Have you a good stock?

Royal Polishes Company
MONTREAL



Your trade will grow day-by-day in accordance with the quality of the goods you sell : : : : : :

"SALADA" SALES IN CANADA ALONE FOR THE WEEKS ENDING

October 22	Increased	5,671 lbs.
October 29	Increased	23,336 lbs.
November 5	Increased	11,795 lbs.
November 12	Increased	24,372 lbs.

Over the corresponding weeks of 1909.
A total increase of 65,174 lbs. in four weeks.



Yearly sale over 22,000,000 packages, and all because of quality.

A well-known dependable tea offers you an opportunity to win the patronage of hundreds of people.

You can serve every one of them quickly, conveniently, economically, with "SALADA."

It stands for the highest quality and value in tea. For nineteen years "SALADA" has stayed on top. Every new brand of package tea has been a boost—another chance for contrast.

Display "SALADA"—suggest it to your customers—recommend it—and your trade will grow.

Selling "SALADA" will keep you ahead of the grocer who loses time and money carrying heavy stocks of bulk tea that don't please. "SALADA" will attract customers that like to trade where they find the best.

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Practical Methods in Retail Stores

How Clerk Lost a Good Customer by Sending Account for Collection—Chatham Grocer Makes Attractive Honey Display—Coffee Grinder Draws Custom — A Winnipeg Letter Sent Out to Customers and Probables—A Display of Bakery Products.

Bad Blunder in Mailing Accounts.

Vancouver, B. C., Nov. 24.—"That's how a store loses a first-class customer," remarked a dealer to The Grocer this week, as he hung up the telephone receiver. It transpired that notices were sent out to the firm's customers, asking, if possible, that the accounts be settled weekly. The complainant in this case was a big customer who had been in the habit of paying every week. When this notice was received it was not liked, and forthwith the store was rung up to close out the account.

"If the clerks acted with just a little discretion instead of mechanically," the dealer continued, "it might not have occurred. As it was, it never entered her head that there might be some one on the books who did settle weekly. Such people need no hints to pay up."

A Honey Display.

Chatham, Nov. 24.—The idea of featuring honey in an interior display was recently adopted by John McCorvie & Sons, grocers. A silent salesman in the front part of the store was devoted entirely to honey, extracted and in the comb.

The bottom of the silent salesman was covered with sections of comb honey, laid so that they slanted upward to the rear of the case, each row slightly overlapping that behind it, after the manner of shingles. These combs had a single price ticket, 15c. On the first and largest plate glass shelf large jars of extracted honey, with a 20c price tag, were displayed in the midle of the shelf, ten sections of honey-comb, neatly grouped, being piled at each end of the shelf. On the next shelf above smaller jars, priced at 15c, occupied the middle space, with seven sections of comb grouped at each end. On the narrow top shelf, a group of 10c jars, flanked on each side by three sections of comb, formed the display. Other sections of comb honey, piled on edge, occupied the top of the show case.

The idea of featuring honey in this manner is a new one, and for this reason the display attracted all the more attention.

Coffee Grinder Attracts Crowds.

London, Ont., Nov. 24.—It is a long time since Scandrett Brothers installed their coffee mill in the west window of their grocery store on Dundas street, but there has never been a time when it has not paid for its room in advertising value.

Run by an electric motor in the cellar, the mill used to be almost continually a centre of interest for a little crowd on the sidewalk, and the same thing is still to be seen at times. While closed in on the store side also by a window, the mill is still in a fairly convenient position for use. The capacity is five pounds of coffee beans at one time, but of course no great quantity of ground coffee is kept around. Even hotels and restaurants, Scandrett Brothers find, prefer to buy as small a quantity as possible, and there are few people who grind their own coffee.

What goods are displayed in the same window as the mill are always appropriate. Last week, for instance, tins of cocoa and chocolate were tastefully arranged.

Criticism of a Circular.

Winnipeg, Nov. 24.—Here is the way Geo. Nicholson, a local grocer, heads a circular recently sent out to customers and prospective customers:

WANTED
500 WORKING MEN
To Send Their Wives to
GEO. NICHOLSON'S
For Their Groceries.

Following this Mr. Nicholson quotes several articles such as butter, Worcestershire sauce, catsup, and coffee, giving a little talk about each and the price. For instance, about tomato sauce he says: Our tomato catsup just gives the finishing touch which means so much to a cold dinner. To introduce, 20 cents bottle.

This latter kind of advertising is to be commended, but it might be considered by many advertisers that the introduction could be made more effective by a straight talk to workingmen, such as: "We want all workingmen and their wives to know about our cheap prices on groceries—compare these with the regular prices, and figure out how much you save." As a general rule people do not want to be fooled, even a little bit, and when an advertisement with a heading as, "Wanted 500 Working Men" refers to something not conveyed therein they often say, "Oh, that's only an advertising scheme," and throw away the paper or letter. A straight business talk is generally conceded to be more influential.

Bakery Products Separately Displayed.

Chatham, Ont., Nov. 24.—The idea of utilizing an entire silent salesman for the display of bakery products has been adopted by the Bradley & Sons store here.

A silent salesman in close proximity to the front door is used, the lines displayed including bakery cakes, cookies and similar fancy cooking, as well as loaves of bread. In a recent display the bottom of the show case was covered with a popular chacknel biscuit, recently introduced.

No Name on the Calendar.

Hartford, Ont., Nov. 24. — B. W. Thomas, general merchant, here has decided on a change in the manner of sending out calendars this Christmas.

"It is the usual method to have the firm's name printed directly on the picture," he says. "This year we have an extra nice calendar, and instead of defacing the picture with printing, we paste a 'Season's Greeting' card over the pad, so that after reading, it can be torn off. Another card 'Compliments of B. W. Thomas, etc.,' is pasted on the under side of the pad, and so the name is left on the calendar all the year."

The card on the outside of the pad reads as follows:

SEASON'S GREETINGS.

We take this opportunity of expressing our thanks to you for your thoughtfulness during the past, in helping us in our business. We appreciate what you have done, very sincerely.

And now we ask for the coming year of 1911, a continuation of your favor, and we will endeavor to serve you to the best of our ability.

B. W. THOMAS
Hartford, Ontario.

There is no printing establishment in Hartford, and Mr. Thomas does his own printing and press work, and it is very neatly done too.

SUGAR BEET PRODUCTION.

Increase Over That of 1909—Three Sugar Factories Supplied.

Ottawa, Nov. 24.—A Census Office bulletin issued recently, says that sugar beets are grown most extensively in Ontario and Alberta, where they supply roots for three sugar factories. The area in crop this year is 16,000 acres, which is a substantial increase upon last year. The yield per acre is 9.69 tons, the total yield 155,000 tons and the quality 93.15 per cent. The roots supplied to the Berlin factory are testing 17 per cent of sugar and at the Wallaceburg factory 16 per cent; but a product of 5,000 acres in Ontario is being shipped to factories in Michigan. The product of 8,200 acres in that province is marketed at Wallaceburg and Berlin where the average price is about $5.86 per ton or better than $57.80 per acre.

The Ups and Downs of the Sugar Market

Review of the Changes Made in Prices During the Past Two Years—In 1909 Prices on the Whole Were Lower Than During Present Year—Present Price The Same as Prevailed on the 1st of January.

The fluctuations of the sugar market during the business year would be of real interest to the grocer if all possibilities of his being "caught" could be removed. This danger can be guarded against to a certain extent by closely following raw and refined markets, considering the influence of supply and demand and applying the judgment that years of experience has established.

Even then, however, the trade find themselves at sea at some particular crisis when the ordinary rules do not seem to apply and the next price movement appears to be a matter for conjecture only.

Supply and demand are two influences that in a general sense indicate the movement of the market. In regard to demand, the grocer knows the seasons when it is at a maximum or minimum as the case may be. Sugar is indeed a staple and therefore brings a steady trade the year round. But the fruit seasons are responsible for the increased business and it is not difficult to gauge that tendency.

Crop conditions is another force, but the grocer cannot be quite as intimate with it as with demand. However, reports are at his disposal, and practically without exception they are accurate, showing the condition of growing crops in all the countries considered as sources of supply. Therefore by following these reports he can in the most cases follow the trend of the market. But the other ticklish critical situations must be cleared up by their own unfolding. It is at such times that jobbers and brokers will tell you "Well, now, you know just as much about it as I do," which wise remark is not going to be of much benefit to the retailer.

Always an Uncertainty.

Looking back over the past summer several occasions are recalled when the sugar market was veiled in considerable obscurity. One occasion was marked by a statement of this kind. "I see that raws are a little easier, due to favorable crop conditions. There is not as much sugar moving out as there was showing a decrease in demand for refined. In fact the height of demand is about passed and I would say that a decline is likely to happen. However, it may not be felt for three weeks or a month and it might come this week. Yes, I would be surprised if sugar were to go up, but under present conditions I don't think it will."

That sums up opinions offered some weeks ago when the price showed a tendency to lose the position it had held. It was, however, really not backed up by heart-whole confidence.

"According to past market movements there should be a decline some time in the near future," was another opinion, and again in this respect there is more indefiniteness. Thus, it may be again remarked that there is generally more or less uncertainty to this market, an uncertainty the retailer does not relish for he likes to buy when the price is going up, not when it is likely to tumble the week after he has given an order.

Price Changes for Two Years.

A comparison of the movement of the market during the past two years should be of interest, and is given herewith.

Prices are quoted on standard granulated, Montreal basis and in bags. The 1909 review evidences the following changes :

January 1	$4.35
February 5	4.45
March 5	4.35
March 12	4.45
March 19	4.55
March 26	4.65
May 7	4.55
July 30	4.60
Sept. 10	4.70
October 15	4.60
November 19	4.70

As will be noticed the market held pretty steadily during the summer at an advance occasioned by the heavy



The following letter from J. T. Petrie, St. Catharines, Ont., proprietor of the American Bazaar, explains the above cut: The Canadian Grocer, Toronto, Ont,—"I have taken notice of your cuts in The Canadian Grocer of special window displays, and think they are very good. By following up the idea given in The Grocer for the dressing of a Hallowe'en window, one of my clerks, Allan Douglas, dressed a window very effectively. I am sending a picture of it under separate cover."

demand. But there was no weakness with the close of the year. The new crop showed a scarcity and the new year opened with the price at $4.70, and with the demand fair.

The review of the present year on the same basis is also interesting :

January 7	$4.70
January 21	4.80
February 25	4.95
March 4	5.05
May 27	5.15
August 5	5.05
October 7	4.95
October 14	4.85
October 28	4.70

The price is now where it was at the opening of the year. The general feeling seems to be that a lower figure will be reached. The crop has been unusually heavy this year, and beet sugar is a factor owing to the heavy yield. This year it will be noticed that the highest price was made about the time strawberries were coming on the market, and it was held during the period in which the other small fruits were being offered. The real slump commenced during the first week of October after the preserving season had spent itself and when new crop reports coming in gave evidence of weak raw markets.

Six-for-a-Quarter Principle Discussed

Retail Grocers Endorse Action of Soap Manufacturers in View of the Fairer Profits Received—Some Emphatic Condemnation of Dealers Who Cut Prices—Association Does Not Seriously Object to Accusation That They are Being Held Responsible for Increase in Prices and Profits on Soap.

Toronto, Nov. 24.—Those grocers who are raising half-hearted objections to the advance in the price of soap, and to the decline of the 6 for a quarter principle, were criticized by members of the Toronto Retail Grocers' Association at their regular meeting on Monday night. The question was opened by J. S. Bond, who recalled the resolution of the association made at the October meeting, and the fact that since that time matters had turned out just as they had desired.

From what one or two of the members stated, there are some travelers and retailers trying to make capital out of the allegation that the Retail Grocers' Association was responsible for raising the price of soap. One member said that the other day a traveler for a wholesale house while in his store blamed the association. This raised the ire of another member who emphatically declared that if that traveler had told him the same thing, he would have kicked him out of the store, and informed his house that henceforth his business with it had ended. If in place of knocking the association to other retailers, the traveler had pointed out that the advance had aided them in making a better profit and a fairer profit on soap, he would have been of a great deal more service to those he called his customers.

W. C. Miller had advanced his price to 5 cents straight, and found no difficulty whatever. It didn't affect the sale of soap as far as he was concerned, and on inquiring from his customers as to which they preferred, the present bar at 5 cents straight or a smaller bar at 6 for a quarter, they had answered in favor of the former.

J. M. Cork pointed out that a large department store had cut the price to 6 bars for 27 cents, but J. S. Bond waived this aside with the remark that, "It does not matter about the department stores; we should stick to 5 for a quarter—those people change their prices almost every day, and if we tried to follow them we would be going up and down all the time."

A. White spoke of the annoyance caused by competitors cutting prices, stating if this is done one will sooner or later have to meet them. R. Davies cited a case where a grocer was still selling at 6 for a quarter.

Never Schooled in Cutting Prices.

"When we have a chance to make a fair profit," said D. W. Clark, "we should accept it. It seems strange that men who call themselves merchants will always persist in giving goods away. This price-cutting business all depends on the way a man is schooled; I never learned it, and I therefore never do it." Mr. Clark raised his price on soap as soon as the advance to him was known, and he has had no difficulty whatever in selling just as much soap.

Once the public become thoroughly acquainted with the advance in price, considered W. C. Miller, no one would have any difficulty, and in order to bring this about he suggested that a resolution be forwarded to soap manufacturers, advising them to let the consumer know through the press the reasons for the advance. The trade had been pretty well informed now, and if the public knew all about it, the dealer would be more easily able to sell.

On the matter of profits Fred Thorne advised dealers to watch carefully their selling prices, and if they did this they would stand to make fairer profits this winter than they had been making.

One member told of a competitor selling canned tomatoes for 10 cents, and another even for 3 for a quarter.

Here was his version: "A customer asked me the other day what I charged for canned tomatoes; I told her 2 for a quarter. She said that B—— was selling them at 10 cents a can, and that he (the competitor) had advised her to purchase a dozen, for they would be going up some of these days." Evidently he did not know the cost price now.

A similar case was cited about a biscuit sale: "A lady had been buying a tea biscuit from me at a certain price. Then she ordered a whole box, and when I sent the bill she claimed that I was charging her too much; she could buy a single pound for 16 cents from the grocer across the road. I asked her to find what he would charge her by the box. She did so, and reported that a box would cost her 15 cents per pound, whereupon I told her to go and get them, and hurry up too.

"The other fellow was certainly losing money, and the only way I can explain it is that he probably noticed '13' on the box and he took it for the cost."

D. W. Clarke intimated that half the grocers didn't know the cost of goods, and claimed that if, in the case of biscuits, they were invoiced at retail prices with a discount off for profit, no mistakes could be made. He told of an instance where a dealer was selling a meat sauce for 10 cents which really cost him about 19, but which he thought only cost him about 8 or 9 cents. He was, and naturally too, getting the most of the meat sauce trade in his district, but was losing a lot of money.

Twenty Per Cent. Little Enough.

J. S. Bond criticized retailers for many of the small profits now being made. "We shouldn't always blame the wholesaler and manufacturer," he maintained, "for in a great many cases its our own fault. We should at least make 20 per cent. profit (on sales), and no merchant can live much under that."

President D. McLean characterized free deals as harmful. "It gives the dealer a chance or an excuse to cut," he said, "and ought not to be countenanced by manufacturers. Let them place a regular price on their goods, and if there is anything to be given, let them give it to us who are their agents."

It was then moved by F. Thorn and W. C. Milier that, "This association endorse the action of soap manufacturers in raising their prices instead of decreasing the size of the bar, and that the manufacturers be asked to explain to both consumers and dealers the exact reasons for the advance." This motion carried.

The association felt pleased rather than hurt to think that they were being held responsible for the advance in soap, and the better and fairer profits accompanying it. They were sure that all retailers would eventually endorse what had been accomplished and, while they had known that on acount of the advances in soap ingredients, soap would sooner or later advance or the size of the bar would be decreased, they did not feel disposed to contradict any of the allegations being made against them.

The association is still growing. On Monday night four more members were admitted. At the December meeting nominations of officers for 1911 will be held, and there will also be discussion on a motion introduced by W. C. Miller to have bi-monthly instead of monthly meetings. David Bell brought up the question of a mid-winter entertainment, and this will also be discussed at next meeting. Indications point to a banquet instead of an At Home. The winter's bowling games are also under way. T. Clark and F. Thorne were appointed captains, and they chose their respective teams on Monday night.

The Canadian Grocer

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SHORT SHIPMENTS IN DRIED FRUITS.

Figures just compiled show that shipments of Valencia raisins from Denia, Spain, this year, by the two direct boats, Bellona and Jacona, arriving in Montreal, were 92,800 boxes of 28 lbs. each, against 158,240 boxes in 1909. This means a shortage this season of 65,440 boxes.

Currants shipped from Patras by the same boats totaled 27,675 half-cases, against 47,200 in 1909.

These figures speak for themselves. Recent reports advise a decline of 3 shillings on the Denia market, but the drop does not mean much, considering the impossibility of getting fruit ordered now until January, when holiday trade is over.

AN INDISCREET TRAVELER.

The other day a traveler, while in a retail dealer's store in Toronto, accused the Toronto Retail Grocers' Association of putting up the price of soap. The incident was ventilated at the last meeting of the association and is fully described in another column.

In the first place, this traveler should have the interests of the retail trade at heart, because he depends on it for his bread and butter. Therefore, when the way has been opened to the retailer to make a fair profit on any article, a traveler should do everything in his power to co-operate with him.

Instead of doing that, he "knocks" an association which is striving to place the grocery business on a better basis. We can only believe that he has been misrepresenting the association to members of the trade who are not in the organization, probably inciting them to raise a cry to the consuming public that they are not to blame, but the members of the association are. If in his travels from store to store, he would say, "I am glad to know you are now getting a fairer profit on this or that, and I hope you will stick to the new price," etc., he would be assisting the men on whom he has to depend and making them better merchants and, therefore, of more value to himself.

It is to be hoped that no more of this will be heard. Anyway, no dealer who reasons the matter logically will accuse the Retail Grocers' Association of doing anything they shouldn't do if they are instrumental in securing for him a fairer profit on an article he handles.

CHRISTMAS A MONTH HENCE.

Standing on the brink of another Christmas, retail dealers everywhere are now planning for a heavy trade. That the trade will be heavy is the only natural condition of affairs to be expected because of the universal prosperity everywhere.

Stocks of all kinds suitable for this trade have to be purchased, and herein often lies success or failure. For if mistakes are made in quantity, suitability or quality, Christmas is apt to be unfruitful and even disastrous to the dealer. This coming holiday time is, therefore, quite often a season of anxiety.

To buy the proper quantities of goods is one of the principal goals to be reached. This is more difficult to the new merchant than to the old, providing the latter is able to readily determine from his books what he has been usually purchasing.

A dealer must not be too conservative and stock no novelties at all. Particularly is this the case so far as the country merchant is concerned. At Christmastime people are looking for things a little bit out of the ordinary. Common sense and past experiences are necessary requisites in this regard, for, while these people will be more free with their money there are limits beyond which they will not go.

Whatever the dealer intends to do, however, in the way of novelties, he should do it now. While purchasers may not actually invest in Christmas presents at this early date, many will nevertheless make up their minds by reading advertisements and observing the interior and window displays. Convince them now that you have what they want and in place of sending or going outside for presents, they will come to you.

There are only four more weeks before Christmas.

LESSONS DEARLY BOUGHT.

Retailers cannot be too careful with fire. While the store may be insured, yet it is very seldom that the merchant gets his actual loss, not taking into consideration the loss of time and inconvenience he is put to when fire does occur.

Read this brief despatch and note carefully what damage a little bit of carelessness causes:

GROCERY STORE ON FIRE

A lighted match thrown under the counter caused a fire last night which did $200 damage to the grocery store of Mrs. C. Gingras, 564 Demontigny street east.

Some lessons are very dearly bought. The time will soon be here when there will be a great deal of inflamnable material about the store and warehouse so that particular attention ought to be given to prevent loss by fire.

MAPLE SYRUP ADULTERATION.

Out of 134 samples of maple syrup collected in Canada during April and May of this year, 117 were found by Chief Analyst A. McGill to meet the present standards for that article.

This inspection shows 12 per cent. adulteration which is an improvement upon the former condition of the article since 1905. In March 1905 out of 97 samples 76 or 82 per cent. were adulterated. The percentage in May of the same year found to be adulterated was 41. It is gratifying to learn of this tendency towards better and purer goods.

INCREASE WINTER LEMON SALES.

Grocers may not all realize that lemons can be sold well in winter. The popular idea seems to be that lemons are wanted mostly for cold lemonade in summer and that therefore the heaviest business is to be looked for during that season.

The winter months, however, must not be overlooked. In fact, it has been stated by a prominent lemon dealer that he handles more lemons in winter than in summer. This fact is largely due to the seasonable requirements for lemons that are peculiar to winter. The lemon makes a splendid hot drink and does good service in this form in fighting colds. It is also largely used with oysters.

With a little effort by retailers the demand for lemons could be increased and if every household realized the different uses of lemons there would be a new era for lemon growers. Some retailers have prepared pamphlets setting forth the merits of the lemon and distributed them among consumers. Methods of this kind are required to stir up a demand to its maxim.

The Markets—Coffee Still Advancing

Primary Market Excited and Prices Are Soaring—Speculation is Believed to be Partly Responsible in Spite of the Explanations Regarding Short Crops — Teas Are Also Firmer—Canned Salmon Shows Indication of Added Strength—Sugar a Little Firmer But Believed to be Merely Temporary.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

ONTARIO MARKETS

POINTERS—

Coffee—Price advancing.
Canned Salmon—Pinks are higher.
Sugar—A little firmer.

Toronto, Ont., Nov. 24th.

Decidedly a feature in this week's markets is coffee which for some time has been aviating with practically the whole business world for an audience and which endeavors to establish a new record every week. Short crops are generally conceded to be almost entirely responsible but speculation is not being overlooked and received part of the blame. Consumption of coffee has reached a high figure and as yet the demand continues at a high mark.

Some Canadian manufacturers state that they are shipping coffee to American cities and those in a position to offer stocks afloat can turn them into New York and receive a good profit. It is said that there are practically no spot Rios in Canada and the firmness thus occasioned is shared by Mexicans, etc. and in fact the whole coffee situation is a decidedly strong one.

In canned goods there is continued strength. With the first of December wholesalers are looking forward to an automatic raise of 2½ cents a dozen in all canned goods. The demand is keeping up well and jobbers are not anticipating any cessation of present conditions.

Sugar.—The market shows a little firmness this week, the result of a stronger feeling in raws. Jobbers state that the demand is practically nothing to speak about. There is an expressed opinion that no lower level will be reached during the rest of the year owing to the fact that prices are now so low that the profit must be pretty well pared. On the whole the situation is not much changed from a week ago, the slight gain being in itself of no great consequence.

Syrups.—Locally the demand is somewhat easier this week. Deliveries have been rather heavy of late and it now seems that the trade are supplied for the time being.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 23 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 62
Muscovado	0 30

Dried Fruits.—The primary market in Valencia raisins is easier, but the trade is not paying much attention to this report. They state that the short crops warrant the prices that have been quoted and that no permanent weakness will be felt under the present crop supplies. Prunes are firm and show even a stronger feeling than last week. The prices now quoted for raisins will not affect the Christmas trade for they will arrive too late. Buyers, however, are stated to be few, those who tarried being still content to wait.

Prunes—			
30 to 40, in 25-lb. boxes			0 12½ 0 13
40 to 50 " "			0 11½ 0 12
50 to 60 " "			0 11½
60 to 70 " "			0 11
70 to 80 " "			0 10½
80 to 90 " "			0 08½ 0 09½
90 to 100 " "			0 09
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Standard			0 15 0 16
Choice, 25 lb boxes			0 16 0 17
Fancy, " "			0 19 0 20
Candied Peels—			
Lemon	0 09 0 11	Citron	0 15 0 17
Orange	0 10 0 12½		
Figs—			
Eleemes, per lb.		2¼ "	0 11' 0 12½
1½ inches	0 08 0 10	2½ "	0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes	0 12 0 14
2½ "	0 09½ 0 12		
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 09½ 0 10
Dried apples			0 08 0 09
Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 12
" fancy			0 11 0 13
extra fancy			0 14 0 16
Valencias selected			0 08 0 09
Seeded, 1 lb packets, fancy			0 08½ 0 09½
" 16 oz. packets, choice			0 08 0 09
" 12 oz. " "			0 07½ 0 08
Seeded 2 oz. packets fancy			0 03 0 08½
Dates—		Pairs	0 04½
Hallowees—		Package dates, per 1 lb.	0 06½ 0 06½
Full boxes	0 05½ 0 05½	Fards choicest	0 09½ 0 10½
Half boxes	0 06½ 0 07		

Nuts.—Jobbers are steadily shipping goods, filling orders for Christmas. Prices are firm and for the present the outlook is a strong one. Further shipments may make the position a little easier but the general opinion is not in favor of that idea, believing that the primary market especially in walnuts and almonds fully warrants the present prices.

Almonds, Formigetta	0 15 0 15½
" Tarragona	0 16
" shelled	0 27 0 28
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14
" Marbots	0 15
" shelled	0 39 0 40
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 15 0 15½
Peanuts, roasted	0 09½ 0 12½

Coffee.—The excitement in coffee continues this week unabated. The local houses who expressed themselves on the subject considered that speculation is not absent from the influences that are at work. "Advices tell of short crops" one jobber said "but I can't help thinking from what I have read that the bulls are deeply interested." The influences include the following, a crop below the average now being marketed, the 1911-12 crop even smaller than the last. The Brazilian visible supply afloat and ashore for the United States is over a million and a half bags less than at the same time last year. The world's visible supply is nearly 3,000,000 bags less than same period in 1909. These and a few other conditions are responsible for the strength that is apparent and for the prices that refuse to remain stationary.

Rio, roasted	0 16	Java, roasted	0 27 0 33
Green Rio	0 14	Rio green	0 11 0 12
Santos, roasted	0 18	Mexican	0 25
Maracaibo, "	0 20	Gautemo e	0 18
Rogo as	0 18 0 25	Jamaica	0 20
Mocha, roasted	0 25 0 28		

Spices.—The market is not changed much from last week. The firmness is still apparent and is as far as can be judged likely to remain firm. The demand is still good.

	Bbls.	Pails or Boxes	Tins	¼lb. pkgs. dz	¼lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 23	0 24	0 26	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 20	0 22	0 24	0 80	0 90
Mace	....	....	75	....	2 75
Nutmegs	....	....	0 30	90	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	0 15	....	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					0 20

Teas.—The following figures compiled by the London Board of Trade give the amounts of the importations of teas into Canada for the ten months from January 1st to October 31st, 1910, and a comparison is made with the importations during the same time a year ago.

From British East Indies, except Ceylon, 1,791,308 lbs. in 1910 and 1,814.546 lbs. in 1909 and 1,424,508 lbs. in 1908.

From Ceylon.—2,532,323 lbs. in 1910 as against 2,466,559 lbs. in 1909 and 2,520,081 lbs. in 1908.

From China.—216,819 lbs. in 1910, as against 199,751 lbs. in 1909 and 154,068 lbs. in 1908.

From Java and other countries.—258.571 lbs. in 1910 as against 156,947 in 1909 and 60,884 lbs. in 1908.

Rice and Tapioca. — The feeling in these markets is not particularly bright just at present. Demand is only normal and no one seems to be putting forth special efforts to boost rice or tapioca.

	Per lb.	
Rice, stand. B	0 03	0 03½
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	....	2 90
Rangoon	0 03½	0 0[illegible]
Patna	0 05½	0 06½
Japan	0 04½	0 06
Java	0 06	0 07
Carolina	0 10	0 11
Sago	0 05½	0 06
Seed tapioca	....	0 06
Tapioca, medium pearl	0 05½	0 07

Evaporated Apples.—Firmness is still a predominating note in evaps. The news from evaporators is none too encouraging and this market can be judged at present as strong as apples themselves.

Evaporated apples	0 10

Beans.—The market is unchanged. There is some inclination to an easier feeling as far as demand goes but on the whole the market is up to the normal.

Prime beans, per bushel	1 85	1 90
Hand-picked beans, per bushel	2 00	2 10

QUEBEC MARKETS

POINTERS—

Molasses.—Prisk sales.

Valencia Raisins.—Weak but small stocks.

Grenoble Walnuts.—Ccarce.

Coffees.—Advanced prices.

Montreal Nov. 24.—There is a feeling about that while the production of sugar would warrant a decrease in price of refined, the market is reaching a foundation. Reports for instance emanate from Cuba that if prices are low for raws during May and April it is feared that the late spring cane will not be cut until next year as the grinding of it would not pay. This is an indication of the nearness of bottom prices. From the present outlook of course there is nothing to justify an advance.

Sugar—Reports state that the latest European estimate is nearly one million, eight hundred thousand tons more than the output of last year, but it is generally admitted that present prices are pretty close to cost of production.

It is not expected that the pressure of the Cuban crop which comes to hand in January will have much effect on the Canadian market, because prices in New York have not declined to the same extent as in Europe.

Starting from last September European quotations dropped from 12s to 9s, or 65 cents per hundred, while the decline in New York was only 25 cents.

Granulated, bags	4 70
" 20-lb. bags	4 80
" Imperial	4 55
" Beaver	4 55
Paris lump, boxes, 100 lbs.	5 50
" " " 50 lbs.	5 60
" " " 25 lbs.	5 80
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 40
" " 100 lb. boxes	5 50
" " 50 lb. "	5 60
" " 25 lb. "	5 80
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 15
" " 50-lb. boxes	5 35
" " 25-lb. boxes	5 55
Powdered, bbls.	4 95
" 50-lb. boxes	5 15
Phoenix	5 15
Bright coffee	4 65
No. 3 yellow	4 55
No. 2 "	4 45
No. 1 " bags	4 30

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—There is a good demand for syrups. The feast of St. Catherine will be celebrated by French Canada at the end of the week. An old-time custom attached to this feast is the making of molasses candy. In consequence the demand for molasses, which has been pretty weak lately, has grown stronger, but it is not expected to hold up.

Fancy Barbadoes molasses, puncheons	0 36 0 38
" " " barrels	0 38 0 39
" " " half-barrels	0 40 0 41
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 27 28
Antigua	.... 0 30
Porto Rico	.... 0 40
Corn syrups, bbls	.... 0 03
" ½-bbls.	.... 0 03½
" ¼-bbls.	.... 0 03½
" 38½-lb. pails	.... 1 70
" 25-lb. pails	.... 1 20
Cases, 2-lb. tins, 2 doz. per case	.... 2 25
" 5-lb. " 1 doz. "	.... 2 60
" 10-lb. " ½ doz. "	.... 2 50
" 20-lb. " ¼ doz. "	.... 2 45

Dried Fruits.—The season is now somewhat advanced. Import orders are mostly all received, and some few repeats have already been placed.

Valencia Raisins.—Since the demand has fallen off prices have somewhat receded, but shippers reported stocks remaining on hand in small compass. They will probably be soon exhausted.

Currants—An active demand has prevailed, reducing stocks considerably. The market has, therefore, advanced, and prices are now held firmly.

California Raisins.—Have apparently touched bottom. The low prices prevailing have cleaned up a considerable proportion of the crop.

Currants, fine filiatras, per lb., not cleaned	0 06½
" " " cleaned	0 07½
" Patras, per lb.	0 08 0 08½
" Vostizzas, per lb.	0 09 0 09½
Dates	0 06
Figs, 4 crown	0 09
" 5 crown	0 10 0 11
Figs, 6 crown	0 11 0 12
" 9 crown	0 13 0 14
Prunes—	
40-50	0 09
50-60	0 08
60-70	0 07
70-80	0 06½
80-90	0 08 0 09
90-100	0 08 0 09
Raisins—	
Australian, per lb., (to arrive)	0 08½ 0 09
Choice seeded raisins	0 90
" fancy seeded, 1-lb. pkgs	0 09
" loose muscatels, 3-crown, per lb.	0 07½ 0 08
" " 4-crown, per lb.	0 08½ 0 09
Malaga table raisins, clusters, per box	2 40 5 50
Valencia, fine off stalk, per lb.	0 07½
" select, per lb.	0 08
" 4-crown layers, per lb.	0 08½

Prunes.—Continue to show strength, and what few small sizes are obtainable are commanding a premium.

Evaporated Fruits:—Peaches are the only variety offering to any extent, and in view of the high prices asked for apricots and pears will no doubt find a ready market.

Dates.—First tide shipments via London should be now afloat, and considerable sales are being made at something under New York quotations.

Spices.—The high prices are still maintained, and local dealers see no prospect of a decline. The demand for spices is becoming strong, and it is not unreasonable to expect slightly higher prices in the near future.

	Per lb.		Per lb
Allspice	0 13 0 18	Ginger, whole	0 20 0 30
Cinnamon, whole	0 16 0 18	" Cochin	0 17 0 20
" ground	0 15 0 19	Mace	.... 0 75
Cloves, whole	0 20 0 30	Nutmegs	0 30 0 60
Cloves, ground	0 22 0 30	Peppers, black	0 16 0 18
Cream of tartar	0 25 0 32	" white	0 20 0 25

Nuts. — The markets are firm in all lines. Walnuts are arriving in good condition, and are being taken up rapidly at the high prices prevailing. Grenobles are now exhausted at the price of growth, and other varieties are in limited supply.

Filberts have recovered the recent slight drop, and almonds of all kinds are steady.

The prices of new shell walnuts show an advance of nearly 100 per cent. over last year's quotations; in fact all future arrivals will sell at a high level.

Tarragona almonds remain firm, and there is no change in Pecans.

Brazils show an advance of one cent per pound.

In shell—	
Brazils	0 13½ 0 14½
Filberts, Sicily, per lb.	0 11 0 13
" Barcelona, per lb.	.... 0 10½
Tarragona Almonds, per lb.	0 15 0 16
Walnuts, Grenobles, per lb.	0 15 0 16
" Marbots, per lb.	0 15 0 16
" Cornes, per lb.	.... 0 11½
Shelled—	
Almonds, 4-crown selected, per lb.	0 35 0 37
" 3-crown " "	0 32½ 0 35
" 2-crown " "	.... 0 31
" (in bags), standards, per lb.	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	.... 0 12
Virginia, No. 1	0 13 0 15
Pecans, per lb.	0 65
Pistachios, per lb.	0 75
Walnuts—	
Bordeaux halves	0 38 0 40
Brokens	0 30 0 32

Tea.—Japan teas remain unchanged. The demand is steady for this time of the year, as in previous years the market generally was restive. Prices are well maintained at former levels.

The cheap grades of Ceylon greens are nearly exhausted, while the better grades are in strong demand.

Choicest	0 40 0 50
Choice	0 35 0 37
Japans—Fine	0 30 0 35
Medium	0 25 0 28
Good common	0 21 0 23
Common	0 19 0 21
Ceylon—Broken Orange Pekoe	0 21 0 40
Pekoes	0 20 0 22
Pekoe Souchongs	0 20 0 22
India—Pekoe Souchongs	0 19 0 02
Ceylon greens—Young Hysons	0 20 0 25
Hyson	0 20 0 22
Gunpowders	0 19 0 22
China greens—Pingsuey gunpowder, low grade	0 14 0 18
" pea leaf	0 20 0 30
" pinhead	0 30 0 60

Coffee.—Coffee still shows an upward tendency. A heavy increase in primary market has taken place in Rios and Santos, while an increase ranging from five to seven cents is also shown on Maracaibos. Local prices are affected or will be soon. An active business is being done in all directions. A crop of 10½ millions is expected for the next Santos output. This means that Brazil will have control for at least two years longer, as production is evidently below the requirements of consumers, and prices must advance until consumption is actually affected.

Mocha	0 23 0 30	Santos	0 18 0 21
Rio, No. 7	0 15 0 18	Maracaibo	0 20 0 25
Mexican	0 22 0 30		

Rice and Tapioca. — The demand for rice is somewhat stronger, while tapioca remains steady, and prices are well supported.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 0

SPECIALS

1909 crop select Valencias reprocessed and in first class condition.
Price 6c.

Muscovado Barbadoes Grocery Sugar

Bags - 100 lbs. - $3\frac{3}{4}$
Demerara Crystals $4\frac{1}{4}$
Sacks 224 lbs.

DRIED PEACHES

Choice quality

Boxes each 25 lbs. $8\frac{3}{4}$
" " 50 " $8\frac{1}{2}$

LUDELLA TEA

The great twenty-five cent retailer—Quality is superb and the price is popular

1 lb. lead packages 20
$\frac{1}{2}$ " " " 21

Delivered when the freight does not exceed fifty cents per hundred.

H. P. ECKARDT & CO.

Wholesale Grocers, TORONTO



The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

DIRECTORY OF

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

R. ROBERTSON J. Y. GRIFFIN

R. Robertson & CO.

912-913 Dominion Trust Bldg
VANCOUVER, B.C.

Wholesale Brokers
GROCERIES, PRODUCE, FRUITS, GRAINS
Importers and Exporters

Reference—Bank of Montreal.
Write us for information about B.C. trade.
Cable Address—"Robin," Vancouver.
Codes—A C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

ONE of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

Do you want live representation?
We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence Solicited — Highest References

The Condensed Ads. on page 64 will interest you

The Condensed Ads. in this Paper will bring good results

WILLIAM W. DUNCAN

Broker and Manufacturers' Agent
DISTRIBUTING
Free and Bonded Warehouses
VANCOUVER - VICTORIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information.

Don't forget to mention this paper.

CEYLINDO TEA

SATISFIES the most exacting tastes because IT IS THE "BEST TEA" AT POPULAR PRICES.

This choice whole leaf Indo-Ceylon Tea, free from dust, is specially blended and packed in our Bonded Warehouses, London, England, and is second to none.

Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.

We want permanent and future business, and if you try this Tea, you and your customers will be satisfied, as they will tell you THERE IS NO BETTER.

W. D. MIDMER & CO., "Canada," LIMITED
New Glasgow, N.S., and London, Eng.



The kind that will give satisfaction

FROM BEST FIRE CLAY

CROCKS,
CHURNS
FLOWER POTS,
FIRE BRICK, Etc.

WRITE US FOR PRICES

Belleville Pottery
COMPANY
BELLEVILLE, ONT. C. A. Hart, Prop.

Worth While Recommending

A lady just starting a grocery in Toronto got in an order of Red Rose Tea and with it a sample for herself of the 40c. black grade. A few days later she wrote as follows:—

"Having used the sample of your tea, must say that without exception it makes the most delicious cup of tea that I have tasted since I came to Canada, four years ago.

"Shall be pleased to recommend it to my customers."

RED ROSE TEA

"Is good tea"

T. H. Estabrooks

TORONTO ST. JOHN WINNIPEG



Mr. Grocer—write us to-day for a free 25c. package of

WONDER-SHINE

We want you to test it—prove its worth before you offer it to your customers.

Use this sample package—try it on your silverware and note the brilliant effect.

WONDER-SHINE cleans silver, gold and plated ware without rubbing.

Removes tarnish instantly.

It gives a beautiful, lasting lustre—makes the silver just like new.

And so easy—simply dip the articles in **WONDER-SHINE**, rinse and dry—that's all.

It saves toil and time for the housewife.

You make permanent customers.

And a 50% profit.

Send at once for your free package, full information and our new "Selling Plan."

We are spending $10,000 in advertising **WONDER-SHINE**.

Be ready for the first customer—ask the first traveller.

Household Convenience Co., Ltd., Toronto, Ontario

A17

IMPORTING POTATOES.

New Brunswick Dealers Find Their Export Demand Heavy.

St. John, N.B., Nov. 24.—The potato situation in New Brunswick is rather interesting just now. The crop this year was short, much below last year, while the demand seems to be as great if not greater than at this time last season.

Already about half the New Brunswick crop has been shipped to points in the west, from Sherbrooke, Que., to Calgary, and in order to fill orders for the Cuban market, which has developed so rapidly in the past few years, the New Brunswick shippers are importing potatoes from Aroostook county, Maine, and shipping them to Cuba in bond.

According to one of the largest shippers in St. John there have been shipped, or are in transit or stored in warehouses, about 40,000 barrels raised in the state of Maine. The duty on potatoes in Cuba is 11 cents less than is charged for entry into Canada. At the present time there are in the cold storage warehouse at St. John, about 30,000 barrels, awaiting shipment to the Havana market.

In addition to the Maine stock, there are about 35,000 or 40,000 barrels of New Brunswick potatoes in storage, shipped or in transit to St. John for the Cuban trade. The present price of the New Brunswick potatoes is $1.25 per barrel, while the price in Maine is 95 cents per barrel.

The demand from the west this year has been greater than ever before, the dealers say, and this has made it necessary to import the U. S. product in order to supply the demands of the trade with Cuba. The western buyers are paying $1.25, f.o.b. at point of shipment.

The city council of St. John recognizing the importance of this growing trade, have arranged to make one of their large warehouses on the western side of the harbor, frostproof, so as to afford ample storage accommodation for the shippers. The work is now being done and the shippers say that it will be of great value to them. Last year, owing to insufficient warehouse room, they had to store a lot of stock in cars, entailing much trouble and expense in keeping the potatoes from freezing.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

It will be of interest to the produce trade throughout Canada to learn that Howard B. Clemes, a director and secretary-treasurer of Flavelles, Limited, Lindsay, also a director of Flavelle-Silverwood, Limited, London, is severing his connection with these companies to assume the management of the produce department and Toronto branch of Gunns Limited. Mr. Clemes will devote his energies principally to the development of Gunns Limited's extensive egg, poultry and cheese business, for which he is peculiarly qualified by his experience of over twenty years in the Canadian produce business. Gunns Limited, are congratulating themselves on securing Mr. Clemes' services, and his appointment is a further step in the aggressive, up-to-date business policy which characterizes this company's operations.

The wholesale trade have just been advised that "White Swan" Yeast Cakes will make their appearance about January 1st. They will be manufactured by the most successful dry yeast maker in Canada, with an active experience of nearly a quarter of a century, from a distinctive formula which has been in use for the best part of a century and by the most modern and up-to-date machinery in existence for the purpose. An attractive advertising campaign is being arranged covering hundreds of publications so that the consuming public will be quickly made acquainted with the article.

Stanley Douglas, of the Soo branch of Gunns Limited, spent the week end in Toronto. He says that Easi-First lard is still an easy first in that district and will continue to be so.

SIDE LINES WANTED

WANTED—Side lines for grocery trade for New Brunswick and part of Nova Scotia. Address Box X, CANADIAN GROCER, Toronto. (49p)

MOP STICKS MOP STICKS

Made In Canada

One if not the most complete, line of Mop Sticks made in any factory on the continent. Combination Brush — Cast — Spring — Screw — Stamped Steel — Wire Automatic Spring Grip—Self Wringing—Crank Wringing—Janitor's—Hotel—Long Handled Dusting — in various styles, lengths and sizes. Cotton Mop Heads in sizes to suit. Priced to sell at popular prices from 10c. to 75c. Practically all the leading jobbers carry "THE TARBOX BRAND."

Manufactured by

TARBOX BROS. - - Toronto

(Established quarter of a century under the same personal management.)

BOVRIL

is a Standard Line



You sell a certain quantity regularly, but you may easily sell more.

The 4-oz. 8-oz. and 16-oz. sizes are more economical in use than the smaller sizes. The 16-oz. especially so.

If you mention this to your customer you will frequently sell the larger size, to your own advantage and to the advantage of your customer.



A postal card will bring you, PREPAID, a parcel of attractive advertising matter if addressed to

Bovril Limited, 27 St. Peter St., Montreal

Will you work with us in the Hustling, Booming West?

May we handle your goods for you on a reasonable commission basis? There's a large and urgent demand for all descriptions of manufactured articles, and the man that gets in on the "ground floor" is going to have the biggest "Say"! We have an intimate knowledge of the commercial conditions and requirements, and will render you thorough and conscientious service. Our large track warehouses at all the important business centres offer you facilities unequalled by any other firm.

Write us fully, advising what you have to sell. Our wide experience is at your service.

WRITE US TO-DAY.

NICHOLSON & BAIN

Wholesale Commission Merchants and Brokers

WINNIPEG REGINA CALGARY SASKATOON EDMONTON FORT WILLIAM

Storage for all classes of merchandise. **Cars distributed at Calgary, Winnipeg, Regina, Edmonton, Fort William**

100% PURE!

Here's a recommendation that must carry enormous weight with every housewife on the look-out for "food purity!" And after exhaustive tests

"E.D.S." Brand Jams, Jellies and Catsup

have been found to be Absolutely Pure, which is much above the standard the Government requires of "genuine" preserves.

Not one of the samples of some leading jam manufacturers, who advertise a great deal, was free from dyes, preservatives, and excess of water, but "E.D.S." Goods were absolutely pure in every instance.



Write for Government Bulletin 194, and find out for yourself just how pure "E.D.S." Brand is! Then you'll feel more satisfied to recommend and feature this well-known line.

Made only by

E. D. Smith at his own Fruit Farms, Winona, Ont.

Agents:---N. A. HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG; R. B. COLWELL, HALIFAX, N.S.; J. GIBBS, HAMILTON.

POULTRY PRIZE

$100.00

IN GOLD

For the Best Exhibit of
TURKEYS, CHICKENS, DUCKS and GEESE

Judge—Professor Fred. C. Elford, of MacDonald Agricultural College.

Write for Particulars and Entry Blanks.

Gunn, Langlois & Co., Limited
Montreal, - Que.
Canada's Leading Produce and Poultry House

HAMS

The "lower price for meats" is nowhere so marked as in the price for Hams, either smoked, pickled or cooked. They are the cheapest goods on the market to-day. Write, phone or wire us for prices.

F.W. Fearman Co.
LIMITED
Hamilton



ARE YOU STOCKED

with these four well-advertised, "Made in Canada" Brands, which constitute

THE TRURO LINE

If not, place your order NOW. Otherwise, you're not in a position to take advantage of the demand we are creating through our advertising. Get the goods on your shelves and let us help you sell them.



ARE YOU A BUYER OF

HAMS
BACON
LONG CLEAR
ROLLS
SHORT CUT
MESS PORK
LARD

Pork Sausage **Bologna Sausage**

or anything in the pork line? If so, ask us for quotations. Goods as good as the best and at lowest possible prices.

The WM. RYAN, Limited

Packing House
FERGUS

70 Front St. East, TORONTO

Present Situation in Provision Market

Live Hogs Make a Stand Against Declining Prices, but Some Consider it Only a Temporary Reaction—Others Inclined to Believe the Rebound Has Come to Stay — A Return to Higher Prices Does Not Seem to be Immediate — Butter and Eggs Firmer as Supplies Fall Off.

The provision market has gained nothing during the past week, but butter, cheese and eggs each shows more or less firmness. Live hogs in some places made a slight recovery, but opinion is divided as to whether this gain is nothing more than temporary.

Many reasons are heard just now explaining the slump the provision market underwent or is undergoing. Some say that influential U. S. pork manufacturers fearing a reduction of the tariff let go the market in order to reach a low price. Thus, if the tariff on pork were considered they would be able to point out that U. S. prices were decidedly low. According to some they are lower than Canadian prices just now. Others say that some of the big houses to divert attention from them, or to gain sympathy of the people, have reduced prices because of certain difficulties the law has made for some manufacturers. The heavy corn crop is given as a reason, for with heavy food supplies the feeding and fattening of hogs is not such a financial tax on the farmer. The farmer with fifty or sixty hogs, averaging from 150 to 200 lbs., will not likely be pleased by the recent decline. It is likely that the knowledge of the supplies held by farmers has been instrumental to a certain extent in influencing the manufacturers. It is a difficult problem to try to come to a conclusion in regard to how far the decline will go, and among jobbers different opinions are held.

Eggs are becoming scarcer and likewise dearer. New laids are as scarce as ever, and the storage variety has suffered numerically by the extra demand occasioned by the hens ceasing laying earlier than usual.

MONTREAL.

Provisions.—There has been no change in the provision market since last week. The demand for cured meats and lard shows no improvement, and trade on the whole is quiet.

Pure Lard—	
Boxes, 50 lbs., per lb	0 14½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15½
" " " 3 " "	0 15½
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 14½
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 11½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13½
" 5 " " " "	0 13½
" 3 " " " "	0 13½
Pails, wood, 20 lbs. net, per lb	0 13½
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 13½
Tierces, 375 lbs., per lb	0 13½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	26 50
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	9 25
" 200 "	18 00
" 300 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 12
Long clear bacon, heavy, lb	0 14
Long clear bacon, light, lb	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16
Large sizes, 18 to 25 lbs., per lb	0 17½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 19½
Bone out, rolled, large, 16 to 20 lbs., per lb	0 18½
" " " small, 9 to 12 lbs., per lb	0 19½
Breakfast bacon, English, boneless, per lb	0 17
Windsor bacon, skinned, backs, per lb	0 16
Spiced roll bacon, boneless, short, per lb	0 16
Hogs, live, per cwt.	7 25
" dressed, per cwt.	10 25

Butter.—There is a strong feeling in the butter market, although stocks in cold storage are heavy for this time of the year. Quite a number in the trade are of opinion that the stock will be exhausted before spring. The market was strong at the country points, sales being made at St. Hyacinthe at 24½ cents to buyers.

Since the factories in the province have closed down, roll butter is beginning to come in, and is meeting with good demand.

New milk creamery	0 25	0 25½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls	0 22	0 23

Cheese.—The cheese market is firmer. There are better inquiries for the last steamers. The colored stock is almost exhausted. The total stock in storage is considerably less than last year.

Quebec, large	0 13
Western, large	0 13
" twins	0 13
" small, 20 lbs.	0 13
Old cheese, large	0 16

Eggs.—The egg market remains quite firm. Stocks are not as heavy as held last year. Some recent out-of-town orders have helped to maintain prices. It is not at all unlikely that with colder weather prices will rise, as there has been a hole made already in the cold storage stock.

There is a decided scarcity of new laid eggs. A small supply would command a premium price.

New laids	0 50	0 60
Selects		0 32
No. 1		0 27

Poultry.—The demand for poultry has not been so strong this week, owing to the high prices ruling. Buyers are inclined to hold off, with the expectation that prices will drop soon.

Chickens	0 17	0 18	Ducks 0 18 0 19
Fowl	0 15	0 16	Turkeys 0 19 0 20
Geese	0 13	0 14	

Honey.—There is still a good demand for honey, and no change in prices.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions.—The market seems to have made a temporary stand against the declinig market of the past weeks. Live hogs advanced ten cents over last week's price, but the rest of the market did not show much change. Pure lard dropped again, and with the exception of the stand in the price of live hogs the market has shown a downward tendency. Asked for his opinion on the market and its future, a prominent uocal provision man said that he considered the reaction had already set in. It is noticeable, however, that the price of pork, lard, etc., for May delivery is much below the December delivery figures. While this dealer maintained his opinion, he admitted that it was simply out of the question to correctly estimate the situation. Another dealer considered that the higher price for hogs was only temporary, and he expected to see prices remain rather easy until next Spring.

Long clear bacon, per lb	0 14	
Smoked breakfast bacon, per lb	0 18	
Pickled shoulder	0 09	0 11½
Roll bacon, per lb		0 12½
Light hams, per lb	0 17	
Medium hams, per lb	0 16½	
Large hams, per lb	0 16	
Cooked hams	0 23	0 25
Fresh shoulder hams		0 12
Shoulder butts	0 16	0 17
Backs, plain, per lb		0 18
" pea meal	0 18½	0 20
Heavy mess pork, per bbl.	25 00	26 00
Short cut, per bbl.	26 00	27 50
Lard, tierces, per lb.	0 14	0 14½
" tubs "	0 14½	0 15
" pails "	0 14½	0 15½
" compounds, per lb.	0 12	0 12½
Live hogs, at country points		6 75
Live hogs, local	7 00	7 10
Dressed hogs	9 00	9 25

Butter.—The butter market continues along in a steady way with so far no exciting features. Dealers are falling back upon storage stocks. Shipments have decreased. Solids are scarce, and there is a general shortage of second grade butter. Creamery is becoming scarcer, and all over the country the price is on the upward trend.

	Per lb.	
Fresh creamery prints	0 25	0 27
Creamery solids	0 25	0 25½
Farmers separator butter	0 24	0 25
Dairy prints choice	0 22	0 23
Fresh large rolls	0 21½	0 22
No. 1 tubs or boxes	0 20	0 21
No. 2 tubs or boxes	0 19	0 20

Cheese—The cheese market is firm, and a fairly large trade is passing. All the factories are now closed for the season. Prices show no change.

New cheese—			New twins 0 12½ 0 12½
Large	0 12	0 12½	Stiltons 0 14
Old cheese	0 14	0 15	

Eggs.—Throughout the country eggs advanced during the past week. New laids are scarcer, and the farmers, wise to the conditions, are looking for higher prices, and getting them too. There does not seem to be much relief. Storage eggs are going out readily, and bring a pretty good price.

New laid eggs	0 38 0 40
Selects, storage	0 30 0 31
Fresh eggs, doz., storage	0 27 0 28
Pickled eggs	0 25 0 27

Poultry.—Supplies were plentiful this week. One large wholesaler stated that there were heavy supplies in all lines but turkeys, and they were only fairly plentiful. Prices are holding steady, but the outside price for turkeys is a little higher. From various sources it is gathered that the supply of turkeys is not as large as it might be. Those who have been through the country state that they expect to find supplies not quite as plentiful as last year. This is not given out as an ante-holiday statement, for Dec. 25 is still a month away. The country is wide, and dealers themselves

It's Lonely!

"All Alone in the World"

"Chocolate Bordo"

Some of our good friends write us once in a while for quotations on our "Bordo" range. Now it isn't a range. It isn't even twins, as we have already stated. It is one particular chocolate, having one style and one flavor.

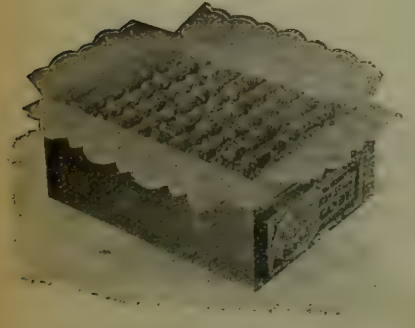
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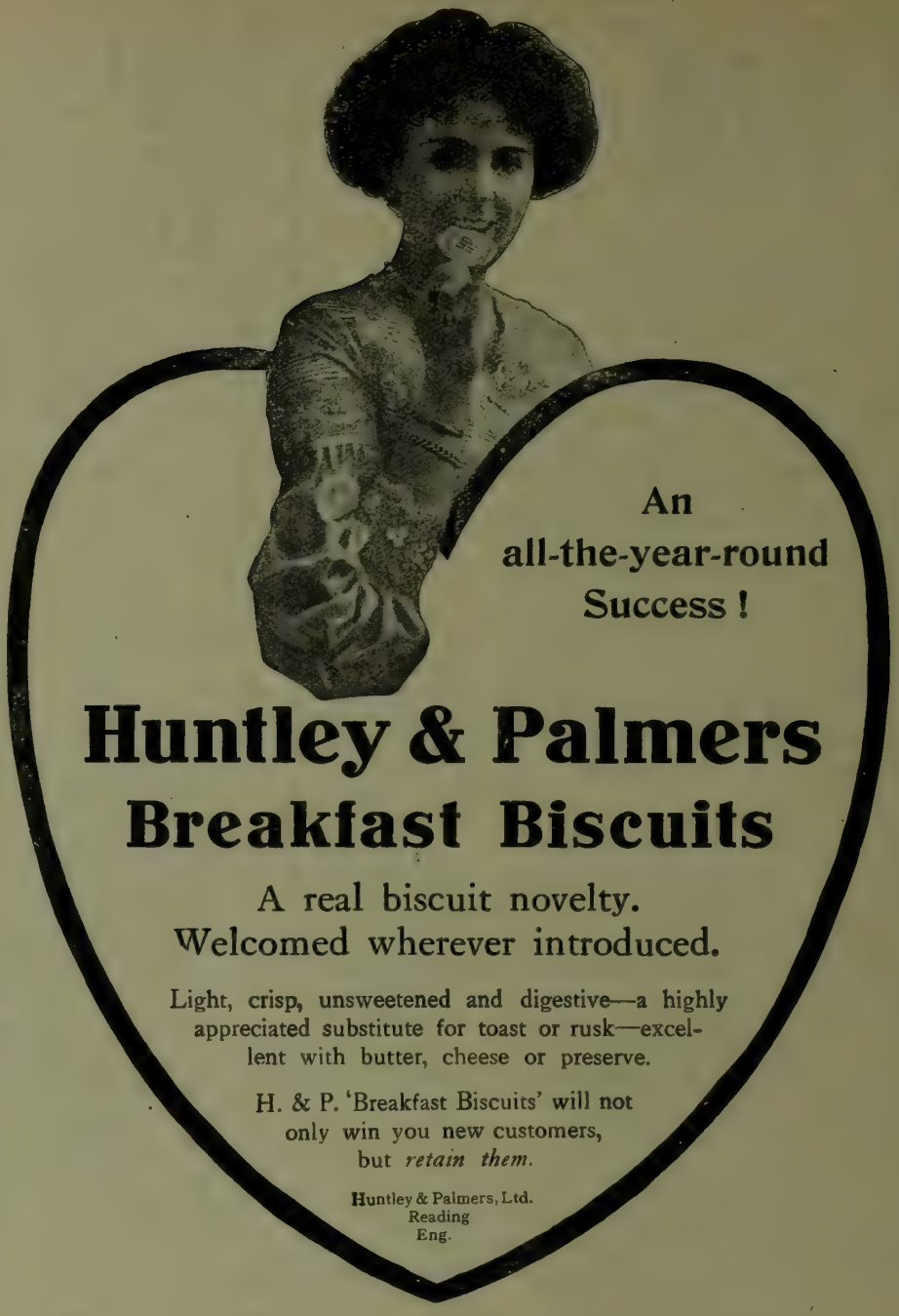
It's often imitated, but you, as a good buyer, can always get the real article by writing to

The Montreal Biscuit Company

in MONTREAL

Stands by Itself





An all-the-year-round Success!

Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but *retain them.*

Huntley & Palmers, Ltd.
Reading
Eng.

are not yet satisfied that they know the conditions.

Chickens, dressed	0 12	0 13	Geese, dressed	0 10	0 11
Chickens, live	0 10	0 11	Geese, live	0 08	0 10
Ducks, dressed	0 14	0 15	Hens, dressed	0 10	0 11
Ducks, live	0 10	0 12	Hens, live		0 09
			Turkeys, dressed	0 16	0 20

Honey. — Trade is running along smoothly, and without features. The demand for honey contiues good. Prices show no change.

Clover honey, extracted, 60 lb. cans	0 10½	0 11
" " " 10 lb pails	0 11½	0 12
" " " 5 lb. pails		0 12
" " comb, per dozen	2 00	2 50
Buckwheat honey, lb		0 07½

WINNIPEG.

Butter.—Supplies are coming in large quantities from the east, and the demand keeps up well. Creamery (all storage) is jobbing at 30 to 34 cents to-day, while dairy is going out at 26 and 28 cents.

Eggs. —The local production is not heavy, and supplies are coming from the east and north in abundance. Storage stocks are 30 cents, and fresh laid 35 cents just now.

Cheese.—The cheese trade has greatly revived this week, and both Manitoba and Ontario stocks are going out well.

Manitoba large, lb	0 12½	Ontario twins, lb	0 13¼
" twins, lb	0 13	" large, lb	0 13¼

W. E. Sutton, manager of Parsons, Brown & Co., Colborne St., Toronto, was married on Wednesday Nov. 23, to Miss Rutherford.

"Ezry you ought to git a good job in a firearms factory," growled the country storekeeper as the chief loafer reached into the barrel for another choice apple.

"What doin'?" lazily asked the pest, between bites.

"Riflin' barrels!" snapped the long-suffering storekeeper.

MAGIC



BAKING POWDER



Contains No Alum

Special trade discount allowed to both Jobbers and Retailers when these goods are purchased in proper quantities.

E. W. GILLETT CO. LTD.

WINNIPEG TORONTO, ONT. MONTREAL

THERE IS NO PROFIT IN KEEPING BOOKS

Handling accounts is the worrisome part of every business, it is mental drudgery. The easiest, simplest, safest, cheapest, and yet most efficient way to handle accounts of goods, money, labor, **anything,** is by the use of

THE McCASKEY GRAVITY ACCOUNT REGISTER SYSTEM
(First and Still the Best)

which with **One Writing** handles every detail of business from the time goods are bought until the money for them is in the bank.

Over Sixty Thousand in use. Ask any user or write

Agencies in all Principal Cities.



DOMINION REGISTER COMPANY
New Location,
90-98 Ontario Street, Toronto

Manufacturers of the famous Surety Non-Smut Duplicating and Triplicating Sales Books, and Single Carbon Pads in all varieties.

Are You Supplied?

Dealers everywhere will soon be receiving many calls for

Clark's Concentrated Soups

(Chateau Brand)

We are starting to advertise these excellent soups in newspapers and street-cars. The retail price is only 10 cents a tin as against 12 1-2 cents for other brands, and the dealer makes a good profit.

Jobbers not supplied should write at once.

Wm. Clark - Montreal

Manufacturer

Y&S

Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins | Lozenges

and a full range of

LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY
MONTREAL, CANADA

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods, noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

CANADA: No better Country



MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

By Royal  Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Another Reduction in the Price of Flour

Change Came Earlier Than Was Expected, but was Due Largely to Competition Among the Big Mills—Wheat Market has not Changed Appreciably—One Result of the Decline Should be an Added Impetus to Flour Business — Cereals Firm and in Good Demand—Flour Industry in Canada is Growing and the Cutting of Prices Evidences Reverse to Trust Methods.

Flour declined 20 and 30 cents a barrel this week, due, to a large extent, it is understood, to keen competition among manufacturers. Those authorities who looked for higher and lower prices, respectively, giving their reasons for their views, were really both wrong. They did not take competition into consideration, and it might be remarked in passing that the Canadian flour industry is growing. If one casually looks over the list of big mills, whose daily output extends from 1 000 bbls. to 6,000 or more, he will admit that there is a great quantity of flour produced every day in the week. The manner in which this competitive condition has operated to reduce prices has been illustrated at various times and still another instance was recorded early this week.

Competition was probably not the only influence at work, according to millers, but it certainly played a rather active part. It has been said of late that bakers had not bought as heavily as usual nor entered into contract with the mills for supplies, because they were not satisfied with the price, and looked for lower quotations. Trade has not been as brisk as it might be and export business could be much improved. It is hoped that this last reduction will increase the demand and brighten the flour business in general. It is likely that at the new price the enquiries from importers will be better and thus the cut is expected to at least serve one good to the trade.

Millers have stated that with wheat at its present price they were not making a fair profit, but with another reduction the position would seemingly be worse from their standpoint. The wheat market has not changed appreciably during the week. It has been up and down over a rather limited range, and, if anything, has been slightly stronger. The general conditions at present should indicate a firmer feeling. Hence, the slump comes as a slight surprise to the general outsiders.

In rolled oats there is a feeling of satisfaction arising from the heavy business that is to be expected at this season. As far as is known, the mills are running about to their limit, with the demand remaining firm and at a good figure. The position in oats is considered strong, and while some millers state that prices may go up before long, such a move is not looked for just now.

The Canadian visible supply of wheat decreased 840 000 bushels last week, as against a decrease of 881,000 bushels a year ago.

MONTREAL.

Flour—The feature of the local flour market was the weaker feeling which developed in spring wheat grades, as prices declined 20c per barrel. The tone of the market for winter wheat flour was also easier, but no change took place. Country orders are not very numerous, but there is a fair inquiry for spring wheat grades from European sources.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl	....	5 60
" straight patents bbl	....	5 10
" strong bakers	....	4 90
" second "	....	4 40

Rolled Oats—Buyers are well supplied for the present, so that there was not much business transacted during the week. The market remains steady.

Fine oatmeal, bags	2 25
Standard oatmeal, bags	2 25
Granulated " "	2 25
Bolted cornmeal, 100-bags	1 70
Rolled oats, bags, 90 lb	2 00
" barrels	4 45

TORONTO.

Flour—There was not much change in the flour situation during the past week. The present reduction in prices is expected to stir trade into activity. The decline is mostly held to be due to competition.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals—Rolled oats are quoted firmly and are bringing a good demand. Mills are working steadily. The present is the season when demand for rolled oats and rolled wheat reaches a maximum and continues at that figure throughout the winter. Trade is not disappointing, according to general statements.

Rolled oats, small lots, 90 lb. sacks	2 05
" " 25 bags to car lots	1 95
Rolled wheat, small lots, 100 lb. brls	2 85
" " 25 brls. to car lots	2 75
Standard and granulated oatmeal, 98 lb. sacks	2 25

THE MERCHANT'S BACKBONE

MacLean Pub. Co.,
Toronto.

Dear Sirs.—Enclosed you will find $2.00, my renewal subscription to The Canadian Grocer.

I find it would be as difficult to run a grocery business without sugar as to cut out The Canadian Grocer. It is certainly the backbone of the merchant.

F. McDOUGALL.

Ingersoll, Ont., Nov. 2, 1910.



There's a difference in the taste of a "Perfection" Cracker which distinguishes it from every other Soda Biscuit.

The difference begins by the better mixing of the choicest materials, and by the better baking of the biscuit in modern sanitary ovens.

The difference is protected and preserved for your customer by the package of the biscuit, which effectively retains the freshness and excludes all dust and dirt.

Replenish your stocks to-day.

The
MOONEY BISCUIT & CANDY CO., LTD.
Stratford and Winnipeg



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Special Delivery Rule Was Enforced

Grocers' Association in Barrie Stuck to Their Guns and No Difficulty is Now Experienced—Late Saturday Night Deliveries Belong to the Past—Co-operative Fruit Buying During the Summer—Purchased by The Car Load, and Brought in by Freight.

Barrie, Ont., Nov. 24.—The Barrie Retail Grocers' Association which was formed here last spring are congratulating themselves on the successful workings of the association. Recently they announced in the papers of the town their thanks to the public in general for their support of one of their rules made and successfully carried out this summer in connection with the delivery system—a system which was thought at one time could not be carried out.

The rule applied to the hours which goods are to be delivered, as follows: Goods ordered before ten a.m. are delivered before twelve; goods ordered between ten and twelve a.m. are delivered before four p.m.; goods ordered between twelve a.m. and four p.m. are delivered before six p.m.; goods ordered between four and six p.m. are delivered before ten a.m. next morning; an extra delivery on Saturdays as follows: goods ordered between four and six p.m., are delivered before nine p.m.; goods ordered after 6 p.m. Saturday delivered Monday a.m. before ten. On days before holidays the delivery rule applies the same as on Saturdays.

All stores were closed at seven p.m. week nights and ten p.m. Saturday nights. All the merchants closed their stores Wednesday afternoons during June July and August, with a couple of exceptions and one of these was a fruit dealer. This same fruit man did previous to this time quite a large wholesale business with the local merchants, but the association on his refusal to join with them and close on Wednesday afternoons, cut him off and refused to buy further from him.

Bought Fruit in Quantity.

They held a meeting and formed a plan on which a trial was to be made and if it proved successful was to be carried out all season, viz., one merchant was to go down to the Toronto fruit market, taking with him orders for all the others and load a car every Wednesday p.m. The merchants purchasing were to be at the freight siding early next morning and unload their goods.

The fruit always arrived in good shape and just as good as express, so it is claimed. The plan proved to be workable and so was carried out successfully until a short time ago. Every other week a different business man did the buying.

The association also was the means of bringing together merchants who at one time had been at loggerheads and now are good friends and work together.

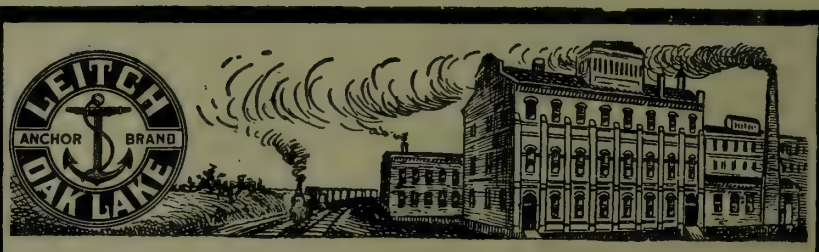
Probably the most difficult thing to overcome in the delivery system was the refusal to deliver any goods after six p.m. on Saturday nights as in the old way it was nothing to see a loaded grocery waggon start out on a route at half past nine p.m. It was overcome though by hard work on the part of the men at the head of the association, and also by advertising and when the first Saturday night came and people who used to have their goods sent up were seen trudging home with their parcels under their arms everyone knew that the grocers meant what they advertised and from that time out few thought of asking the merchants to break their delivery time table.

TRADE NOTES.

A. F. Turcotte, Quebec, was in Montreal on Saturday.

May & Devine have opened a grocery store at 37 York St., Ottawa.

A Dominion charter has been issued incorporating J. S. Lovell, W. Bain, R. Gowans, H. Chambers, R. M. Coates, and W. G. Flood, all of Toronto, to carry on the business of flour millers and dealers in and manufacturers of cereals and cereal products, etc. The company is known as "The Imperial Flour Company, Limited, with capital stock of $2,000,000 divided into 20,000 shares of $100 each, and the head office is in Toronto, Ont.



The Last Word

Operating a large mill and grinding a lot of wheat don't necessarily mean the production of good flour; proper milling is an Art only acquired by experience.

The high quality of

Anchor Brand Flour

is the result of 22 years' experience in the selection and milling of wheat. No pains are spared to make it THE LAST WORD IN FLOUR. 24

Manfd. by

LEITCH BROTHERS FLOUR MILLS, OAK LAKE, MAN.

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE'

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal

Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

How Profitably Comfortable it Would Be



A Y, and promising, too, if every single customer you *pleased*—not merely satisfied—should start another customer coming your way.

Making a kind of endless chain of profits, Brother Grocer. So that just by pleasing one little woman now and then, you would be securing the best advertising agent free gratis for nothing.

Now, there is this about poor flour—the stuff you can get almost at your own terms—

The scar left behind on the housewife's pride may never be effaced.

It may mean *not* only the loss of a customer, but of her *influence,* as well.

Think of that, Brother Grocer.

And this influence may be a greater loss, a more *irreparable* loss, than the trade of the party offended.

Because you will never see these *possible* buyers, and you can't explain to people you have never met.

Good-bye to these dreams of rapid turnovers, steady profits; dissolved into thin air, the vision of pleased, grateful faces across the counter, the new faces anxious to spread the glad news of success and satisfaction.

Let's make our dreams come true, Brother Grocer.

And so next Sunday morning reading your Grocer, just stop long enough to jot down on your order blank the word FIVE ROSES.

Lake of the Woods Milling Co., Limited, Montreal

FIVE ROSES FLOUR

The Hardiness of Scotia's Sons

can be traced directly to their unvarying diet of pure oatmeal, and the Canadian name for oatmeal in its purest and most nutritious form is

TILLSON'S OATS



Dealers will find this well-known Cereal to be a steady and profitable seller, because it always pleases the palate and never fails to satisfy. Our extensive Bill Board and Consumer advertising is creating an unprecedented demand for TILLSON'S PAN-DRIED OATS.

Put up in two Sizes

Premium Family Package Retailing at 25c. | **Pan-Dried Package** Retailing at 10c.

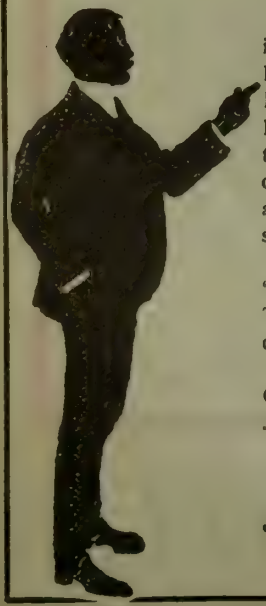
Canadian Cereal & Milling Co., Ltd.

HEAD OFFICE, Lumsden Building, TORONTO

MAKING MORE MONEY!

THE GROCER who is handling a full line of

"White Lily" Brand Biscuits



is on the road to greater profit in his business.

HAVELOCK LUNCH BISCUITS have proved a popular favorite to retail at 15c a pound. They are made of the purest ingredients only, and are mixed and baked in a modern, sanitary factory.

'Sogginess' is unknown with 'WHITE LILY' BRAND BISCUITS. They reach you in as crisp and fresh condition as they leave our ovens.

We also recommend WHITE LILY Cream Sodas — Marshmallow Jam Jams and People's Fancy Mixed.

Write for prices

J. A. Marven, Limited

MONCTON, N.B.

Becoming the Housekeeper's Choice

LYNCH'S Quality Biscuits

prove the Grocer's easy seller and profit-maker and sell at favorable prices. We make a specialty of staple lines.

Here are some of our leaders, which always reach you crisp and fresh;

Creamalt Sodas	Seed Sugar
Family Pilot	Fig Bars
Graham Wafers	Crimp Sugar
Ginger Snaps	Lemon Creams

LYNCH'S LTD.

Sydney, N. S.

Manufacturers of Biscuits, Confectionery & Bread

and at

Stellarton — Fred. A. Milligan, Manager

Halifax — Frank A. Gillis, Manager

CHRISTIE

A plain business talk to our partners, the Grocers of Canada, about stable profits

Have you ever figured out the source of *the only profit worth while* in the grocery business? Take your pencil and do it right now.

Transient business does *not* amount to much.

Your few score or few hundred dependable customers—*mainly your particular buyers*—make up your *paying* trade.

They are *precisely* the customers who make your good will a *valuable asset.*

These customers *insist* on the best groceries—inferior goods will not satisfy them.

If they want biscuits they *demand*

CHRISTIE BISCUITS

because it's a matter of common knowledge that Christie Biscuits are *"The Purest of all Pure Foods."*

Now, isn't it as plain as day that the manufacturer of high-grade groceries is your best friend? His reputation works for you day after day—keeps on working for you even on Sundays and holidays.

HIGH STANDARD GOODS ARE THE ONLY SOURCE OF STABLE PROFITS IN THE GROCERY BUSINESS.

The superiority of Christie Biscuits *is* conceded—has never been seriously questioned.

You know that, your customers know it—more of them will know it. Whether your best customer wants soda biscuits, sweet or fancy biscuits, she invariably asks for *Christie's.*

The name is a guarantee of biscuit purity and perfection. And the fact remains that

"Christie Biscuits sell more than Biscuits."

CHRISTIE, BROWN & CO., LIMITED

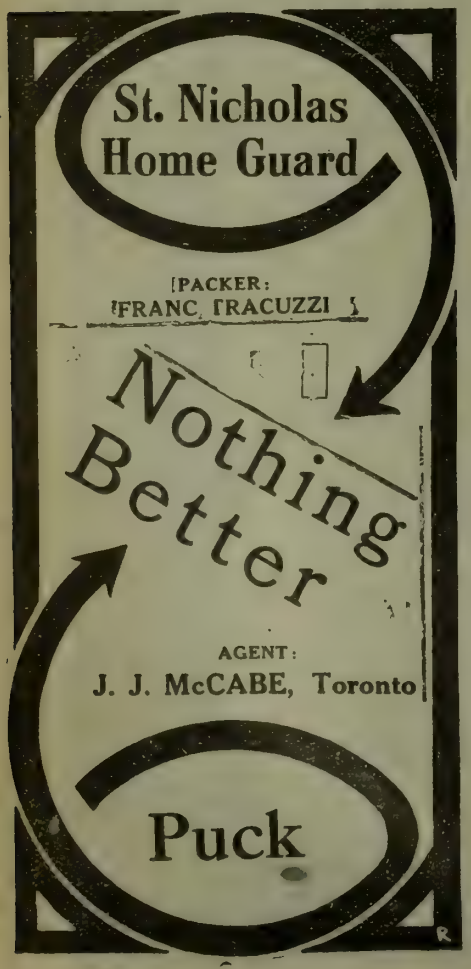
BISCUITS

We are offering this week the Fancy Box and Barrel Apples that were shown at the Exhibition held in Toronto. Stock is extra fancy.

CALIFORNIA, NAVEL, FLORIDA, MEXICAN AND JAMAICA ORANGES; LEMONS, ALMERIA GRAPES, CRANBERRIES, NUTS, DATES, ETC.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers



Potatoes and Cranberries are Higher

Potatoes are Apparently Being Held Back by the Farmer, Who is Dissatisfied With the Price That has been Ruling—Jobbers Now Quoting at Advanced Figures—Cranberries are Firmer and an Advance of $1 a Barrel is Likely to be General in a Few Days—Oranges and Lemons are Easier and are Coming in More Plentifully.

A slightly easier feeling in lemons, oranges and grape fruit, and higher prices for cranberries, potatoes and onions are some of the features of the fruit market this week. Apples are holding steadily, showing higher prices for the best quality stocks, and it is generally considered that the prices yet to be touched will likely be extremely high. California apples are bringing a fair price and are moving out easily. Canadian grapes are nearly done, and it will likely be but a short time now until dependence will have to be placed upon Malagas. They will certainly be the grapes that will meet the Christmas demand.

Potatoes are higher for the simple reason that jobbers cannot secure sufficient stocks. They are not a unit on the reason for this state of affairs, some claiming that the potatoes are not in the country, others that the farmers are holding back supplies in order to force the price higher. The latest crop bulletin for Ontario gives the potato yield this year at 21,927,804 bushels, from 168,454 acres, or 130 bus. per acre. Last year it was 24,645,283 bus., or 145 bus. per acre. The annual average is 116. That shows the present crop less than last year in Ontario, but above the average. There have been reports from different parts of the country referring to rot, but up to the present the crop has been considered not far below the average. The Dominion Government report says prices may reach a famine point before spring. This report points to a crop in all Canada this year of rather more than one-quarter less than last year. In the United States the crop is also short, the condition on Oct. 1st being 72 points, against nearly 78 points a year ago. Not only is the Canadian crop short, but a good deal of rot is reported, which will tend to a still further reduction in supplies.

Cranberries are quoted higher at points of shipment, and it is likely that the general prices will be raised before long. Business on the whole is keeping up well. New lemons and oranges are in good condition and likewise in good demand.

"Never were our oranges sweeter," says one despatch. "We will put out the best fruit the east has seen for the holiday markets, and supplies, even though the crop is larger this season, will be short of the demand."

MONTREAL.

Green Fruits—Apples still rule high, with a strong demand for them. Spies and Fameuse are scarce and bringing big prices. The general fruit trade lately has been good, and business is brisk this week. The first arrivals of California oranges are to hand and in good condition for early fruits, while supplies of new Messina lemons have also come in. The fruits are of superior quality, and in good condition. The price of cranberries should be higher, seeing that the quotations for apples are so stiff. A rise is expected immediately the cooler weather sets in. Florida pineapples show a decrease of 50c.

Apples, bbl.	5 00	6 00	Holly, case		4 00
Bananas crated, bunch	2 00	2 25	Wreaths, bale		1 65
Cranberries, bbl.	7 50	8 00	Oranges—		
Cocoanuts, bags.		4 25	California, late Valencias	4 00	5 00
Wild grapes, lb.	0 03	0 05	Pineapples—		
Limes, per box		1 25	Floridas, case		4 50
Cali. Malagas		2 00	Plums, crate	2 00	2 25
Lemons	4 25	5 00	Pears, bbl.	7 00	10 00

Vegetables—Local dealers expected a decided slump in U. S. beans as a result of the New York strike, but, on the contrary, there was quite a scarcity in the market and from $5 to $9 more were realized. The prices which have ruled are decidedly abnormal. They still rule high. Florida peppers generally arrive in carriers of six baskets, the latter being sold separately. As there has been a poor demand for the latter of late, larger bushel baskets are now going more freely. Parsnips have gone up considerably, while Spanish onions, parsley and garlic are all selling well at an advance. There are practically no Montreal potatoes on the market; Green Mountains being well taken, at an advance of 5c.

Beans, American basket	8 00	12 00	Boston		1 50
Beets, bag	0 75	0 90	Onions—		
Carrots, bag	0 75	0 90	Spanish, cases	2 75	3 00
Cabbage, doz.	0 40	0 50	Potatoes, bag	0 90	1 05
Cabbage, bbl.	1 00	1 50	Sweet potatoes, basket		1 75
Celery, doz.	0 75	0 90	" " bbl.		4 00
Cauliflowers, Montreal	1 00	2 50	Parsley, dozen	0 25	0 30
Cucumbers, doz.	1 50	2 50	Parsnips, new, bag	1 00	1 25
Garlic, 2 bunches		0 25	Radishes, dozen bunches	0 25	0 30
Green Peppers, smal basket		0 75	Spinach, bbl	3 00	3 50
Green Peppers, large basket		2 50	Tomatoes, crate		4 00
Leeks, doz		1 50	Tomatoes, hot-house, lb.		0 25
Lettuce—			Turnips, new, bag	0 75	0 90
Montreal, doz.	0 50	0 60			

TORONTO.

Green Fruits—Business continues to assume fairly large proportions and local dealers are handling a good supply of all fruits now in demand. Apples are firm, with prices for choice stock ruling all the way up to $6. California varieties are being brought in and sell at about $2 a box. They are splendid in appearance and have claimed quite a demand. At the recent apple show one of the fruitmen showing spies would not accept an order at less than $6 a barrel. That was his price, and if you did not like it, why, there were others that did. The limited supply is holding the market with decided firmness. Cranberries are announced at an advance of $1 a

barrel. The price had not been raised here early this week, but it was expected to be quoted at the new figures at any time. The high price of apples is given as one of the reasons for this advance, the increase being in sympathy with general conditions. Oranges are coming in freely and are a little lower in price. Navels, Floridas and Mexicans are all being offered. The quality is said to be uniformly good and with the new lemons they are giving satisfaction. Lemons are arriving a little more freely and are easier. The demand keeps good. Canadian grapes are nearing the end of their tether. It will not be long until the imported varieties will have to be depended upon.

Apples, bbl.....	3 50	5 50	Almeria, bbl....	4 50	6 00
Apples, Canadian, basket..	0 25	0 35	Grape Fruit— Florida, per case	4 00	4 25
Apples, California, box		2 00	Jamaica, case..		3 50
Bananas.....	1 50	2 00	Lemons— Messina.....	3 50	4 00
Citrons, doz....	0 60	0 75	Limes box.....		1 25
Cocoanuts, sack	4 00	4 50	Oranges— Florida.....	3 25	3 55
Cranberries, bbl	8 00	8 50	Navels	3 25	3 50
Cranberries, Nova Scotia bbl..	6 00		Mexicans	2 40	2 70
Cranberries, case ...	3 00		Pomegranates, doz..	0 75	
Grapes, case	2 25		Pears, Canadian basket..... ..	0 40	0 75
" Canadian, basket.....	0 25	0 30	Pineapples crate	4 00	4 50
Malaga, bbl. ...	5 00	6 00	Quince, basket	0 35	0 50

Vegetables—The changes in the vegetable market are not as numerous as in fruits. Potatoes and onions are quoted slightly higher, and some of the dealers are asking as high as 90c for potatoes. One of them stated that he had been through the country lately and could hardly buy any supplies. He stated that he secured a rather small stock, but that was the limit of his success. In his opinion, the potatoes seem to be in the country, but the farmers have likely become discontented with the price they have been receiving, and are holding back for a higher price. This dealer said that he was not sure of the exact situation, but that was the way it appeared to him. He added that the total supply may not be as heavy as expected. At any rate, potatoes are showing an advanced price, and while 85c is the general price, there are some asking 90c.

Canadian beet, bag	0 60	0 75	Onions— Spanish, large..	2 50	2 75
Beans, wax per hamper.... .	2 00	2 25	Spanish, ½-cases		1 50
Cabbage, case— Canadian.	0 75	1 50	Yellow, per bag	1 25	1 35
Cabbage, per 100		3 50	Persimmon, case		2 25
Carrots, Canadian, bag.....		0 50	Potatoes, Ontario, bag.....	0 85	0 90
Cauliflower, dz..		0 75	Sweet, hamper.	1 25	1 50
Celery, dozen ..	0 30	0 40	Parsley, per doz bunches.....	0 25	0 30
Lettuce, Canadian, head....	0	0 30	Parsnips, bag		0 60
Boston head lettuce, doz.....		1 50	Red pepper....	0 50	0 75
			New turnips, per 11-qt. basket.		0 50

ALMERIA GRAPES

With Apples scarce, Grapes will have a heavy sale. 2,500 barrels Choicest Sweet Almeria Grapes have arrived. Prices range from $5.00 to $6.00 per barrel. We bought them before the advance, and are giving our customers the benefit.

WHITE & CO., Limited

TORONTO and HAMILTON

Famous for their Royal Crest Brand Navel Oranges

SEASONABLE GOODS

Fancy Almeria Grapes
Ripe Bananas
Oranges and Lemons
Cranberries
Nuts, Figs, etc.

NEW CROP DATES DUE EARLY NEXT WEEK.

Send us your orders.

HUGH WALKER & SON

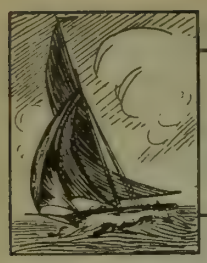
(Established 1860) GUELPH, ONTARIO

FLORIDA CITRUS EXCHANGE

Oranges
Grapefruit

¶ Florida Oranges and Grapefruit under our mark are fully matured and ready to eat. Your customers will buy and come back for more. This is the quality of fruit that pays you to handle. There is some immature fruit on the market which perhaps you can buy cheaper—but ours will make you more money. See that you get our mark.

W. B. STRINGER
District Manager, TORONTO



Fish - Oysters



Scarcity Adds Strength to Fish Market

In Some Lines Higher Prices are Being Quoted — Others are Decidedly Firm—Oysters are Not Plentiful and Demand is Hardly Being Met in Some Places—Smoked and Dried Fish are Moving out Well—Market Satisfactory, But Would be Improved With Supplies Coming in More Freely.

Scarcity in some lines of fish is responsible for recent advances. Codfish and haddock are quoted higher and smoked fish stocks are almost low enough to make an advance a likelihood. From all reports, it seems a fact that the season has been unusually light and hardships among the fishermen are likely to be experienced.

Supplies of fish are quickly bought up evidencing a good general demand. Fresh fish might be more plentiful for the supply does not seem to be equal to the demand. Dried and smoked fish are also moving out rapidly. Oysters are scarce and in good demand.

NEWFOUNDLAND.

St. John's, Nov. 23.—Several price changes have occurred in fish markets here since last report. All codfish have gone up, the advance being generally 30 cents per quintal. Lobsters have advanced $1 per case and cod-oil is up again. The market shows considerable strength.

Codfish, large merchantable, per qtl.	6 50
" small " "	5 50
" large Madeira "	6 50
" small " "	5 50
" large and medium West India	3 50
" small " per qtl	3 00
" Labrador "	4 40
Haddock "	3 00
Herring, No. 1, large and medium, barrel	2 20
" small	2 00
Ling	3 50
Lobsters, No 1 flats, case 48 1-lb. tins	16 00
Salmon, No. 1, large, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" tinned, case	5 50
Cod Oil, hardwood casks, tun	88 00
" softwood " "	80 00
Cod Liver Oil gallon	0 65
Refined Oil, gal	0 55

NEW BRUNSWICK.

St. John, Nov. 24.—The continued scarcity of fish of all kinds has resulted in an advance in the prices of several lines. Cod and haddock are now quoted at 3 to 3½ cents a pound. There are a few frozen mackerel and halibut, as well as an occasional small chicken halibut, taken in the trawls. There is the usual variety of smoked fish, but stocks are low and prices high. Salt cod are highrer now than they have ever been according to the local dealers. The price advanced last week to $5 for large or medium and $3.75 to $4 for small fish. Up to this last year salt cod was sold retail at 5 cents a pound.

With the failure of the Grand Manan fisheries, the island faces conditions that have not existed in a decade, and schooner men arriving here from the fishing grounds say the situation is serious with winter close at hand and much hardship will be experienced. Many of the fishing vessels will be forced to lay up this winter. Sardines are very scarce now and sales have been made lately as high as $15 to $35 per hogshead.

A resident in St. Pierre, Miquelon, who was in the city last week reported that the fisheries there had been so bad this year that many of the inhabitants were leaving the island and going to the United States and Canada. The conditions there are more serious than in many years.

QUEBEC.

Montreal, Nov. 24.—With the approach of Advent and the closing of navigation there is a strong demand for all grades of fresh, salted and frozen fish, while large quantities of pickled and salted are moving. At the same time orders for frozen fish are coming in freely. Heavy consignments are in transit from the coast. Prices are about the same as last year, except good qualities of salmon which are advancing.

The trade in smoked and prepared fish is normal.

Haddock and cod are a little more plentiful and prices are slightly lower. Some fresh halibut is arriving by express—the price, 10c. being low for this season of the year.

FRESH

Perch	0 10	Sea bass	0 15
Steak cod	0 06	Smelts	0 12
Market cod	0 04½ 0 05	Haddock	0 05 0 06
Sturgeon	0 10	Halibut	0 10
Sea trout	0 12 0 14	Bullheads	0 09

FROZEN

Codfish	0 04	Flounders	0 08 0 10
Dore, winter caught, per lb	0 03½ 0 09	Pike	0 07½ 0 08
Haddock	0 04½	Salmon, B.C., red	10 0 13
Halibut, per lb	0 09	Gaspe salmon, per lb	0 20
Herring, per 100	1 70 1 80	Smelts, 10 lb. bxs	0 10 0 14
Market cod	0 04	Whitefish, large, lb	0 09 0 10
Steak cod	0 05	Whitefish, small	0 07
Mackerel	0 12 0 12½		

SALTED AND PICKLED

Green cod, No. 1, bbl	7 50 8 00	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" " ½ bbl	3 00	" " pink, bbl	12 00
Labrador sea trout, bbls	10 00	" Labrador, bbl	16 50
Labrador sea trout, half bbls	6 00	" " ½ bbls	8 50
No. 1 mackerel, pail	2 0_	" " trcs., 300 lb	22 00
½ bbls	9 50	Salt eels, per lb	0 07½ 0 08
No. 1 pollock, 1	5 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, bbl	5 00	Scotch herring	6 50
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 25
Haddies	0 07 0 07½
Boneless haddies	0 09
Herring, new smoked, per box	0 15 0 20
Kippered herring, per box, small	1 25
Kippered herring, per box, large	1 40

SHELL FISH

Shell oysters, bbl., choice	10 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 30
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 60 2 00
" bulk, selects	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	5 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

ONTARIO.

Toronto, Nov. 24.—Locally, trade is centralized on haddock, whitefish, frozen halibut and trout. The demand is good and supplies are fair. The demand for dried and smoked fish is increasing and a good trade is reported. On the whole the market shows improvement and December is looked upon to supply even better business. Oysters are rather scarce according to the general news. The demand is good and that makes the scarcity all the more apparent.

FRESH CAUGHT FISH

White fish	0 12 0 13	Steak cod	0 08
Herring	0 06	Perch	0 07
Yellow pickerel	0 11	Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	0 6	Salmon trout	0 12
Halibut	0 09 0 10	White fish, pan frozen	0 10
Pike	0 07		

OCEAN FISH (FROZEN)

Herring, per 100 2 00

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb	0 05
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb	0 12
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3 25
Acadia 3-lb. bxs per crate	5 40	Haddie, Finnan	0 08½ 0 09
Shredded cod	2 25	Kippers, box	1 20
Bloaters, box	1 25	Oysters, extra selects, gal	2 25
Boneless Digbys, box	1 00	Oysters, seleots, gal	1 85
Codfish, Bluenose, "	1 40	Oysters, standard, gal	1 65
Cod steak, per lb	0 07	Quail on toast, per lb	0 06
		Smelts, No. 1	0 12
		Smelts, extra	0 16

BRITISH COLUMBIA.

Vancouver, Nov. 24.—There is little doing in the fish market this week. There were no boats in last week, and up to date none have yet arrived. It was reported the other day that there was a probability of a fish famine, but this is hardly probable. While fish are harder to get, nothing of that kind is anticipated. "Every once in a while such a rumor starts," remarked the manager of a large fishing company, "but that does not say that the famine will take place."

NOVA SCOTIA.

Halifax, Nov. 24.—There is a general scarcity of fresh fish in all the markets, and the cause is assigned principally to the stormy weather on the fishing grounds. Few fish are being taken on the in-shore ground, and those that are being caught on the banks are salted. The scarcity of fresh fish is not confined to the local market alone, but there is also a shortage at all the U. S. fish centres. Few haddock are arriving and as a result the supply is running short. One dealer in this city had 38,000 lbs. of smoked haddies in his storehouse, and this week orders came in so fast that the whole lot was cleaned up. The majority of this lot was sent to the upper Canadian market. Fresh herring

OCEAN BRAND FISH

Your customers will appreciate fish such as our equipment and improved methods of handling enable us to prepare. Selected fish put up by the most modern and sanitary plant we have been able to install are sure trade bringers.

SOME OF OUR LINES

OCEAN BRAND { Kippers, Bloaters, Finnan Haddies

Boutilier's Smoked Fillets
Canada Strip Boneless Cod
Special Fat July Salt Herring

IF YOUR WHOLESALER CANNOT SUPPLY YOU, WRITE US DIRECT

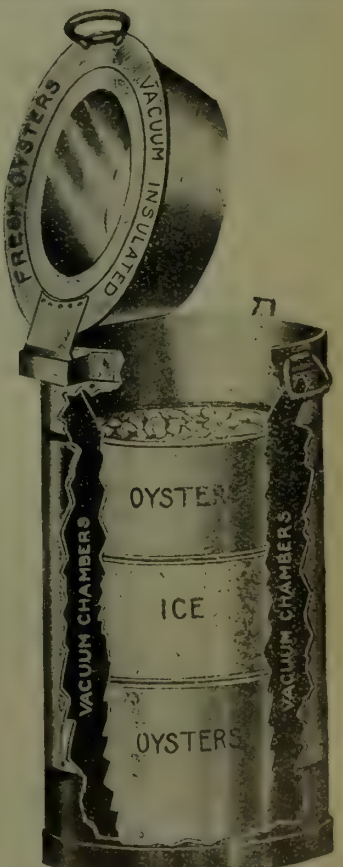
Halifax Cold Storage Co., Limited

45 WILLIAM ST. - Selling Agents - MONTREAL

Clean, firm, full-flavored Oysters, packed where matured in sealed packages that are properly refrigerated before and during shipment. Every oyster over four years old.

"Coast-Sealed" Oysters

Sheer quality wins trade for "Coast-Sealed" Oysters.



This "Coast-Sealed" Vacuum Insulated Display Cabinet keeps oysters fresh and saves seven-eighths of your ice bill. Price, $17.00 net, f.o.b. Toronto.

No conditional sales or jug-handled agreements. Our winning selling policy is:

Unbeatable Quality and Full Weight at a Fair Price.

WRITE US FOR PARTICULARS AND QUOTATIONS.

Connecticut Oyster Company

88 Colborne Street, - Toronto

are coming in more plentifully, but there is only a limited demand. They sell more readily when salted. There is very little doing in smelts. All the cargoes of dry cod are quickly bought up. The demand is good and there is keen competition. The general opinion among the trade is that prices will go higher, and that all the stocks on hand will be cleared up before the spring. At all centres outside of Lunenburg, the catch of cod is below the average. There is practically nothing doing in the mackerel trade.

Green cod have been purchased at Lunenburg and shipped to Boston. Large shore cod are now quoted at $7 to $7.25, and medium hard shore at $6.50 to $6.75. Large Bank at $6. Mackerel No. 1 are quoted at $20, No. 2's at $18, and large 3's, $12.50. The best herring are quoted at $4.50. Haddock range from $3.75 to $4.25 per quintal.

SEPARATE STORAGE.

For Bananas and Citrus Fruit is Advocated as Result of Experiments.

Washington, D.C., Nov. 24.—Exeprriments on the gases given off by bananas and oranges respectively have been carried on at the laboratory. It was shown that oranges gave off a good deal of carbonic acid gas when stored in a closed place, as in a ship's hold, but on the other hand carbonic acid gas has proven to be a wonderful preservative of bananas. It was shown, however, by direct trial, that emanations from oranges stored in a chamber were found to have the effect of bringing about the premature ripening of bananas, if these gases were passed through a chamber laden with this fruit.

The practical lesson indicated by these experiments is that separate storage is desirable for citrus fruits and bananas, especially when they are being transported long distances by sea. Open-sided boxes for the escape of the orange gases and an effective cooling of the fruit in the cold chamber also appears to be a crucial matter which some orange shippers consistently ignore, with the result that their fruit arrives in bad condition and financial losses occur.

TO PRODUCE BETTER POULTRY.

Farmers are Offered Prizes for the Best Birds by Montreal Firm.

Montreal, Nov. 24.—With a view to encouraging farmers to raise a better standard of poultry, Gunn, Langlois & Co. are offering cash prizes to those who produce the best. The total amount that will be distributed in prizes will be $100 in gold, divided into three classes—turkeys, chickens, geese or ducks. In the former case the prizes will amount to $25, $15 and $10. and in the cases of the other two, $15 and $10.

The chief conditions governing the competition are:

Competitors may enter in either class, but shipments must consist of the following numbers in each class, namely: 12 turkeys, 24 chickens, 12 ducks or 12 geese.

Poultry must be killed by bleeding in the mouth, must be undrawn, dry-picked and clean of feathers.

Poultry must be packed in cases containing 12 birds each, style of packing and general appearance will count in deciding awards.

Birds must not be frozen.

Competitors must be farmers only. Two or more may co-operate and ship under their joint names.

With a view of extending and assisting us in the educational work, competitors must agree to furnish particulars asked for on attached forms, and undertake to do all in their power to further the poultry interests by making an honest effort to increase the production in their section of the country during the coming year.

Professor Fred C. Elford, of Macdonald College, has agreed to act as judge, and his decision shall be final. Results will be announced December 24th.

CANNED TOMATO INFORMATION.

Opening Prices in 1905 and 1906—Advances in Spring of Latter Year.

Editor Canadian Grocer,—Can you tell us what the opening prices on canned tomatoes were in 1905? There was a big advance in the spring of 1906. What was this advance, and when did it occur? What was the opening price in 1906?

C. B.

Picton, Ont.

Editorial Note.—The opening prices on tomatoes in 1905 for 3's were 92½ and 95 cents per dozen. These prices were given out about the middle of September. For gallons the prices were $3 and $3.02½. In February, 1906, prices began to advance. On Feb. 16 they were 95 cents and $1 per dozen for 3's; on March 9 they were $1.05 and $1.10; on March 30 they were $120 and $1.25, and on April 4 the prices were $1.25 and $1.30, at which prices they remained until the new pack for 1906 was quoted. Opening prices for 1906 on 3's were $1.15 and $1.17½, and for gallons, $3.50 to $3.52½. These prices were named towards the end of September of that year.

EXTENDING ASSOCIATION WORK.

British Columbia Grocers Touring the Province Telling Aims of Organization.

Vancouver, B.C., Nov. 24.—The first steps taken to enlist the interior merchants in the interests of the Retail Merchants' Association of British Columbia proved successful. The committee that was appointed at the meeting in Victoria, when organization was completed, consisting of F. W. Welsh, Vancouver, president; R. D. Dinning, Vancouver, secretary; and Wm. Clark, president of the Vancouver local association, went to Kamloops and Revelstoke, and did not find one objector. It was their intention to have gone down to Rossland and Nelson, but found the train service inconvenient, and will leave for there in about a week.

After the Kootenay towns are visited, and the benefits of association laid before the members there, the committee will go to Vancouver Island, and interview the merchants in Ladysmith, Nanaimo, Cumberland, Victoria and the smaller places. It will be remembered the scope of the B. C. Retail Grocers' Exchange was enlarged so as to make it provincial, including merchants of all kinds. The name was changed so as to suggest this.

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.
Write for prices.
W. A. LEARD
SUMMERSIDE, P.E.I.

Cable Address: "TRESTER." ESTABLISHED 1866 A. B. C. Code, 4th Ed.
HAMBURG, **M. TRESTER** GERMANY
Old established Commission Agent for the sale of Evaporated Apples, Millfeed, Bran Tallow, Hides, Cereals, Butter, Cheese and all other Canadian Export Products.
Correspondence with offers F.O.B. solicited.

BEACON BRAND HADDIE

The wise Grocer handles this well-known brand **exclusively** because he knows the guarantee of quality and flavor back of every fish he sells will effectually protect his interests.

To every genuine BEACON BRAND HADDIE is attached a tag (see cut produced below) to protect both dealer and customer against fraud and substitution.

The fish are all finest selected, caught in the Bay of Fundy, and cured under perfect sanitary conditions by Scotch Experts. Feature "Beacon" Brand! It will pay you.

THE F. T. JAMES CO., Ltd.



EXACT SIZE OF TAG

CHURCH STREET, TORONTO

Write us for BEACON BRAND HADDIE SHOW CARDS

CUSTOM CATCHERS

Particularly in the case of Canned Goods, quality is the determining feature where the trade will go. If you stock





you will be influencing a better class trade to your store.

Our herring are the finest obtainable---coming from Passamaquoddy Bay, where they are captured in weirs or traps---the packing is done by the very latest process in a modern sanitary manner.

BRUNSWICK BRAND

is synonymous for quality.

You are wanting a satisfaction-giving line like this! Be sure and have the name right when you are ordering SEA FOODS.

CONNORS BROS., Limited, Black's Harbour, N.B.

AGENTS---Grant, Oxley & Co,. Halifax, N.S.; C. H. B. Hillcoat, Sydney, C B.; J. L. Lovitt, Yarmouth, N S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton Alta.

Wanted---Men with Ambition

Every ambitious salesman is anxious to secure a training which will make him more valuable to his employer.

It means more salary to him and that's a very important item.

The MacLean Publishing Company, Limited, want to get in touch with an ambitious, enthusiastic salesman or clerk in every centre—to act as local representative during his spare time.

They want men with determination, earnest, ambitious and enthusiastic workers. Men who are eager to become 100-point salesmen.

In return, the Company will give such men an excellent training in salesmanship—a training which will be of inestimable value to them later.

During the course of training, live men can earn one dollar for every hour of their spare time.

Competent men will be promoted to the salaried circulation staff of the Company.

The MacLean circulation staff is the largest circulation organization in Canada. It is composed of the highest-priced circulation men in this country—men who got their first training while acting as local representatives.

If you are ambitious and progressive, write us to-day.

The MacLean Publishing Company, Limited

143-149 University Avenue, - - - - - TORONTO, ONT.

Your best customers will buy "Concord" Norwegian Sardines

because of their distinctive and delicate flavor, and because there is an absolute guarantee of purity of contents given with each tin.

Each tin is provided with a spare lid for use after the tin has been opened.

"CONCORD" SARDINES will more than please your better class customers, and will prove a remunerative line to handle.

CCC
Norwegian Canned Goods

LIST OF AGENTS:
R. S. McIndoe, Toronto; A. H. Brittain & Co., Montreal; W. A. Simonds, St. John, N.B.; Watson & Truesdale, Winnipeg; Radigar & Janion, Vancouver and Victoria, B.C.

Quaker Brand Salmon

Your trade needs a consistently high-class of canned goods. You cannot afford to allow inferior grades to go to your customers.

One trial and yourself and your patrons will both insist on QUAKER BRAND.

Mathewson's Sons

Wholesale Grocers

202 McGill Street - - Montreal



The "Sealshiptor"

The best policy of OYSTER INSURANCE is to see that you get your oysters in a *SEALSHIPTOR* the only way genuine *Sealshipt Oysters* are shipped



Sealshipt Paper Pail

How Sealshipt Oysters are Transported in Sealshiptors from Bed to Dealer

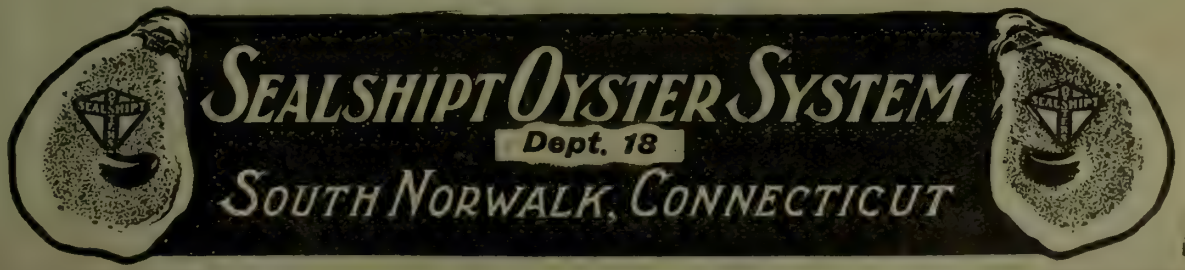
SEALSHIPT OYSTERS are shucked and packed directly at the beds. The solid meats are packed in **SEALSHIPT** containers, which are air-tight and germ proof, and cannot be opened during transit. The **SEALSHIPTOR** itself is properly insulated and practically air-tight. It will keep oysters in perfect condition. Genuine **SEALSHIPT OYSTERS** are not packed for shipment in any other way—be sure you get yours in a **SEALSHIPTOR**, because then you know they have the real "tang" of the sea, the natural flavor that will delight your customers.

How You Should Tell Them

Since **you** know you are handling genuine **SEALSHIPT OYSTERS**, **advertise** the fact to **your customers** by using **SEALSHIPT PAPER PAILS.** We are making these pails a feature of our magazine advertising, and people look for them, as well as the **SEALSHIPTICASE**, to identify genuine **SEALSHIPT OYSTERS.** These pails are the only ones cut to exact measure, they are made of high-grade waterproof paper, and have wire handles for convenience in carrying. We supply them at small cost to you, including the printing of your advertisement on the top flap.

Our Local Advertising Helps

SEALSHIPT OYSTER AGENTS make money because we help them. We give you attractive blue and white muslin signs, a blue and white steel sign for your store front, a transparent sign for your door, and arrange with you for the instalation of a **SEALSHIPTICASE**, the blue and white porcelain fixture for the storage and display of **SEALSHIPT OYSTERS.** People are instantly reminded of our magazine advertising by these means and know you are selling the genuine **SEALSHIPT OYSTERS** they have read about. They will leave a store that sells no oysters, or only ordinary oysters, and go to the store where genuine **SEALSHIPT OYSTERS** are sold. Be the one to secure this trade; it means increased oyster business at a profit that can't be less than 25 per cent. Write for our catalogue and full particulars.



WEEKLY TRADE CHANGES.

Recent Business Happenings in the Grocery Trade Throughout the Dominion.

Ontario—Jos. Stothers, grocer, etc., Blyth, Ont., sold to Neil A. Taylor.

W. S. McCrea, grocer, etc., Merrickville, Ont., assigned.

J. A. Dansereau, grocer, Montreal, assigned.

J. E. Lamy & Co., grocers, Montreal, registered.

Louis Robidoux, grocer, Cornwall, Ont., deceased.

Jas. Lewis & Son, of Dutton, Ont., have assigned.

H. Desmerais & Frere, grocers, Montreal, registered.

G. A. Rivett, grocer, Hamilton, Ont., sold to J. J. Cleary.

J. C. Wilson, grocer, Ottawa, Ont., succeeded by J. C. Ray.

Mrs. R. Stewart, grocer, Ottawa, succeeded by Wm. Pearson.

J. T. Ross, grocer, Buckingham, Que., assigned to Jos. Grant.

Corkeil & Frere, grocers, etc., Montreal, Que., have registered.

F. E. Elliott, grocer, Burlington, Ont., stock sold to LeGary & Ellison.

S. J. Wildfong, general merchant, Amberley, Ont., sold to Fred Ross.

Smith & Ball, general merchants, Picton, Ont., retiring from business.

A. S. Gledhill, general merchant, Belmont, Ont., sold to John Bloomfield.

Smith & Hughes, general merchants, Treadwell, Ont., offer to compromise.

The Robt. Timmins Co., general merchants, Waskada, Man., discontinuing.

Kirkup & Wilkie, grocers, Fort William, Ont., have sold to Bentham & Avery.

Oscar Dippel, grocer, Palmerston, Ont., has disposed of his business to Brooks & Seitter.

R. A. Bickerton, general merchant, of Ramsayville, Ont., succeeded by C. L. Ramsay.

Stillwell Bros., grocers, Ingersoll, Ont., dissolved partnership, Nicholas Stillwell continuing.

Drover & McClure, grocers and butchers, Toronto, Ont., succeeded by Davenport Provision Co.

Quebec—Henri E. Bouliane general merchant, Les Grandes Berjeronnes, Que., assigned.

The assets of J. E. Lavoie, general merchant, Riviere Blene, Que., are to be sold Nov. 18th.

Charbonneau & Taillefer, grocers, Montreal, have dissolved.

Antoine Guertin, grocer, Tetreaultville, Que., has assigned.

Gagnon, Garant, Ltee, Wholesale grocers, Quebec, Que., have registered.

Jos. Sirors, general merchant, St. Charles de Caplin, assigned.

Maxime Beaupre, general merchant, St. Paschal, Que., has assigned.

J. A. Rousseau, general merchant, Plessisville, Que., offers to compromise.

W. A. Kenny, general merchant, North Wakefield, Que., has sold to T. Mitchell.

Bowin & Grenier, grocery specialties, Quebec, Que., have purchased the stock of Leclerc & Letellier.

Maritime Provinces—W. R. Rhodes, grocer, Granville Ferry, N.S., has assigned.

E. A. Strang, grocer, Chatham, N. B., deceased.

E. Paturel, Ltd., lobster packers, Shediac, N.B., applying for charter.

Estate of John Graham, grocers, Woodstock, N.B., succeeded by Woolverton & Gibson.

Western Canada—A. Hyde, general merchant, Brookdale, Man., has assigned.

R. E. Sadler has opened a general store at Elgin, Man.

H. E. Blount has opened a general store at Griffin, Sask.

W. J. Bradd has opened a grocery store at Saskatoon, Sask.

J. McKinstry has opened a grocery store at Dauphin, Man.

P. A. Woods & Co., grocers, Winnipeg have been succeeded by E. Powell.

A. Brummell, general merchant, Kinley Sask., has sold to Chas Fowler.

J. R. Shaw, general merchant, Keremos, B.C., sold to Lauve & McGurdy.

G. H. B. Franklin, grocer, Grandview, Man., has admitted W. A. Morrow into partnership.

The Codville Co., Ltd., wholesale grocers, Winnipeg, have opened a branch at Moose Jaw.

Becker & Macdonald, general merchants, Sedley, Sask., have been succeeded by J. S. Macdonald.

E. B. Nixon, grocer, Winnipeg, has sold to R. H. Graham, late manager of the Hudson's Bay Company's grocery department in that city.

A. W. Dalton, general merchant, Wellwood, Man., is taking H. Coldwell into partnership, the firm being known as Dalton and Co.

It is stated that J. B. Wilson, of the Symington Co., Ltd., Brandon, Ma..., has bought the Central Grocery. This makes a chain of four stores owned by Mr. Wilson and the Symington Co.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

CLAY PIPES

The best in the world are made by

McDOUGALLS

Insist upon this make

D. McDOUGALL & CO., LTD., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

Black Watch

The Big Black Plug Chewing Tobacco



"A Trade Bringer"

Sold by all the Wholesale Trade

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE in the town of Amherstburg, Ont., an old established corner grocery store. Good business. Reason for selling. Address Box 243, Amherstburg, Ont. (49p)

LIVE GROCERY BUSINESS FOR SALE, $1,400, in growing part of Hamilton, Ont. Good reasons for selling. Box 368, CANADIAN GROCER, Toronto. (47)

FOR SALE—In the City of Windsor, Ont., large corner grocery store. Good business. Reason for selling. Will sell proper y or rent. Address Box 357, CANADIAN GROCER, Toronto. (48p)

COMMISSION LINES WANTED.

WANTED by a responsible, energetic firm about to open an agency business in Calgary, lines on commission, or will buy outright if necessary. Address Room 37, Herald Block, Calgary, Alberta. (1p)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

FOR FILING PAPERS, LETTERS and vouchers, fastening bulky envelopes or backing statements the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

SCOTCH PLAID STATIONERY is the latest creation for business and society correspondence. Paper and envelopes present a finished linen surface, most agreeable to the pen touch. Leading stationers have it. Write for samples. The Copp, Clark Co., Ltd., Toronto. (tf)

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Penestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WITH an eye to stock-taking but two months away, we offer some especially attractive bargains in rebuilt Typewriters. All makes are represented and all are shown in our finely illustrated catalogue, a copy of which will be mailed on request. THE MONARCH TYPEWRITER CO., Limited, No. 98 King Street West, Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU DON'T buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

MISCELLANEOUS.

WHEN buying bookcases insist on having the best on the market, "Macey Sectional Bookcases." Carried in stock by all up-to-date furniture dealers. Illustrated booklet sent free on request. Canada Furniture Manufacturers, Ltd. General offices, Woodstock, Ont. (tf)

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½ lb.	10 50
¼-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Percase
1 "	12 "	$6 00
1 "	13 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 13 oz.	3 85
" 1 lb.	4 70
" 3 lb.	13 60
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

DOMINION CANNERS, LIMITED

Aylmer Jams		Peach	1 80
Per doz		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 15
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
		Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

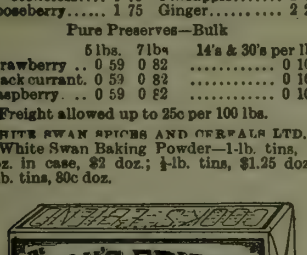
Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb , 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80

White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per doz. $1.

White Swan Self-rising Pancake Flour, per doz. $1

White Swan Wheat Kernels, per doz. $1 40

White Swan Flaked Rice, per doz. $1 00

White Swan Flaked Peas, per doz. $1 00

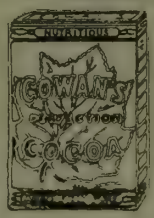


Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$1 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations or Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Plain Rock, ½'s & ¼'s, cakes, 12-lb. bxs	0 36
Perfection chocolate, 20c size, 2 doz. in boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 doz. in boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 30
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25
" ¼'s " " "	0 28

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpare l wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35½
Smaller quantities	0 37½

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.



Elite, 10c size (for cooking) doz	0 90
Mott's breakfast cocoa, 10c. size	90 per dz.
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes 6-lb. bxs., 26c lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ¼-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ¼ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.

	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes.	0 28
¼ lb. packages, assorted, in 5 lb. boxes.	0 29
¼ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	.. .	0 18
Macaroon	0 17	....	0 17
Desiccated	16	....	0

White Moss in 5 and 10 lb square tins. 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—

Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp-proof bags and tins

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " "		ground	0 17½
Golden Rio			0 14

Package Coffees

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. Fancy Glass Jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English Breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 33c. lb	
Mo-Ja, ½-lb. tins	30c. lb.
Mo-Ja, 1-lb. tins	28c. lb.
Mo-Ja, 2-lb. tins	26c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1 lb. tins	$0 33
"Gilt Edge" in 2 lb. tins	
Canadian Souvenir 1 lb. fancy lithographed canisters	0 30

Cheese.—Imperial

Large size jars, doz. $ 25

Medium size jars, per doz 4 50

Small size jars, per doz 2 40

Individual size jars per doz 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	13 00



Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40



Ground or bean,	W.S.P.	Ret. P.
1s	0 32	0 50
½s	0 33	0 50
1s	0 29	0 40
½s	0 30	0 40
1s	0 23	0 30
½s	0 23	0 30

Packed in 30s and 50-lb. case Terms—Net 30 days prepaid

Confections

IMPERIA PEANUT BUTTER

Small, cases 6 dozen	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co Ltd Toronto. C O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UNNUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Ro' inson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors),	doz.	1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discounts on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07

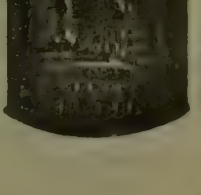
Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $140. Tabasco Ketchup — Bottles (10-cent size only) dozen $1.40. Chili Sauce — Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 80 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No 1, 90c; No. 2, $1.25; No 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 dz

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.



BLACK KNIGHT STOVE POLISH

will earn for you that most desirable of all business assets—the good-will of the ladies. It comes quickly and goes slowly, and will not stain the hands. Be sure you are handling this profitable line.

F. F. DALLEY CO., Ltd.

Hamilton, Can. Buffalo, N.Y.

—BUY—

Star Brand

Cotton Clothes Lines

—AND—

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto 52 Canada Life Building, Montreal

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON

81 YOUVILLE SQUARE, MONTREAL

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents

ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

WESTERN ASSURANCE COMPANY Incorporated 1851 — FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000
Income for 1906, over 3,609,000

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company
A.D. 1833
FIRE & MARINE
Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo A. Cox, President — W. R. Brock, Vice-President
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W. B. Meikle, General Manager; P. H. Sims, Secretary

CAPITAL	$1,400,000.00
ASSETS	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb. $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

WHITE SWAN SPICE AND CEREALS, LTD



White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.
"Shirriff's" (all flavors), per doz ....
Discounts on application.

"Purity" licorice, 10 sticks 1 45
" " 100 sticks 0 73
Dulc, large cent sticks, 100 in box ....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case
1 case of 4 doz $3 50
3 cases of 4 doz 3 40
5 cases or more 3 35



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 12½
½-bbls.	0 12⅝
Tubs, 50 lbs.	0 12¾
20-lb. Pails.	2 55
20-lb. tins	2 45
Cases 3-lb.	0 13½
" 5-lb.	0 13⅝
" 10-lb.	0 13



F.O.B. Montreal.

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per doz $2.25.

SHIRRIFF BRAND

"Imperial Scotch" —	
1-lb. glass, doz.	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35
"Shredded"—	
1-lb. glass, doz.	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Mustard

COLMAN'S OR KEEN'S

	Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 doz	0 45 dozen
Medium, cases 2 doz	0 90 "
Large, cases 1 doz	1 35 "

Sauces



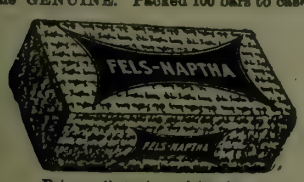
	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 40
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 99
Pint bottles, 3 dozen cases, doz.	1 75

Soap

be GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95

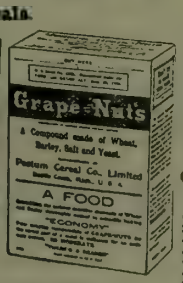
GUNNS "EASIFIRST" LARD COMPOUND.



Tierces	0 11¾
Tubs	0 12
20-lb. pails	0 12
20-lb. tins	0 11¾
10-lb. "	0 12¼
5-lb. "	0 12⅝
3-lb. "	0 12¾
1-lb. cartons	13

Cereals.





Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. 24, $2.85.

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50

Soda

COW BRAND



Case of 1-lb. cooking 60 packages box $3.00.
Case of ½-lb. containing 120 package per box $3.00.
Cases of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

		Per case
No. 1, cases 60 1 lb. packages		$2 60
No. 2, " 120 ½ lb. "		2 60
No. 3, " {30 1-lb. " / {60 ½-lb. "		2 60
No. 5 Magic soda—cases 100—10-oz. pkgs.		
1 case		2 65
5 cases		2 57

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. **Montreal**

Soap and Washing Powders

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



For sale by all grocers.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4 15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00



Milk.

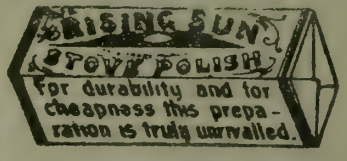
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ½ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

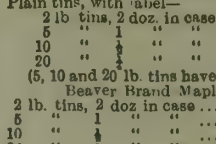
Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 5
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)



Teas

THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s.	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label,	0 20	0 25
Brown Label, 1's and ½'s	0 23	0 40
Brown Label ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, hf-c, 90 lbs	0 25
Princess Louise, hf-c, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 07	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.
Canisters		
Gold Tins, 5's	35c. 1.75	50c. 2.50
Gold Tins, 3's	35c. 1.05	50c. 1.50
Gold Tins, 1's	36c. each	50c. each
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ½s	0 0	1 00
" " ½s	0 55	0 80
" " ¼s	0 44	0 60
" " 1 lbs. & ½s.	0 40	0 60
" " ½s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1 lbs., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c.	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 20 cents
Pure Gold Salad Dressing Powder } per doz.
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

Gum.



Cream Tartar.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	50

Yeast

Royal Yeast, 3 doz. 5 cent pkgs.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

ESPECIAL EMPHASIS

should be laid on the fact that

SNAP

does its work *honestly!*

There are no half measures in the way SNAP removes every vestige of tar, dirt, grease or paint from soiled hands. And it is, moreover, antiseptic, and beneficial to the skin.

SNAP SELLS ALL THE TIME!

TRY IT!

SNAP CO. LIMITED



Montreal, Que.

A SLIGHT DIFFERENCE

IN PRICE ON A CHEAP ARTICLE LIKE

Sal Soda

SHOULD NOT COUNT, WHEN QUALITY IS CONSIDERED

BRUNNER, MOND & CO.'S

ENGLISH SAL SODA

is the **PUREST**, contains **LEAST MOISTURE** and

therefore **GOES FURTHEST** of any Washing Soda sold.

WINN & HOLLAND, LIMITED

SOLE AGENTS MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S

The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVEN PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

YOUR WINTER STOCK OF

SALT

of all kinds!
Is it secured?
If not, write

Verret, Stewart & Co.
Limited
Montreal

THERE IS MORE

WETHEY'S

Condensed Mince Meat

(IN CARTONS)

per capita, used in St. Catharines, where the goods are manufactured, than any other point in Canada.

The Reason is plain

Our locally well-known sanitary methods, together with the equally well-known quality of our ingredients, cannot help but invite the patronage of the good people of St. Catharines.

What About Your Trade?

3 doz. to a case. All jobbers.

J. H. Wethey, Limited
ST. CATHARINES, ONTARIO

"We now have every merchant but one, and he says he's getting too old to bother much about increasing his business."

The above comment was attached to the report of one of our subscription men after he had visited a good-sized town the other day.

In every city, town and village from Halifax to Vancouver almost every good merchant is a regular reader of The Grocer. Manufacturers and wholesalers find this paper a profitable advertising medium, not only because of the *Quantity* of its circulation, but very largely because of the *Quality* of the interest which its editorial pages secure for their advertisements.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 521 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: Rooms 1109-1111, 140 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, DECEMBER 2, 1910 NO 48.

There's a world-wide reputation

to be kept up by the manufacturers of

KEEN'S OXFORD BLUE



and you may be sure no stone will be left unturned to maintain that reputation.

"KEEN'S BLUE" is best laundry blue, and all careful housewives specify it. See you are well stocked.

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Agents for the Dominion of Canada

NOW IS THE TIME TO BUY SYRUP

and the best "SELLER" on the market is

"CROWN" BRAND CORN SYRUP

Made Only by

The Edwardsburg Starch Co., Limited

Montreal: Office | Cardinal: Works | Toronto: Office

WHAT MADE CANADA FAMOUS?

MacLAREN'S CANADA CREAM CHEESE

Be Wise—Sell It—Over 30% Profit

MacLAREN'S CANADA CREAM CHEESE is a cheese of perfect flavor and texture, milder than MacLaren's Imperial Cheese. Economical, convenient and a sure winner, as it is always the same, and saleable at popular and profitable prices.



Small Size Package

MacLAREN'S CANADA CREAM CHEESE
(in three sizes)

Small Size Round Package, in Tin Foil, 90c. dozen, in 1-doz. cartons, in 6 and 10 doz. cases.

Medium Size, 2 doz. packages in case, $1.30 doz.

Large Size, 1 doz. packages in case, $2.30 doz.

Delivered at above prices to points in Ontario, Quebec and Maritime Provinces.

QUALITY COMBINED WITH PROFIT



(Medium Size Package)

IT CREATES THAT TASTE FOR MORE

FOR SALE BY ALL FIRST-CLASS JOBBERS

MANUFACTURED AND GUARANTEED PURE BY

MacLAREN IMPERIAL CHEESE COMPANY LIMITED

WHO ALSO MANUFACTURE

MacLAREN'S IMPERIAL CHEESE
MacLAREN'S IMPERIAL OLIVES
MacLAREN'S IMPERIAL HONEY
MacLAREN'S IMPERIAL PEANUT BUTTER
MacLAREN'S IMPERIAL DESSERT JELLY
MacLAREN'S IMPERIAL PREPARED MUSTARD

Toronto, - Canada

"CANNED *by* GRIFFIN"

Until you break the shell of a nut you are wholly in the dark as to the quality of the meat therein. A fair exterior often covers an unsatisfactory interior. Quality depends largely upon reputation—you've got to be guided by that. Be guided, then *(if seeking highest quality in Canned Fruits)*, by these three words, "Canned by Griffin," and you'll be absolutely safe.

Griffin & Skelley Canned Fruits and Asparagus

Canned Apricots, Canned Peaches, Pears, White Cherries, Black Cherries, Damson Plums, Egg Plums, Golden Drop Plums, Greengages, Raspberries, Strawberries. By the three words, "Canned by Griffin," you know these products as safe canned fruits to buy and sell.



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS. SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers, 34 Yonge St., Toronto

Domestic and Foreign Agencies Solicited.

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

When you want a right price on Good Currants for import, wire or write us.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1865

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich

ON SPOT. Finest 4 and 5 Crown Table Figs, 10 lb. boxes.

New Selected 3 Crown Shelled Almonds

Prices Right.

Lind Brokerage Company

73 Front St. E., Toronto

WANTED

A live firm in each of the Provinces of Canada to take the selling control of Invalid Fluid Beef. Address replies to (Invalid Oxvil)

309-311 King Street West, Toronto

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O Box 181

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

We sell direct from the Manufacturer to heRetai Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Room 16 Morin Block

Quebec City, - Canada

Open for one or two more agencies.

Black Tea Agency Wanted.

Good Openings here for Lard, Oats, Boiling Peas.

HAVE YOU ANY TO OFFER?

J. F. EBY, Pres.
HUGH BLAIN, Vice-Pres.

A chance to get in right on **Seeded Raisins**

Freshly seeded 1909 crop. Fancy and Choice 16-oz. pkgs., at right prices

We are quoting very low prices on **New Dates** Fards Hallowee

"Webbfoot" Oregon Prunes

New crop—30/40, 40/50, 50/60, 60/70, 70/80

OUR PRICES ARE ROCK BOTTOM.

Now is your chance to stock up on
We are quoting low prices f.o.b. factory
Mixed Pickles
5-gallon pails

EBY-BLAIN, LIMITED

Wholesale Grocers TORONTO

Ram Lal's Pure Tea

wins its way easily with high-class trade

BECAUSE

It is carefully grown, expertly blended, and sealed in lead packets, to retain all its natural fragrance.

Ram Lal's Pure Tea Co., Limited

MONTREAL, CANADA



THERE are a good many housekeepers in every neighborhood who, if they were not already using COWAN'S Cake Icings, would do so if they knew how good and how convenient they are. That means a profitable trade for the Grocer who develops it. Why shouldn't you be the one? With Cowan's Cake Icings no eggs are required. The directions are on the package.

THE COWAN CO., LIMITED : TORONTO

"QUAKER" BAKED BEANS



Quaker Beans, in the new style of can—3's, family size, in Tomato Sauce or in Chili Sauce at the same price as plain—certainly is a winner. It's a combination of quality and quantity that appeals very strongly to the average housewife. More beans to the can than in 3's flat! In Quaker Brand we use nothing but selected, hand-picked beans, that have been grown right in the neighborhood of our factories.

Scientific processing methods, coupled with extreme care in the selection of all sauces and spices used, make this Quaker Brand unalterably delicious and appetizing.

Dominion Canners Limited

Hamilton ∴ Canada

Teas, Coffees and Spices

We have a LARGE assortment bought PREVIOUS to the advance. OUR FORMER Quotations attracted a great deal of ATTENTION, and brought us INCREASED business.

SPECIAL QUOTATIONS ON NEW CROP TEAS FOR THE BALANCE OF THIS YEAR.

	per pound.
500—½ chests and caddies Black and Green Teas	@ 12½ 15 to 18c
350—½ chests JAPAN teas, good CUP QUALITY	@ 17½ 18½ to 20c
100—½ chests HIGH GRADE EARLY PICKED Japan Teas	@ 25 28 to 30c
1,500—chests & ½ chests CEYLON Blk. Teas (good style & Cup quality)	@ 16½ 17½ to 18½c
1,250—chests & ½ chests Cey. Green & Gunpowder Teas (extra values)	@ 18½ 20 to 22c
300—½ chests HIGH GRADE Ceylon Green & Black Teas	@ 25 28 to 30c

RO-SI-CO BLENDED TEAS in chests and ½ chests to retail at 30c and 40c per pound. These blends of Tea are becoming very popular with the trade and show them good margin of profit.

WE CONTROL the agency for Ro-Si-Co blends.

COFFEES. Get our prices before purchasing elsewhere. Our Values speak for themselves.

Mail orders and inquiries promptly attended to.

Robert Simpson & Co., IMPORTERS OF TEAS, COFFEES AND SPICES

Phone 3541. COR. GORE and HEWSON STREETS, HAMILTON, ONT.



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

"Make the Boy Happy."

This Sleigh Given Away Free!

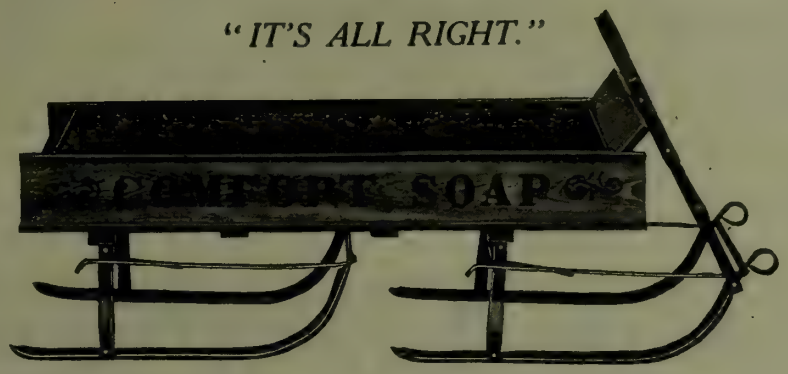
With a 25-Box Order of

COMFORT SOAP

"IT'S ALL RIGHT."

Malleable Bobs

Strong and Light



Box 36 x 18

Also given with a 10-Box Order and $2.00. Or given with a 5-Box Order and $2.50.

Comfort Soap has the Largest Sale in Canada

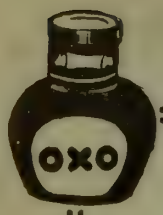
Why Not Sell the Soap Most in Demand?

Five box lots and less than ten (with premium)	$4.15
Ten box lots and less than twenty-five (with premium)	4.05
Twenty-five box lots (with premium)	4.05

Send for our Illustrated Price List.

Pugsley, Dingman & Co., Limited

TORONTO



OXO



$ We are telling the public in our newspaper advertisements OXO is so economical and handy it saves dollars and cents. We would impress on the trade that there are many extra dollars to be made out of the OXO trade. Let us hear from you and help you to get your share. $

CORNEILLE DAVID & CO.

25 Lombard Street : : : TORONTO
52 Nicholas Street : : : : OTTAWA
334 Clarence Street : LONDON, ONT.
41 Common Street : : MONTREAL

GORGONZOLA CHEESE

One of the choicest of Italian makes of cheese.

Our first consignment just in.

Our cheese is made by GIOVANNI COLOMBO, who was awarded the Grand Prix at the Brussels Exhibition, as well as the Gold Medal for Gorgonzola Cheese.

This brand is different from others in that it is *new*. It has not been in cold storage all Summer. Absolutely fresh, and in perfect condition.

TO JOBBERS:

We can quote you very special prices, owing to the size of our consignment

Obtainable in tubs, one 20 lb. loaf to each tub.

INQUIRIES.—From Ontario, to our Toronto Office. From rest of Canada, to our Montreal Office.

The Charles Cicero Company LIMITED

SURE SELLERS THE YEAR 'ROUND

Educate your trade out of buying dusty, far-from-fresh bulk crackers. Push McCormick's Fancy Jersey Cream Sodas — the finest sodas baked anywhere—and make bigger profits and gain more friends. Packed only in five and ten cent packages — not sold in bulk.

This Cut Represents Our Fancy Jersey Cream Sodas



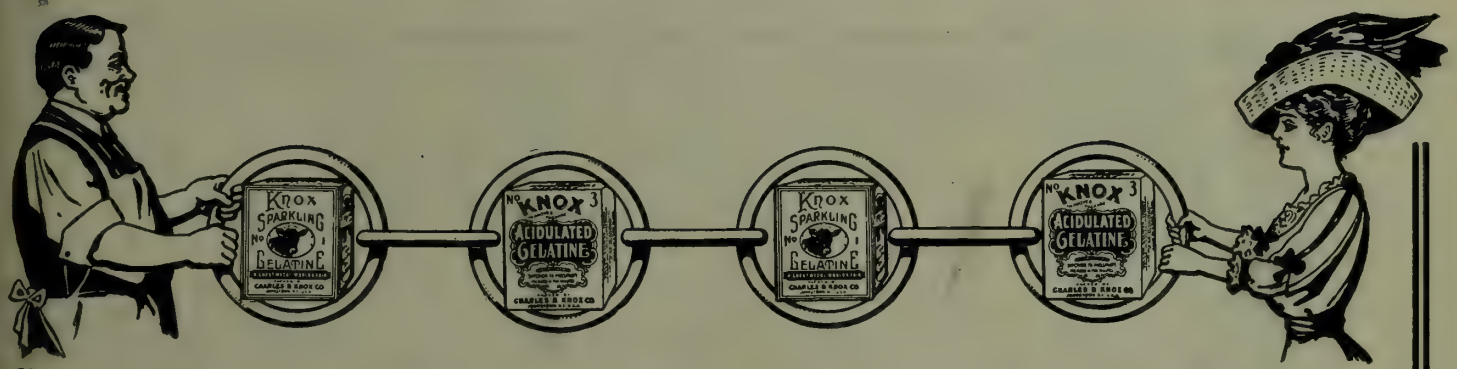
McCormick's are always crisp, delicious, satisfactory. Once introduced into a household, that family will want no other sodas. And our advertising --- with the rare quality we bake into these sodas---makes the first sale easy.

KEEP THOSE SODAS ALWAYS IN STOCK

McCORMICKS OF LONDON

COUNT ON PROMPT DELIVERY FROM OUR WAREHOUSES AT

Montreal Ottawa Kingston
Hamilton Winnipeg Calgary



Knox Gelatine Creates a Chain of Sales and Ties Your Customers to You

Your customers will always buy KNOX GELATINE once you start them because of its Purity and Quality and because it makes a pint to a quart more gelatine than other kinds. It's easy to start sales because our extensive advertising has made "KNOX GELATINE" the household word for "delicious desserts." KNOX GELATINE sells at 15 cents a package and pays you a good, big profit—PUSH IT.

Charles B. Knox Company, :: :: Johnstown, N.Y.

Branch Factory: Montreal, Canada

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



The Original

When You Sell Borden's Brands—

You know when you sell a customer Eagle Brand Condensed Milk or Peerless Evaporated Cream, that you have sold the best the world produces. Merchants all through Canada find it profitable to specialize on these brands, and besides, they get a lot of satisfaction out of it as well.

HAS BEEN BEST FOR OVER 50 YEARS



Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary.



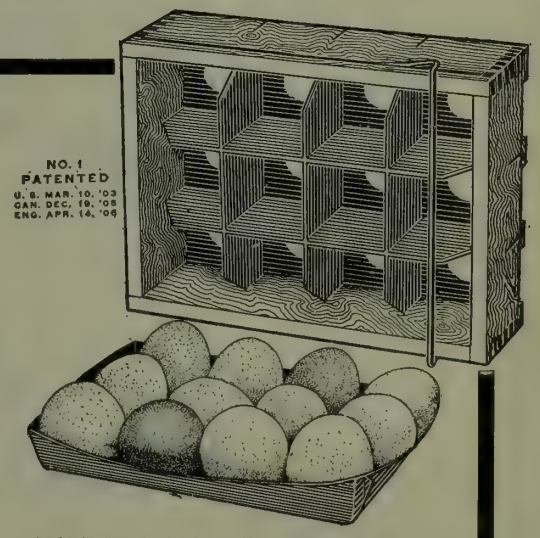
HAVE you written for our special proposition, which means more profit to the Dealer?

This good old Soap has been a household name for over fifty years, and the new bar improved, both in quality and appearance, is making new friends every day. Sells Five Cents straight.

Don't wait. Send a post card to-day to

The Richards Pure Soap Co., Limited, Woodstock, Ont., or to any wholesaler

Stop Egg Breakage!



Retailers all over the world are using

Star Egg Carriers and Trays

For Safe Egg Delivery

They prevent Breakage and Miscounts.

Save Time and Customers.

We can show you how to make an extra profit of 1c. on every dozen eggs you deliver. The STAR SYSTEM is cheaper to use than paper bags or boxes.

MADE IN ONE AND TWO DOZ. SIZES

Write to-day for our booklet "NO BROKEN EGGS," then order through your Jobber.

It will save you MONEY!

Henry Ollman, Elgin, Ill., writes---
The STAR EGG CARRIERS and TRAYS that I purchased of you are the best ever. There is no loss of carriers, or broken eggs, and I feel that they are the cheapest for any grocer who delivers by wagon.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Grocers of Northern Saskatchewan!

You save freight when buying from our new Prince Albert Warehouse—

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

PACKERS OF
"TRIAN"
BRAND

PURITY
GUARANTEED

You get the full advantage of the carload rate on all your purchases—small and large.
Figure out how much freight charges add to your cost of doing business.
Then communicate with us at our Prince Albert Warehouse and see what a big saving you can make by placing all your orders with us at this point.

YOUR INQUIRY WILL RECEIVE OUR IMMEDIATE ATTENTION

CAMERON & HEAP, Limited

Importers and Wholesale Grocers

REGINA, SASK | FORT WILLIAM, ONT. | KENORA, ONT. | PRINCE ALBERT, SASK.



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.B.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

TEA PERFECTION



What we would like you to answer for your own satisfaction, as well as ours, is this: Would BLUE RIBBON TEA ever sell so steadily and largely as it does if it did not possess these two outstanding characteristics?

Most economical to the housewife

Best value for the dealer to recommend

You cannot sell tea to-day unless it possesses these features to some extent, and you cannot sell tea as largely as we sell BLUE RIBBON TEA unless it possesses these outstanding qualities in a very marked degree.

There are other features favoring BLUE RIBBON TEA that we need not dwell upon, but we would gladly tell you about them.

The Blue Ribbon Tea Company

Montreal

Canada

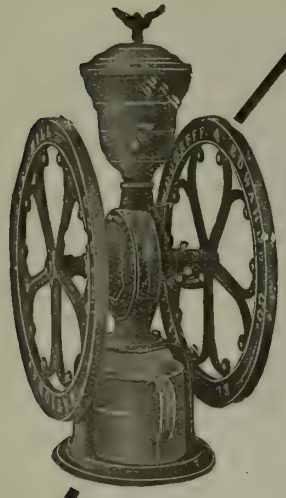


HAVE you written for our special proposition, which means more profit to the Dealer ?

This is the Soap most women are going to choose, because it softens the water, goes further, and does better work in either cold, warm, or hot water. Sells Five Cents straight.

Don't wait. Send a post card to-day to

The Richards Pure Soap Co., Limited, Woodstock, Ont., or to any wholesaler



Built on Merit

The easiest running, quickest grinding and most attractive mill for your store is the

ELGIN

NATIONAL COFFEE MILL

It is equipped with our new style force feed steel cutting grinders, which make for fast grinding and durability. Prompt shipments our specialty.

Ask any of the following jobbers for our Catalogue:

WINNIPEG—G. F. & J. Galt (and branches) The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W.H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B.—G. E. Barbour Co. Dearborn & Co.
REGINA, SASK.—Campbell, Wilson &;Smith
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

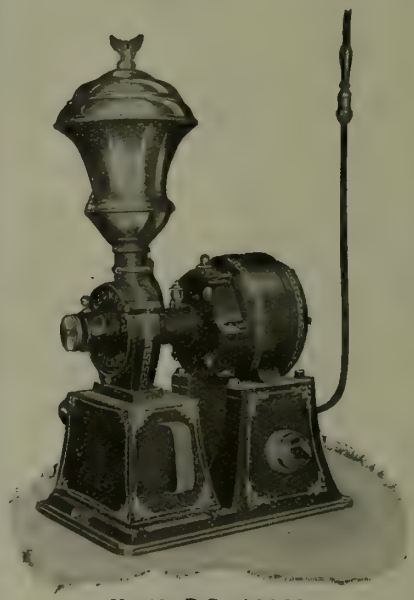
MADE BY

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.

The Mill They All Want

AND THE REASON WHY



No. 40—D.C.—$65.00
No. 45—A.C.—$75.00

Because it represents the greatest real Value of Material, Quality and Workmanship at the Lowest Price.

Every Mill is ready for immediate use by simply attaching it to your lamp socket. Grinds two lbs. a minute and can be adjusted while the Mill is running. Grinders are of the best quality cast steel. It is furnished with detachable hand crank for use in emergencies, so that the grocer is never without his Mill if the current gives out.

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKERT & CO., Ltd., London, Winnipeg

Wake Up!!! and Sell Baird's Sauce

"The Best



of All Sauce"

Agents :—Maclure & Langley, Ltd., 12 Front Street East, Toronto —604 Lindsay Building, Montreal ; W. L. McKenzie & Co., Winnipeg ; R. Robertson & Co., Vancouver and Victoria.

The why and the wherefore

of superiority in soap lies in one test—that of PURITY.

ASEPTO
SOAP POWDER

"The enemy of dirt"

qualifies A1 in this respect and is moreover a very economical soap. An introduction of ASEPTO into any household means constant repeat orders.

ORDER FROM YOUR JOBBER

ASEPTO MFG. CO.
ST. JOHN, N.B.



THE LINE OF SUSTAINED PROFIT

Especially in your brands of Canned Fish, care in selection is essential! And you'll find

"KING OSCAR" BRAND
NORWEGIAN SARDINES

always uniformly pure, sweet and well packed. They are genuine satisfaction-givers and profit-producers.

It will pay you to feature "King Oscar" Brand.

Ask your wholesaler for them.

John W. Bickle & Greening (J. A. Henderson) **Hamilton, Ont.**

THE WORTH OF

WHITE SWAN

PERFUMED **100** /o POWDERED

LYE

HAS BEEN PROVEN BEYOND DOUBT

BY HUNDREDS

OF AGGRESSIVE GROCERS

A SIMPLE TRIAL

WILL PROVE TO YOU THE FACT THAT YOUR CUSTOMERS WILL APPRECIATE 25% MORE PURE LYE FOR THEIR MONEY—AND YOU SECURE A BETTER PROFIT.

Century Salt

IT SELLS!

It's being brightly advertised in Ontario's best dailies. It's got the quality to back up everything we say for it. Just stock "Century Salt"—best for table, best for dairy—and your customers will keep it moving. We deliver quickly.

Write off to-night for our Price List

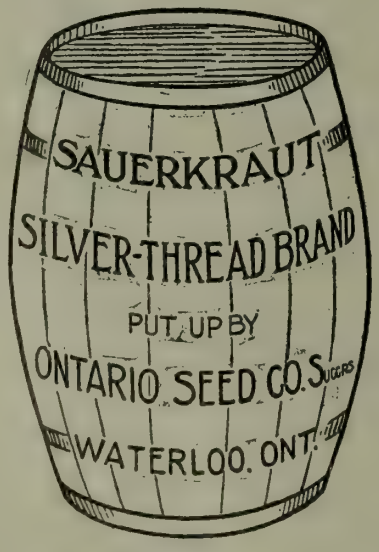
Dominion Salt Company, Limited

Manufacturers and Shippers SARNIA, ONTARIO

The Demand for **SAUERKRAUT**

is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CAING DEPARTMENT

ONTARIO SEED CO., Successors, WATERLOO, ONT.



A Strong Combination:

UTILITY

CLEANLINESS

ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J.C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



A PULL TURNS ON THE LIGHT

Better than electricity or city gas, cheaper than coal oil or candles. Steady, white, brilliant; ¼ cent per hour for 500 candle power. Lighted or extinguished by a pull of chain and regulated to any desired candle power in the same way.

Absolutely Safe, permitted by all insurance companies. **More Light Means More Business.** Delivered ready for any one to install.

Write now for circular and special price to merchant direct.

For stores, homes, churches, hotels, etc. First class agents wanted.

MACLAREN & CO.,

Gasoline Lighting Systems

MERRICKVILLE, - - ONT.

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE-CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT

EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.

Rowat & Co.

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the Northwest; F. K. Warren, Halifax N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



The Package of Quality!

You can be sure of the flavor, goodness, quality and wholesomeness of every packet of GRAHAM WAFERS—if they come from Telfer Bros. They are golden-brown squares of nourishment, and always reach you in a fresh and appetizing condition.

Feature this line. It pays!

Telfer Bros., Limited, Collingwood, Ont.

Branches: Toronto, Winnipeg, Hamilton, Fort William



New Customers
For You

Nothing like getting and KEEPING new trade, and you can do both by handling

Minute Tapioca



Women like to know a nice dessert for dinner—one they can prepare quickly and without trouble.

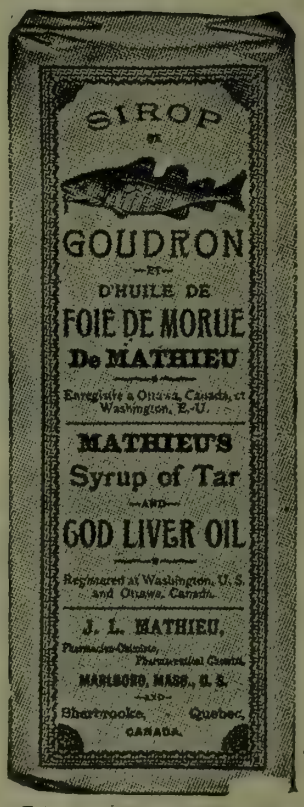
Just show them how they can make a nourishing and delicious pudding in fifteen minutes with Minute Tapioca. You will find you have a puller when you begin to sell Minute Tapioca,

Nothing like it—absolutely the purest tapioca made.

Your jobber has it.

MINUTE TAPIOCA CO.
ORANGE - MASS.

Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co., St. John, N.B.



MATHIEU'S SYRUP
of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.

It has been so successful in effecting cures that every user is a publisher of its excellent qualities.

Its sales have increased wonderfully everywhere.

It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.

See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

"CANADA FIRST" EVAPORATED CREAM



The most perfect substitute for Fresh Cow's Milk it is possible to obtain. The purity and quality of every can of "Canada First" Milk are absolutely and unreservedly guaranteed. Order from your jobber.

THE AYLMER CONDENSED MILK CO., LTD. AYLMER, ONT. Head Offices, Hamilton, Ont.



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C., Edmonton and Calgary, Alta., and Winnipeg, Man.

JAPAN TEAS

Jobbers please note that our season's stock is diminishing but still have a good assortment. Samples on application.

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN

ALWAYS SELLS

Granulated Sugar sells steadily throughout the year, so here is an opportunity to please your customers daily. In supplying

St. Lawrence Extra Standard Granulated

you give positively the best sugar produced in the world.

St. Lawrence Sugar Refining Co., Ltd., Montreal

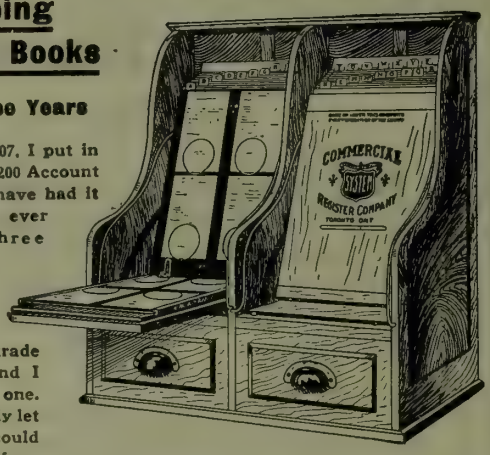
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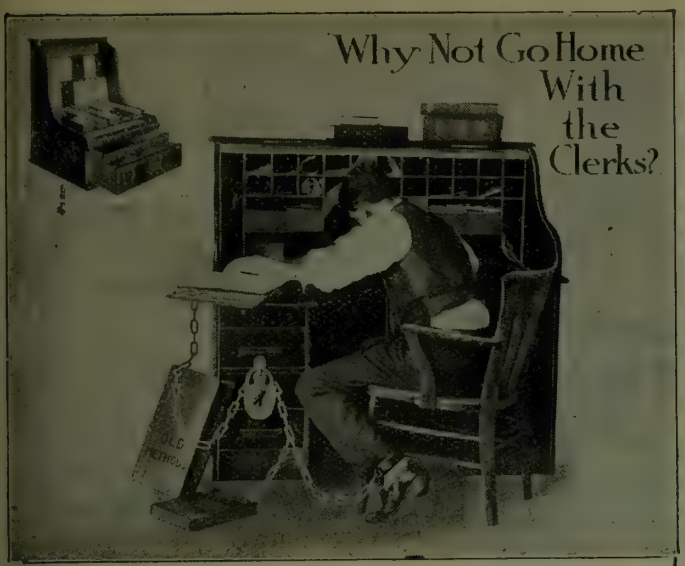
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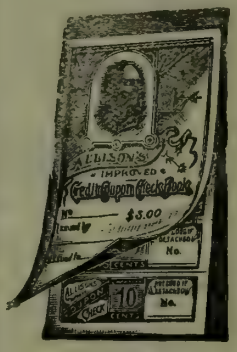
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Of guaranteed uniform quality, rich and fragrant as used in Europe, it is an excellent advertisement of good value for any store to sell, and it will keep old customers and obtain new ones.

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A Molasses that increases your sales.

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Scotch Orange Marmalade **$1.50 per dozen**

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The Most Liberally Managed Firm in Canada.

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The best vintage. First of all, unexcelled.

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Heavy stocks mean slow turnovers.

Slow turnovers mean deterioration, and in many cases absolute ruin to the goods.

Every advance in modern business is toward smaller stocks and frequent purchases of quality goods that can be quickly and conveniently sold.

An article that deteriorates as quickly as tea must reach the consumer *fresh.* It can only reach the consumer fresh by being moved *quickly* and *often.* If you purchase more than you can dispose of in four months—interest on your capital eats up your discount—but worse still, the tea has deteriorated seriously in quality.

It is very unwise to keep any tea in stock more than four months; in that time it will deteriorate in value over five per cent.

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Your money is not tied up. It keeps on the move. It earns more money for you. The freight is prepaid—the sale is guaranteed—you can return it any time if you're not satisfied.

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Merchants Didn't Know Invoice Costs

Incidents Which Happened in a Country General Store Illustrating Haphazard Methods of Doing Business—A Raw Oil Sale—Price of Rolled Oats Cut in Two and Dealer Didn't Realize It Till He Had Lost Money—Sold Sugar Without Seeing Invoice.

No one knows but a merchant himself the trouble he frequently has with competitors not knowing what goods cost when they come to make a sale. But very often apparent losses to the former are really blessings in disguise.

The writer was in a country store last week—a village with a population of about 200 and surrounded by a good farming community—and watched an incident of this nature with a great deal of interest.

A farmer who was a regular customer pulled a long black bottle out of his overcoat pocket and wanted to know the cost attached to getting it filled with raw oil.

Without waiting for a reply he remarked: "I can get it filled for 15 cents over at Tom's."

Tom is a competitor around the corner.

"I couldn't fill it for that money,"



He pulled a long, black bottle out of his pocket . . .

replied the merchant," why it costs me more than that."

The farmer persisted that he had got it filled for 15 cents the last time and he had brought it in to see if the merchant could do the same.

"I know I can get it for that price," he said with emphasis on the know, "and it holds more than a pint too."

"If that bottle holds more than a pint, Tom is losing money."

The customer insisted that it did. The merchant decided to find out just what that bottle would contain and went into the storehouse. The writer watched him pour out the oil into a half-pint measure and fill up the bottle. It held 1 pint and a little over a quarter of another.

This was explained to the farmer and he was told it would cost him 22 cents which meant about 18 cents a pint or about $1.40 a gallon.

Of course he didn't buy, stoutly maintaining that he could 'get the bottle filled for 15 cents.'

The merchant quietly advised him to do so refusing to sell him the oil at a price which meant an actual loss. And there that transaction ended.

Sent Him Away Happy.

There happened to be several axes lying on the counter which opened up a new line of conversation.

"What are those axes worth?" inquired the farmer.

"A dollar a piece."

"I bought an axe here some time ago for a dollar and it was no good; it went all to pieces in no time."

"Why didn't you tell me about it before," replied the merchant, "I would have split even on it with you. Occasionally every merchant happens to get a poorly tempered axe but it doesn't often happen."

After a few minutes further conversation along similar lines the merchant made him an offer of one of the axes for 60 cents, making it plain, however, that it was purely in consideration of the fact that the other axe had been a poor one. He emphasized this so that the farmer would be positive that he wasn't simply cutting prices.

The offer was accepted. The customer went away pleased and the merchant had made a profit on the axe because he had purchased it when axes were cheaper. The farmer left to get the oil from the competitor for 15 cents. In a few minutes he returned and bought some tobacco and other goods mentioning nothing about the oil.

It is safe to assume that while away he purchased nothing but 15 cents' worth of oil which meant a loss to the man who sold it and yet did not gain him any more business. Diplomatic independence and salesmanship were instrumental in holding him.

A Rolled Oats Episode.

This same merchant knows of many similar instances where his competitors have actually not known the cost of goods and have sold them at prices below invoice costs not even taking into consideration expense of doing business.

"One day," he told the writer, "one of my customers came in to say that he had just bought a sack of rolled oats pretty cheaply. I asked him where he got it and how much it cost him. He happened to be standing in front of the door when the competitor was selling a sack of the rolled oats for $1, so he bought one on the spot and carried it home on his shoulder.

"I said to him that he got it very cheaply; he replied that that was what he had thought and the reason why he bought it. I pointed out too that it ought to have sold for about $2 instead of $1.

"That day I asked several of my customers if they wanted some cheap rolled oats advising them that my competitor was selling them cheaper than they could be purchased anywhere else and that they had better hurry up before he found his mistake. He soon sold all the rolled oats he had and there was a big demand for more before he discovered the cause. He had previously been buying rolled oats in barrels and he thought that by cutting the price in two he would be making money on the sacks at $1. He hadn't studied the invoice.

Didn't Know Cost of Sugar.

"Another time," went on this merchant, "a competitor began selling sugar at a cut price. I found it out



The freight handler had an opportunity to buy some cheap sugar, but . . .

from the driver who handled the freight."

This village is located some miles from a city and is without railway connection so all the freight has to be hauled by teams. The freight handler had casually asked the price of a sack of sugar and in his estimation it was lower than usual.

"He came over to me," said the merchant, "to find out my price. I told him and he intimated that I didn't know very much about sugar because B———'s were selling it at so much less. I have been in business a good many years and explained that I believed I knew a little more about sugar than he did.

"Anyway he claimed that my price was away up so I advised him to go

right over that minute and buy all the sugar he could pay for — that he wouldn't get such a chance again. He was going after another load the next day and therefore was not inclined to be in any hurry; he could get it any time he said.

" 'You go right over now,' I advised 'for by to-morrow he will have his invoice and will put up the price.'

"But he didn't go. The following night he was in my store again so I asked him about the price sugar was selling now.

" 'I wish I had taken your advice,' he confidentially said; 'it has gone up since last night.' "

These incidents serve to illustrate what some men do not know about their own businesses. Selling goods at a loss is a poor enough policy at any time but when a merchant doesn't know it, there is something radically wrong.

Exposing Co-operative Store Methods

Ottawa Man Gives His Reasons Why Right to Organize These Joint Stock Companies Without A Charter Should Not be Granted—Advises That an Eye be Kept on Each Individual Member of Parliament—A Promoter's Scheme, He Declares.

Editor Canadian Grocer.—Your reference to the probability of the Co-operative Bill, which has been defeated on two occasions at considerable cost to the trade of the country, again being brought before Parliament, should be met in a different way than merely to wait until some member can be induced by fair or unfair means to introduce it. If the nature of the bill, and its objects were understood by the people it would be found that the provisions of the bill are so entirely in the interests of a number of promoters and so diametrically opposed to the general interests of the public that nobody outside of the "gang" would want it to become law. Few members in the house would dare introduce it.

The promoters of this bill evidently see a "gold mine" behind it for themselves which they are endeavoring to reach by trying to fool the buying public with the idea that it would be to their advantage. Fortunately, however, while a great many can be fooled, there are always some that cannot.

A Pertinent Question.

Suppose co-operative stores are such a great boon to the public as they are said to be and suppose these men who are so anxious to secure this legislation are sincere, why are they not starting these stores when nothing stands in the way except the small cost of a charter? If these stores were so desirable and of such a great benefit to the consuming public, surely a few hundred dollars would not be a serious obstacle. But when a few promoters are anxious to send agents all over the land, to stir up discontent, by what I claim to be misrepresentation and secure their subscription at a commission of 25 per cent., then it must mean a great deal to them. Imagine what it would mean to have the country invaded by smooth-talking agents leading people to believe, who know little of trade, that they are being robbed by the merchants and that they can make large savings through the operations of the stores. Imagine too, an agent pocketing $1,000 out of every $4,000 subscriptions.

Now also imagine these stores being managed and conducted by salaried men who have no other intent in the business than their salaries; imagine further that by means of keen competition the profits will by no means pan out as stated; imagine once more the disappointment, the dissatisfaction and the loss which will follow at least in nine cases out of ten. The natural outcome would be disaster. The regular stores would suffer during the time these so-called co-operative institutions were losing their money and the whole community would be disorganized, disrupted and paralyzed.

The Stores in England.

It is all very well to say that co-operative stores are successful in England, but while some have developed into gigantic concerns, the fact is that many have failed and those which do remain are by no means a benefit to the people. It must also be taken into consideration that conditions in England are entirely different from here. Here the country is sparsely settled and spread over an immense area, while in England it is the very opposite. Co-operative stores have been tried in various parts of the Dominion and nearly all have failed, and they did so, not because they had to pay the small cost of a charter, but because they are not based on business principles and therefore could not be a success. No financial authority would recommend them as a safe investment. Viewed from a promoter's standpoint it looks different. People, as a rule, are not familiar with trade conditions, and it is an easy matter to make them believe that they would derive great benefits, and induce them to subscribe for stock. When this is done the promoter gets his fat commission and leaves for new pastures. A good agent, with a catchy scheme and profuse representations would likely take $1,000 a month as commissions from the pockets of the "suckers" among whom he would operate.

To do this they are asking the government to give them special privileges in passing a law to enable this "gang" to do this work. Not only every merchant, but every voter should keep his eye on the member who represents his constituency and if he should support such legislation to turn him down, good and hard, at the next election. A. M. M.

Ottawa, Nov. 30, 1910.

PROTECTION AGAINST FAKE ADVERTISING.

The Advertising Club in Winnipeg Aims to Save the City Several Thousands of Dollars Every Year—Committee Passes on all Propositions.

Winnipeg, Nov. 30.—The Advertising Club of Winnipeg, met recently, and elected officers for the ensuing year. C. A. Abraham, editor "Winnipeg Telegram," retiring president, occupied the chair. W. T. Devlin, representing the Retail Merchants' Association, was appointed on the Protection Committee of the club.

The Protection Committee was appointed after a lengthy discussion of clause 4 of the report of the executive which was as follows:

"Your committee recommends that a committee of five be appointed to pass upon the merits of all advertising schemes offered to the members of the club. That this committee consist of the president of this club, a member who is also a member of the Retail Merchants' Association, another who is a member of the Winnipeg Industrial Bureau, a member of the Winnipeg Board of Trade, and also one who is a member of the Real Estate Exchange. It is proposed that suitable cards be printed and placed in the offices of the club members, stating that before any proposition would be considered it must have the approval of the protection committee of the Winnipeg Advertising club. It would be the duty of this committee to look carefully into the merits of the proposition, and if worthy, to issue a permit to the agent to be recognized by advertisers who are members of the club. Your executive believes this plan will relieve the merchants and advertising public of Winnipeg of many fake schemes, and save to the city several thousand dollars annually."

Protection Committee: — Hugo Ross, representing the Real Estate Exchange; H. J. Hardie, Board of Trade; C. F. Roland, Industrial Bureau; J. J. Foot, representing the Advertising Club; W. L. Devlin, Retail Merchants' Association.

In the election of officers which followed J. J. Foot, manager McClary Manufacturing Co., was elected president.

Over one hundred new members were admitted, and the club starts the New Year with bright prospects. E. S. Horne and William E. Campbell, both former presidents of the Kansas City Advertising Club, were among those who spoke, and they offered many valuable suggestions.

Advertising Educates the Advertiser

Digging down for First Hand Information Makes a More Intelligent and Better Merchant—Interesting Facts About the Coffee Bean and Salmon—The Art of Capitalizing Handicaps and Its Advantages—An Example of the Value a Merchant Can Make of Something New is Given in Uncolored Green Tea.

By Henry Johnson, Jr.

This thought of education being "a drawing out" will lead us just about as far as we can follow; and we have seen that advertising is education. Moreover, like all other educational effort, advertising educates the educator more than the educatee. Do you get that? What I mean to convey is, that every effort you make to educate another so stimulates your own mental activity that you get a reflex benefit, an added exact, analytical knowledge that will always be wonderfully beneficial to yourself. Hence, the greatest benefit of advertising is that it makes you a better merchant.

Studying the Coffee Bean.

Let us study a little together. Let us take a trip to Brazil and look into the coffee question. We shall find, as a starter, that coffee grows in berries containing two grains, or "beans," normally flat on one side and convex on the other, growing with the flat sides face to face. There are, however, occasional freak, or imperfect berries which contain only one bean; and that bean, having nothing to support it but the skin of the berry, becomes rounded and in commerce is known as "peaberry." This imperfect berry matures the same as any perfect berry so that in the cup its flavor, body and pungency is no way distinguishable from the normal berries; but its presence makes the coffee lack uniformity of appearance. Thus, as coffee, like many other things, is sold measureably on its good looks, aside from its drinking properties, these imperfections are sorted out and put into a classification by themselves. Alone in this way, peaberry looks normal and, indeed, attractive.

If, now, peaberry were sold as a freak, an accident, a culling, peaberry would have to be sold for a lower price than regular gradings, but it is not sold that way at all. No: here comes in that fine merchandising trick called "capitalizing a handicap" and a defect is made into a point of merit, so that peaberry, because of the limited supply, first sold at a premium and is now actually cultivated. This, through the study to overcome a disadvantage, wise merchants sharpened their wits and really created a new department in the coffee trade. The educator was educated.

Selling Sockeye Salmon.

Chinook salmon is the finest grade, but there is never more than enough to go around. Sockeye is next—rich, solid, very red and just a shade less delicate and flavory than Chinook—and there is generally a good supply, though no surplus to speak of. How to handle the problem, with a second choice only to be had? Very simple, when you stop to think. Omit all mention of Chinook and talk up Sockeye to beat the band. You have a great advantage in the popular conception of salmon as red, for Sockeye is the reddest of all. All fish is the handsomer and gains popular favor through being flakey—and Sockeye flakes beautifully, with large, clean-cloven flakes. Richness is prized in salmon; and, while Chinook is really the richer fish, Sockeye has plenty of oil, which is also probably more apparent to the eye than in the case of Chinook—hence this point can be exploited to the limit.

Not Practicing Deception.

Maybe you will think that all this is but a training in deception. Such, however, is not the case. If you, yourself, know all these things and others of like character, you will be able to tell your customers the true facts. You can truthfully tell them about the coffee, and its value. If one of the cultivated varieties of peaberry is actually good value, maybe somewhat exceptional, you will be the better able to say just why it is better because you know the origin of the variety; or, on the other hand, you can tell the merits of your plain Santos as opposed to a peaberry which is not so good. Again, knowing about salmon, you can tell the facts. If you have Chinook, you have the best there is, according to size and shape of package, and can exploit it fully and fearlessly. If Chinook cannot be had, you can talk Sockeye on its merits, likewise because you know what you are talking about. As a matter of practice, however, your coffee knowledge does not need to be passed to the customer as so little coffee is sold in the raw these days and, in fact, only a small percentage goes out unground; but knowledge will always be good for YOU as applied to ANY of your goods. And knowledge, through constant use and study of the art of advertising, will gradually be transmuted into what is better than any assemblage of facts; for you will acquire wisdom.

Advertise Pepper Quality.

Some day you will discover that black pepper is not only "half p's" and not merely hot, but that it has many distinct flavors, depending on the district whence it comes, the growth, curing, selection, etc. This will lead you, in your advertising, to lay stress on certain points about your special pepper with which the other fellow, down the street, is not familiar.

In these days of much talk of purity in foods, you will hear about the difficulty of finding olive oil—a comparatively new comer in foods of general use—that can be depended on for purity. Then you will study olive oil for awhile, because your advertising experience will have taught you that you must dig, and dig, and dig, deeply into the underlying whys and wherefores of all things. You will learn that California olive oil is one thing and Italian oil another thing; not only as to flavor, but as to chemical composition. This gives you an advantage over the man who does not know. You will talk, of course, about the flavor and aroma of the true oil from California or Italy; the pungency, etc., but what you may know through careful study will have made you sure of your ground.

An Uncolored Tea.

Why, only last week I learned of a Ceylon tea which the importer described as "green." It looked black enough to me, and really was black in color; but it was cured by a simple drying process, like the Japan process, instead of being subjected to a near-fermentation, which is the process whereby all black teas are cured. But note that I counseled the importer to label his green Ceylon as "uncolored," but not to call it green, for the reason that consumers would not recognize it as green any more than the consumer will know what you are getting at if you speak of "raw" coffee.

Now have I made it somewhat clear why I say that advertising is educational to you and me? Why, it is the most broadening study we can take up. Better than that, or I should say fully as important, is the fact that this "taking thought" about our business will bring joy to our hearts and put a song on our lips on the grocery business. For it is an eternal verity that nothing can be earnestly studied without yielding pleasure as well as profit to the student; so the way to gain the view that the grocery business is the finest, most broadening, most dignified, most useful calling in the world is to STUDY IT!

Send Messages to Mother.

And it cannot be studied in any way so advantageously as through an earnest attempt to advertise it. This is the way to become able to say something "different" about your goods without straining after effects. This is the way to send a new message—not to Garcia this time but—to "Mother" in your evening talks. For instance:

> "Uncolored" Ceylon Tea really means unfermented—called "green" in trade circles. The partly-fermented teas are dead black and to many seem "bitter." If you have not hitherto quite liked Ceylon tea, try some of the uncolored; you will probably find it "just right."—

Fought in Boer War Against the British

Beno Berman is Now a Retail Grocer in Montreal — Some of The Obstacles He Had to Overcome—Methods He Has Utilized in Developing His Selling Power — Believes in Giving Children Exactly What They Ask For.

The old saying that "it is an ill wind, etc.," is well illustrated by entering the grocery store of Beno Berman, corner of Van Horn and Park Avenues, Montreal. The Modern Supply Stores, as they are known, are a credit, not only to their owner, but to the grocery business itself. The story of their inception and growth reads almost like a romance.

Through the Boer war Mr. Berman fought against the British, under General Botha, until the end. Left practically penniless he decided to try other fields, and came to this country. Four years ago he came to the conclusion that the grocery business offered as good an opportunity for the pusher as any, and accordingly made his plans. At first the going was somewhat difficult, as lack of capital, and knowledge of the language were certain to make it. Where there is a will there is a way, however, particularly in this case, where the language was concerned, as Mr. Berman was already master of five languages.

Sleeping Rooms for Employes.

Beginning with a small stand in one of the outlying sections of the city, the business has grown until now it occupies almost the whole of a large new building, and in addition has modern stables in the rear for the accommodation of its delivery service, and arangements for the sleeping accommodation of the clerks. Bare existence was all that could be drawn the first year, and calculation was necessary even for that.

The section of the town was a new and growing one, and gradually customers came. Once well under way the store personality took affect, and they stayed. Not only that, but they brought friends, recommending the store and its methods all through the neighborhood.

Early in the history of the business Mr. Berman took up the question of advertising. How to do the necessary amount in the best way, and most economically, was a process worthy of the thoughts of an experienced retailer. It was solved by the personal weekly letter to old and new customers. The business grew beyond the possibility of this, but it is still in operation by means of the letter. By making this a bright, attractive list of goods and prices, and reasons for dealing at the store, instead of at the department stores down town, he has succeeded in building up a very strong position.

Gets Corporation Trade.

Not content with just the ordinary run of business, he next went after some corporation trade. The C.P.R. Outremont section is now buying its supplies from this store. Of course, this is by no means the most profitable kind of business, but it is the advertising given the store among railroad employes, who are thickly settled hereabouts, which gives it value.

As to the store itself, the accompanying cut will give some idea. Built for a grocery store, the equipment is much more complete than is ordinarily the case. Extra wide plate glass windows give possibilities of display that are being utilized to their fullest extent. In each one the display is changed at least once a week. Two doors add to the front appearance of hospitable display, and go to help the general exterior view materially.

Unique Display For Tobaccos.

Inside there is system shown throughout the store. Shelves are large and cover three sides of the grocery section, which is now kept entirely separate from the meat section. Show cases are in



Interior of Montreal Store Belonging to a Former Soldier in South African

general use in all parts of the store. In this connection a case originated by Mr. Berman is deserving of special mention. This is one for cigars, cigarettes, tobaccos, and pipes. It is a movable, four leg, glass stand, in which are four trays. On these trays are arranged the articles above mentioned. They can be readily seen from the outside, as all sides of the case are glass. Drawing out one tray is a matter of a moment only, and then the articles may be examined more closely. Humidor arrangements are inside to keep the moisture at the proper stage, and the display is very effective.

Mr. Berman is a great believer in having the store systematized. In working toward this he has placed his meat market in an entirely separate section. Even in the grocery section almost everything is subdivided. Groceries naturally have the largest but a considerable section is laid aside for kitchen utensils and table ware. Then his liquor department is a large one, almost as large as the grocery section itself.

One of the best features of the store is the large and complete basement and cellar. The floor is entirely of cement, with perfect drainage facilities in case any water should appear. The walls are brick and the whole cellar is airy, dry, and constructed to meet the most exacting demands of the modern grocer.

Regarding delivery, Mr. Berman says he believes thoroughly in spending enough money on it to make it as complete as possible. Many grocers in his position would only have one wagon. Mr. Berman has two. Not only that, but he has built a modern stable, cement and brick, in which to keep horses and wagons. In building the stable he took the opportunity to make comfortable sleeping quarters above it for such of his employees as wished to rent them. This has been taken advantage of by several of them, and they pronounce them ahead of the average city boarding house.

Children Get What They Want.

As to his store policy, Mr. Berman has decided ideas. For instance as regards children buying: Instruction to the staff are that "children must be given exactly what they want, and more care must be exercised to see that they get it than for the older customers." "The reason for this is plain," said Mr. Berman, "Children are told to get a certain article by their mothers. They come home with a substitute, and are not able, as the grocer might be himself, to explain its quality and advantages over the other. Naturally the mother will think twice before sending to the same store again.

"A child can do more damage to trade than most grocers think. An older person can exercise his own judgment in buying but the youngster only knows that he must get what he was sent for or report why he doesn't. If the grocer has substituted, well he only gets what he deserves for substituting on a child. Yet such shortsighted policy is often followed in the trade."

Methods for Increasing Christmas Trade

What Some Westmount and Montreal Grocers Are Doing—A Christmas Card With November Monthly Accounts — One Dealer Anxious to Get His Telephone Customers Into the Store—A Free Bunch of Holly—Another Makes A Specialty of a Brand of Cheese.

Montreal, Dec. 1.—What are you doing to increase your Christmas trade this year?

It is about time to have decided upon your plans, as it is not always easy to put good ideas into effect at the last moment. Further, if you do not plan, you cannot expect your business to increase as much as it should, simply because nothing which is left to run itself turns out as satisfactorily as it would were intelligent attention given to it.

There is always a good deal said about the window display for Christmas goods, but if displays in other parts of the store are not correspondingly attended to, the effect of the windows will not be so great.

With the Xmas season approaching, grocers should bear this fact in mind. Every grocer believes in the advertising and selling value of window displays, but not every dealer realizes that one of the main mechanical details is to have everything scrupulously clean. Any evidence of inattention to stock either in window or store itself has an immediate effect on the average observer, the very person to whom he wishes to appeal.

Backs Up the Window.

E. J. Quinn, who controls a high-class trade in Westmount, Que., is a strong believer in the efficacy of window dressing, and states that he does not only use high-class goods in his display, but also has an equally superior quality of goods, artistically arranged inside the store to back up, as it were, goods in the window.

By dint of handling only the best class of groceries Mr. Quinn now caters to a select clientele. Regarding the handling of Xmas trade he stated that for one thing he gets supplies of the finest fruits, vegetables, etc., from New York and California.

"It pays me to stock the best of everything, especially," he says, "at this season, although I experience considerable difficulty with freight systems and deliveries."

A Card to Customers.

Jas. Graham, a new St. Catherine St., Montreal, grocer, is this year sending out a neat little card, which calls attention to the choice stock of holiday goods he is handling, and his facilities for satisfactorily serving his patrons. He makes special mention of high-class food specialities which are likely to be purchased at Xmas time more than other seasons. Eating raisins in attractive cartons, fancy cheese at high prices, the best confectionery, biscuits home and imported, all receive due notice on his card, while he does not forget to tell of staples, such as raisins, currants, candied peels, etc., which are purchased in such quantity at this time.

Wants to See Customers.

Another grocer, when interviewed, stated that he was quite confident of disposing of an even larger stock of goods than last year, as he had arranged for the majority of his telephone customers to come down and look over his stock personally instead of ordering over the phone for Xmas requirements. "I arrange My Christmas novelties in an attractive manner which catches their eye," said he, "They then purchase articles they would never have dreamed of had they given their orders over the phone."

The Westmount Grocery Co. have found it a good idea to begin talking Xmas to customers when taking orders not only over the phone, but at the counter, from the beginning of December. It has, in many cases, the effect of educating them to get their Xmas shopping over early. Consequently the grocer and clerks are not subject to the strain caused by a rush, while people have not to waste time waiting attention at a crowded counter. Past experience has proved this to be the most satisfactory method.

A Good Advertisement.

When questioned about the sale of holly and evergreen, one grocer stated he made a practice of giving each of his customers a free bundle. He would not think of charging for it as he realized that the gift was appreciated much more than calendars which he had formerly supplied.

C. E. Box, a West End grocer, is looking forward to the Christmas trade. He, too, believes in sending an attractive card, with his monthly statements, and is careful to have a good supply of all the articles quoted on his lists. His Xmas card is a special one. Mr. Box has a good demand for a special brand of cheese all the year round, but the quantity sold at Xmas is remarkable, and at this season he features this particular specialty. He has customers in his own locality and in various other portions of the city.

A number of grocers do not seem to realize that plans made early for Xmas trade will allow them more time to attend to detail in store arrangement.

The Puritan Yeast Company, Ltd., with head office in Toronto, Ont., has been granted an Ontario charter to deal in and manufacture yeast cakes, cereals, spices, etc. The capital stock totals $100,000 divided into 100 shares of $100 each. The provisional directors are J. B. Hallworth, E. James and A. M. Bright, of Toronto.

Mardel's grocery store, Norwich, Ont., was forcibly entered on Sunday night, Nov. 20, by thieves who pried open his desk and till and succeeded in getting five dollars in cash. They also helped themselves to buns, cakes, bread and cheese. Admittance was gained by breaking the glass in the front door.

A clerk in a St. Louis grocery store gave a woman $3 worth of goods and only charged her 45 cents. The proprietor chanced to notice the transaction and investigared. The clerk confessed to giving overweight and to undercharging.

Practical Methods in Retail Stores

St. Thomas Dealer Thinks Bi-Monthly Wages to Railway Employes Would be Detrimental—Minimizes Possibility of Garnishment — A Good Salesman Must Know His Goods, Says Edmonton Merchant—A Grocer Who Gives Away No Calendars—How Halifax Dealer Figures Profits — Merchants Take a Hand in Cleaning Streets.

Against Bi-Monthly Wages.

St. Thomas, Ont., Dec. 1.—There is considerable talk among the trade here about the proposal advanced by railway employes to have their wages paid bi-monthly, instead of monthly as at present. Mention of this, in fact, was made in a recent issue of The Grocer.

While this is favored by many merchants on the grounds that they would be paid more regularly, others view it with some alarm. Among the latter are Moylan & Moylan, retail grocers, Talbot St.

"If wages are paid bi-monthly," said a member of the firm, "to my mind we would be worse off than at present. You know that the garnishee law at present stipulates that the wages of a laborer can only be garnisheed when he has more than $25 coming to him.

"Now if a railway employe gets $50 a month, and he owes us $25, we can get that now by garnishment. But if he is paid bi-monthly, there is never any more than $25 coming to him at one time, and that prevents us from getting anything at all.

"The law in New York state, I understand is different," he added. "Over there if a man owes money all one has to do is to call up the superintendent of the division, or some other authority, and tell him. He quietly tells the debtor to pay up, and if he doesn't, he has to leave the job."

Salesman Must Know the Goods.

Edmonton, Dec. 1.—A local dealer in commenting on the selling possibilities of the dealer, states that in his opinion one of the greatest requirements is the knowledge of goods.

He does not think that any clerk or grocer can sell new goods or raise the standard of staples unless he thoroughly understands them.

"Let a traveling salesman who has made a success at selling drygoods, for instance, and who has even sold these goods over the retail counter with the best of success, come into my store, and no matter what his selling ability is, he would fall down as a superior salesman.

"A clerk in order to be a real salesman must have a good knowledge of tea, sugar, butter, cheese etc. He must have other qualities, of course, but he must know the goods first of all."

Gives No Calendars.

Chatham, Ont., Dec. 1.—As the time is again coming around when retailers distribute calendars, etc., to their customers, it will be interesting to know that many merchants here do not give away anything of this nature.

Last year the Retail Merchants' Association decided to eliminate these free gifts to customers. Wm. Anderson, grocer, in referring to this question, states that he still adheres to this decision.

"When a man makes only about 5 per cent. net profit on his sales, he cannot afford to give any portion of it away," is the way he puts it.

What do other dealers think of his decision?

Figures Profit on Sales.

Halifax, N. S., Dec. 1.—"Some of us retailers have no end of difficulty with the traveler who tells us that we are making 20 per cent. on an article that costs us $1, and which sells for $1.20," declared a merchant the other day.

"Why when it costs me 12 per cent. at least to do business, it is quite simple that I'm making no 20 per cent. on cost. I may be making it on invoice cost, with or without freight, but not on what the article is actually costing me before it leaves my store.

"I have to point this out to the traveler, and tell him that I'm making but 16 2-3 per cent., because I figure my profits on sales. I calculate my expenses on my turnover, and therefore to know where I am at, I have to do the same with profits.

"Figuring profits on invoice cost and expenses on sales would cause quite a mix-up," he affirmed.

Dealing With Complaints.

Calgary, Alta., Dec. 1.—When asked what he considered the best method of dealing with complaints, a local merchant said that this was a question calling for discreet and careful tactics.

"When a customer brings back an article which she thinks is not, according to her understanding, exactly as she expected or if it is defective, a dealer should keep his temper," he maintains.

"He should look the case over, taking everything into consideration. It may be a just claim. Put yourself in her place. Before you say a word as to the merits of the case, decide in your own mind what you are going to do, and have the nerve to stick to it.

"For, if a merchant says to a customer that he cannot allow for a claim, and then argue the matter and finally give in, the customer has the same opinion of him that she would have had, had he refused to allow her anything in the first place. and the chances are she will think less of you.

"It is probably best to be on the liberal side when a claim is made, but it is undoubtedly proper for a dealer to do what he is going to do with as much despatch as possible, and without a word of grumbling. Grumbling is what drives the customer away — constant grumbling on the dealer's part.

"If a merchant is going to replace the poor piece of crockery or the spoiled basket of fruit, do it with the grace of a prince. If he is pleasant about it the customer will think more of him and will give him his business in the future."

Merchants as Street Cleaners.

London, Ont., Dec. 1.—Impressed by the complaints of women shoppers in regard to the muddy condition of the sidewalk on the south side of Dundas street. between Talbot and Clarence, merchants in this district took the matter of reform into their own hands the other morning.

This is one of the busiest parts of the city, containing among others, Scandrett Brothers' grocery store, in the block east of Richmond; and in the block running west to Talbot are Smallman & Ingram's, J. A. Wilson's butcher shop and Russell Smith's fruit store.

J. P. Cook went down his side of the street with an agreement, which almost everybody signed, and at 8 o'clock next morning representatives of every place of business in this section were out armed with hose, brush and broom, to inaugurate a scrubbing bee. The streets have been torn up to install conduits and for repair work, and the mud and clay had been tramped along the sidewalks until people would scarcely use that side of the street.

Not only sidewalks, however, but windows and store fronts were washed by the hose and brush brigades, and even merchants on the other side of Dundas and in adjacent blocks caught the spirit of the thing, and came out to clean up.

The city engineer will now likely be appealed to to clear the mud off the crossings, so that the cleaned sidewalks may remain clean.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

With the approach of the holidays, everybody is thinking of gifts to buy and are making plans to make glad their friends. Are you keeping in line with modern dealers, and are you ready to supply your trade with everything that is best in the beverage line? It will certainly interest you to read the announcement of Laporte, Martin & Co., Ltd., in this issue. The line of goods they advertise have a world-wide reputation. They are all select goods for select people.

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - PRESIDENT

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ANOTHER CO-OPERATIVE BILL.

The persistency with which F. D. Monk, M. P., introduces Co-operative Bills in the Dominion House of Commons is to be commended, even if the bills have few worthy features. Last week he gave notice of the introduction of a bill presumably along similar lines to the one thrown out last year in committee and the first one which reached the Senate stage.

It is now up to the retail merchants of every section of Canada to assert their rights in a forcible manner. The best plan of action to follow is to wire, write or tell the member for your constituency in the Federal Government that this bill should not be passed and explain to him why he should use his vote and influence against it.

There is no good reason why promoters should be given the privilege of establishing joint stock firms of this nature which do not have to secure a government charter or be under government control. On general principles, favors to the few are to be discouraged and for Co-operative Societies to ask the right to form companies without having to purchase a charter and thereby come under government control, does not even smack of fairness.

This is a bill that every merchant whether in Western or Eastern Canada should oppose; and the opposition should be voiced immediately.

A STRONG POTATO MARKET.

Dealers who are particularly interested in potatoes should keep a close watch on the market movements. Reports from all over Canada indicate that the supply is going to fall short of the demand and already prices are going up.

It may be that farmers are holding for better prices. In fact it was thought this was the case a few weeks ago but later developments point to a real shortage.

In New Brunswick, Nova Scotia and Prince Edward Island the situation is quite firm. New Brunswick is importing from Maine to supply Western Canadian demand. A Halifax dealer has recently bought up 10,000 bushels and Montreal buyers have been in Prince Edward Island on a similar mission.

Potatoes are therefore on the upward trend at the present time and deserve considerable attention.

LOSING 9 PER CENT. ON SUGAR.

There was a retail grocery dealer in St. Thomas, Ont., last week selling No. 1 extra standard granulated cane-refined sugar at 20 pounds for the dollar. He advertised it in the window.

The cost of this sugar in that city was $4.95 last week. The dealer was therefore actually making 5 cents on a turnover of 100 pounds, or 1 per cent. on sales. Figuring that it costs him at least 10 per cent. to do business, he was losing 9 per cent. on sugar alone—9 cents on every dollar's worth sold.

Evidently he is either going out of business or he is a philantropist on a little smaller scale than the Carnegie type.

It is a pleasure to state, however, that this case is an exception for St. Thomas as the grocery dealers there have been accustomed to maintaining established prices pretty well.

ANOTHER DOWN FOR SUGAR.

It never rains but it pours. Sugar dropped another notch during the week, the decline amounting to 10 cents per cwt.

On September 30 the price of standard granulated on Montreal market was $5.05 where it had been from Aug. 5. From that time sugar began to slump until now it is $4.60 or 45 cents per hundred pounds cheaper. It is now 5 cents lower than at this time last year.

The weakening of this market has not been unexpected. The condition of the raw market as well as lack of brisk demand has warranted it. The visible supply of raws is away ahead of last year at a corresponding period and the continuous string of drops has been quite natural. The statistical position still denotes weakness.

The $4.60 price mentioned is the lowest reached this year for standard cane refined granulated. Last year the lowest was $4.35 during the months of January and March.

ROOM FOR ADVERTISING.

The tea commissioner for the Japanese Central Tea Traders' Asssociation of Japan, was in Canada during the week to find out why the imports of Japan tea by Canada and the United States had decreased from 10,000,000 to 5,000,000 pounds in the past 10 years.

He discovered that the cause was due to the fact that Japan was not pushing the sale of tea on this continent like companies in other tea producing countries were doing. When he goes back home he will advise that an advertising campaign be carried on here, and that more attention be paid to quality and price.

This is another instance of the value placed on the power of advertising as a selling agent. A nation will undertake it just as did the government of Ceylon when it decided to utilize the tea cess for advertising purposess in foreign lands some years ago. Everyone knows the result of the campaign.

If a similar campaign were carried on by the Government of Greece, the demand for currants would soon spread so that there would be no necessity of any talk about uprooting the vines to maintain prices. The coffee of Brazil forms another example. If the crop is extra heavy, coffee would go a-begging for buyers and return the growers little money if the government did not buy in the surplus.

The salvation for such conditions appears to be a big, carefully executed advertising campaign in the most receptive countries.

DIFFERENCES IN SALMON.

Here are a few simple facts about Sockeye, Cohoe, and Humpback salmon that every dealer ought to know.

Of the three, Sockeye salmon is, of course, the best. It has color and flavor not common to the others. Cohoes are paler in color and Humpbacks are more so, therefore they are cheaper.

This season it is learned that packers have been able to forward practically 100 per cent. of Sockeye orders but only about 40 per cent. of the others. Since the best salmon gives the best satisfaction retailers should exercise their selling power to sell it. Once the public has been educated to purchase the better goods, no further trouble will be experienced. And then the inferior grades of salmon will not last long if they are pushed very hard this year.

A broker told The Grocer recently that

Spring salmon. Out at the coast he says the best hotels and best families use little else. This salmon is not uniform in color—although it is in quality—and this explains the reason why eastern people do not demand it more often. They think that because the color is not always there, the quality must be that of the Cohoe or Humpback.

Salmon, like every other article in the store, ought to be thoroughly understood. When it is, the dealer is able to utilize his selling power with better effect. He can not only increase his sales but at the same time raise the standard of quality —two things to be always desired. They mean better profits and greater satisfaction.

THE SECRET OF ADVERTISING.

"In advertising one must lay the facts before the public in a manner that stimulates thought and mental debate so that people may arrive by the usual educational processes at conclusions of their own, which, being reached by their own reasoning powers, they will regard as irresistible and settled for good and all."

Those who read the article in a recent issue by Henry Johnson, Jr., read the above. It strikes the nail on the head and means a great deal. It certainly is the key note in advertising.

In future arrange your copy in the daily newspaper to bring about the required attention.

MARKING CHARGE CHECKS.

On all charge checks there should invariably appear not only the full name of the person in whose name the account stands, but also the full name of the person who makes the purchase. If the charge customer makes the purchase in person, add on the line below her name, "by self." If the purchaser is some other member of the family, set down the name correctly. Sometimes there are several members of a family who buy on the same charge account, and it is not sufficiently definite to set down "daughter." This is apparently a trivial matter, but it sometimes turns out to be important. Where bills are rendered at intervals of thirty days, and are not always paid promptly, the customer may easily forget one among many purchases. It is, therefore, just as well, for the store's protection, to be able to state positively by whom the purchase was made.

NEITHER HERDING NOR HOUNDING.

The daily and weekly newspapers throughout the country are taking up more enthusiastically than ever before the work of developing a greater loyalty in the matter of home trading. It has been discovered that considerable patronage goes to the mail order house by the business man himself, and that on different sides the attitude assumed is that it is a poor melon that isn't ripe on both sides. In other words, a man in one line of business has to complain of mail order trade, though he patronize it himself, he has no right to object if men who could use his goods, send away to have their requirements filled. In some towns there seems to have been no attempt at co-operation among merchants to deal with this problem.

WORK PROPOSED FOR BOARDS OF TRADE

If each merchant felt positive in his own mind that there was no business whatever going over his head to mail order houses, a great weight would be removed. True there are many who do not give the catalogue houses in the big centres very many thoughts. They have been able to offer their customers goods of such a value as to persuade them that nowhere else could they secure the same or better for the money.

But in almost every town, village and country community there are heard complaints about money going direct to mail order houses—houses which never pay a cent of taxes in these places—and the merchant is not only losing but the community is becoming weaker.

There are two classes of people affected in most districts. There are the farmers and the townspeople. The question arises how can each class be convinced that it is to its own monetary interests to deal at home? The argument has been put forth that to confer on the question with the farmer he must be met at his institute or club. The labor men similarly could be reached through their unions but what about the remainder of the townspeople?

A prominent agriculturist—one who holds an important position with a provincial government—says that the people in the villages and towns send much more money to the mail order houses than do the farmers.

To stop this drain on the resources of a community which benefits only the big cities, he suggests that the boards of trade take up the matter. By holding public meetings and announcing a subject such as "Why the General Public Should Support Their Home Towns;" "Advantages in Spending Your Money at Home to Yourself and to Your Community," or "How to Make Your Home Town Prosper," the citizens could be taught to buy solely from their local merchants.

Speakers from neighboring towns could be secured to give facts and figures illustrating how money can actually be saved. Statistics could be presented showing localities where mail order house competition had reduced the population, the standing of the community and the value of the property; it could be demonstrated how villages and towns are dwarfed from the present system of sending money out of a community to enrich another a hundred or two hundred miles away.

But the question would have to be treated on a sound business basis. Complaining simply about mail order houses selling lower than local merchants would be of no avail. Figures must be quoted pointing out where catalogue prices are above those of the home merchants, the quality being equal or superior. The on-the-spot service which the catalogue house cannot give could be pointed out. The drifting away of young people and the depreciation of property values are other items to be considered.

By such methods people could be taught that they have been mislead by a few paltry bargains, often on inferior goods handed out as baits; that these bargains are seldom included in catalogues; that one must be in the city in which the house quoting the alleged bargains is situated in order to get them; that they can buy better goods at home at the same or lower prices; that the value of their property is being depreciated by sending out their money; that it is not honest for them to pay the mail order house cash for goods every time and allow their own dealer who takes a personal interest in serving them to wait long periods of time; that these catalogue houses pay no taxes in support of their municipalities; that the great burden of taxes rests on the local merchants and that the local merchants are the nucleus of the community.

When these facts have been driven home by a board of trade anxious to built up the town by not only getting new industries but by circulating more money in it, then a greater prosperity ought surely to follow their efforts.

Their meetings, of course, would be given wide circulation through the daily press but care must be taken that there should be no spirit of "knocking" shown. The matter must be presented in a fair, business-like method—on a dollars and cents basis—so that everyone will be convinced of the sincerity of the agitators in advising people to deal at home.

Markets—Advances in Canned Goods

General List Prices Increased 2½ Cents Automatically on December 1st — Canners have Disposed of All Their Stocks in Many Lines and Prices in Some Instances are Above the List Price and Jobbers do not Seem to be Eager to Sell —Sugar Down Ten Cents—The Coffee Situation.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

ONTARIO MARKETS

POINTERS—

Spices—Several advances.

Coffee—Prices are higher.

Sugar—Decline of 10c.

Canned Goods—Up 2½c doz.

Toronto, Dec. 1.—There is a feeling among certain Canadian grocery jobbers that the coffee market is not as strong as the daily reports would make it. The opinion is more or less entertained that speculation is behind stories of short crops. The trade is not denying these reports regarding the shortness of crops but they have a feeling that the market is being boosted and the stories inflated beyond their due. However, prices are going up just the same and every day brings confirmatory reports of strength, although of late the market has shown a slight weakness.

Some one has asked the question, "Will there be the usual amount of dried fruit sold this year," and another has been inclined to give a negative answer. The latter states that grocers will have to "sell" their goods this year. That is, they will have to employ more salesmanship on account of the higher prices confronting the fair purchasers.

It is passing among the trade even that there is an "insurgent" feeling among the women who are beginning to think about their Christmas puddings and cakes. The point is mentioned because several who handle raisins have heard, not far from their own hearths, statements that showed a feeling against buying the usual requirement of fruit at present prices.

Canned goods all advanced this week as per schedule and it is well to note that in many cases the wholesalers are above even the new quotations.

Sugar is down again and at the ten cent reduction is considered firm, although there are jobbers who claim that in their opinions the bottom price has not yet been reached.

Sugar.—The decline in the price of sugar announced to the trade on Saturday was not unexpected. The drop this time was ten cents. At the present figure the market is generally considered steady but jobbers state that the bottom had not yet been reached. Some of the trade say that the price is now almost at the cost of production and the margin left is not a big one.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 55
Beaver granulated	4 55
Yellow, bags	4 30

Barrels of granulated and yellow will be furnished at 5 cents above bag prices.

Extra round, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	5 10
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrups and Molasses. — Unchanged conditions seem to still prevail. Trade is quite satisfactory, but on the surface there is nothing at present that indicates any near change.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ½ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovada	0 30

Dried Fruits.—Seedless Valencias are easier and also dates. Fresh arrivals of the latter were received this week and no more are expected till about the 15th of December and the price is not likely to be changed then. Prunes are strong and the primary currant market has advanced a shilling recently, showing new strength. A recent letter from Spain in regard to Valencia raisins says growers sell but small quantities thinking they will obtain higher prices later on. The trade has fallen off somewhat but it is generally admitted that many markets have not yet taken anything like their usual supplies. Some jobbers held off not wishing to take a chance of being caught by the high opening prices.

Prunes—	
30 to 40, in 25-lb. boxes	0 12½ 0 13
40 to 50 " "	0 11½ 0 12
50 to 60 " "	0 11½
60 to 70 " "	0 11
70 to 80 " "	0 10½
80 to 90 " "	0 08½ 0 09½
90 to 100 " "	0 09

Same fruit in 50-lb. boxes ½ cent less.

Apricots—	
Standard	0 15½ 0 16
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 20
Candied Peels—	
Lemon	0 09 0 11
Orange	0 10 0 12½
Citron	0 15 0 17

Figs—	
Elemes, per lb.	
1¾ inches	0 08 0 10
2 "	0 08½ 0 10½
2½ "	0 09½ 0 12
2½ "	0 11½ 0 12½
2¾ "	0 11½ 0 13½
Umbrella boxes	0 12 0 14

Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 09½ 0 10
Dried apples	0 08 0 09

Currants—	
Fine Filiatras	0 07½ 0 08
Patras	0 08 0 08½
Uncleaned ½c less	
Vostizzas	0 10 0 12

Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08 0 09
Seeded, 1 lb packets, fancy	0 08½ 0 09
" 16 oz. packets, choice	0 07½ 0 08
" 12 oz. "	0 07 0 07½

Dates—	
Hallowees—	
Full boxes	0 05½ 0 05¾
Half boxes	0 06 0 06½
Sairs	0 04½
Package dates, per 1 lb	0 06½ 0 06¾
Fards choicest	0 09½ 0 10½

Spices.—This market is easily holding its own. Mace is dearer and is likely to remain so. Ginger is up, white pepper is firmer, cream of tartar is decidedly strong, cloves are quoted at an advance and with but few exceptions there is a strong feeling in this market.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	½-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	1 40
Cinnamon	0 24	0 25	0 27	0 90	1 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 9
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	..
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	1 0	....	2 75
Nutmegs	..	....	0 30	190	2 00
Pepper, black	0 15	0 16	0 17½	0 75	1 30
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					35

Coffee.—Prices have been climbing of late and the firmness in the market is unweakened. True, there has been a slight falling off to the extent of a few points, but following the strength that has been manifested up to the present this is not expected to have any effect in stopping the upward movement. It will be noted that prices show a big advance on those that were quoted a few months ago and it is fully believed that under present conditions the upward movement is likely to continue.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 26
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted	....	0 22	Mexican	....	0 25
Maricaibo, "	....	0 20	Gautemole	....	0 18
Bogotas	0 22	0 25	Jamaica	....	0 21

Nuts.—There is no apparent weakness in the nut market. The demand for the holidays is still keeping up but stocks are about all out among the retailers. A decline in prices with the passing of the holiday season is not looked for by the trade, at least from present appearances.

Almonds, Formigetta	0 15 0 15½
" Tarragona	.... 0 16
" shelled	0 32 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	.... 0 14
" Marbots	.... 0 15
" shelled	0 39 0 40
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 15 0 15½
Peanuts, roasted	0 09½ 0 12½

Rice and Tapioca.—The market is a little firmer in rice. Demand is about normal. There is nothing particularly eventful in this market.

	Per lb.
Rice, stand. B	0 03½ 0 03½
Standard B. from mills, 500 lbs. or over, f.o.b., Montreal	2 90
Rangoon	0 03½ 0 03½
Patna	0 05½ 0 06½
Japan	0 04½ 0 06
Java	0 06 0 07
Carolina	0 10 0 11
Sago	0 05½ 0 06
Seed tapioca	0 05½ 0 08
Tapioca, medium pearl	0 05½ 0 08

Evaporated Apples.—The market is a little firmer. It is stated that stocks are pretty nearly all in the hands of jobbers and retailers now. There is a slight in-

crease in prices and some state that even eleven cents is being obtained.

Evaporated apples	0 10	0 10½

Beans.—Prices are unchanged but the situation is a shade stronger.

Prime beans, per bushel	1 85	1 90
Hand-picked beans, per bushel	2 00	2 10

QUEBEC MARKETS

POINTERS.—

Refined Sugar.—Decline of 10c.

Canned Salmon.—Increase 2½c from 1st Dec.

Canned Strawberries.—Increase.

Montreal, Dec. 1.—The coffee markets still command close attention. The advance has been no more radical than was anticipated, and many believe that the top has not been reached yet, and, therefore, many smaller dealers will be forced from business.

With the demand for sugar limited last week, and the U. S. and European markets so unsettled, the decrease in refined sugar was no more than was expected.

From the 1st December there will be a rise of 2½c per dozen in all canned goods. The demand for these lines is so unusually strong that jobbers do not expect this increase to have much effect on the present satisfactory conditions.

Sugar.—A weaker feeling developed in the local market for refined sugar this week, and prices for all grades declined 10c per 100 lbs. The demand of late has been limited, and this, combined with the unsettled nature of the U. S. and European markets, were probably the reasons for the reduction.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " " 50 lbs.	5 50
" " " 25 lbs.	5 70
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" " 100 lb. boxes	5 40
" " 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 05
" " 50-lb. boxes	5 25
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 10
Phoenix	5 10
Bright coffee	4 55
No. 3 yellow	4 45
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses—There is still a strong demand for syrups with prices stationary. Molasses' demand is slackening again, but will probably increase with the opening of the Xmas trade.

Fancy Barbadoes molasses, puncheons	0 36	0 36
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	28
Antigua		0 30
Porto Rico		0 40
Corn syrup, bbls.		0 03
" ½-bbls.		0 03½
" ¼-bbls.		0 03½
" 38½-lb. pails		1 70
" 25-lb. pails		1 20
Cases, 2-lb. tins, 2 doz. per case		2 25
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Dried Fruits.—Advices received recently from San Francisco and other packing points in California reflected a strong feeling in the market for prunes. At this period of the year, sellers gradually make concessions to secure orders, but this year orders are hunting them, and it looks as if there will be a rise in prices before the spring sets in.

California seeded raisins remain dull, and the market has an easy tone.

Currants are in fair demand, and the tone of the market is firm.

Dates are strongly inquired after, and spot stocks are clearing up. The cargo of the "Bantu" is going off with a bang, and quite a little business is being done.

Currants, fine filiatras, per lb., not cleaned		0 06¾
" " " cleaned		0 07¼
" Patras, per lb.	0 08	0 08½
" Vostizzas, per lb.	0 09	0 09½
Dates		0 05½
Figs, 4 crown	0 09	
" 5 crown	0 10 0 11	
Figs, 6 crown	0 11	0 12
" 9 crown	0 13	0 14
Prunes—		
30-40		0 12
40-50		0 11
50-60		0 10½
60-70		0 10
70-80		0 09½
80-90		0 09
90-100		0 08½
Raisins—		
Choice seeded raisins		0 08
" fancy seeded, 1-lb. pkgs		0 09
" loose muscatels, 3-crown, per lb.	0 07½	0 08
" " 4-crown, per lb.		0 08½
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.		0 07½
" select, per lb.		0 08
" 4-crown layers, per lb.		0 08½

Tea.—The end of November marks the close of the fall season, and is regarded as one of the dullest of the year; yet business is a trifle better than usual.

Ceylon greens are about exhausted, and it is not likely that there will be any more shipments until the New Year, as prices on the other side are so high.

The market for Japans remains unchanged. Although a steady demand is reported, there is a tendency to more or less neglect tea, and pay more attention to Xmas goods.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee—Coffee prices are unchanged this week. In spite of the recent heavy advances many spot men are telling their customers that they expect still higher prices in the near future. Brazil is as stiff as ever, and no concessions on any grades or character of coffee are likely to be made. The growing crop is short, and as the crops in Brazil and at European points are held in strong hands, dealers can afford to wait for higher prices.

Mocha	0 22	0 30	Santos	0 18 0 21
Rio, No. 7	0 15	0 18	Maracaibo	0 20 0 25
Mexican	0 22	0 30		

Spices.—The market presents no particular feature. At this time of the year grocers are preparing for Christmas trade, and stocking up other lines.

Pepper is quieter, with only hand-to-mouth buying.

	Per lb.			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 20	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 22	0 30	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	" white	0 20	0 25

Nuts.—There is a good demand for practically all grades for holiday requirements. Stocks are now coming forward, and it is not likely that there will be a scarcity of supplies. The tone of the market is firm, and holders are not inclined to shade prices.

In shell—		
Brazils	0 13½	0 14½
Filberts, Sicily, per lb.	0 11	0 13
" Barcelona, per lb.		0 10½
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Grenobles, per lb.	0 15	0 16
" Marbots, per lb.	0 15	0 16
" Cornes, per lb.		0 11½
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown " "	0 32½	0 35
" 2-crown " "		0 31
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb.		0 65
Pistachios, per lb.		0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	0 32

Rice and Tapioca.—There is a firm feeling in both these markets, bouth local and out-of-town orders being good, and distributed over all grades.

Rice, grade B, bags, 250 pounds	3 00
" " 100 "	3 00
" " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 0

Evaporated Apples. — Even at the high price the demand for evaporated apples is strong. Local dealers expect a rise of two or three cents soon, as supplies are not over plentiful.

Evaporated apples, prime	0 12	0 12½

Beans and Peas.—The market remains strong, but supplies are hard to get. Many shippers are behind in their deliveries.

Ontario prime pea beans, bushel	1 90	
Peas, boiling, bag	2 80	

MANITOBA MARKETS

POINTERS.—

Valencia Raisins—Lower.

Peel.—Stocks out.

Beans—Reduced.

Coffee—Advanced.

Winnipeg, Dec. 1.—The demand everywhere continues excellent for the complete range of grocery lines, in fact there is an enormous rush for a great many more lines than are reported here. A few weeks ago there was some fear entertained among the local jobbers and wholesalers that the retailers were not going to come up to the mark in their holiday ordering. Notwithstanding this fact, however, wholesalers stocked heavily in a general line, and were prepared for whatever trade might come. It was for this reason perhaps why they were anxious that their large stocks should move off. At the present time, however, there is no anxiety among the local jobbers that the demand will not be large, but there is anxiety that they will not have enough of certain goods to satisfy the demand.

The dried fruits that are rather short on the market are particularly, prunes, peel, shelled walnuts and apricots. It may be that the retail trade generally is

well stocked with these lines, but it will be almost impossible to fill large orders from this city during the next few weeks.

There are some weaknesses and reductions noted this week, due to the large crops in the lines so affected.

Sugar—Still another decline in sugar is recorded. This was announced on Saturday morning, and was in keeping with the general tone of the raw market.

Montreal and B.C. granulated, in bbls	5 25
" " in sacks	5 20
" yellow, in bbls	4 85
" " in sacks	4 80
Icing sugar, in bbls	5 85
" " in boxes	6 05
" " in small quantities	6 05
Powdered sugar, in bbls	5 65
" " in boxes	5 85
" " in small quantities	6 00
Lump, hard, in bbls	6 15
" " in ½-bbls	6 25
" " in 100-lb. cases	6 15

Foreign Dried Fruits—Valencia raisins are a little lower. This weakness is what was expected several weeks ago, before the goods came on the market. It was believed at the time by local buyers that the price was inflated, and strictly accurate information regarding the crop was not furnished. Consequently the buyers held off, and the prices had to weaken somewhat. Prunes are scarce on the market, and prices are on the firm side. The output has been large, and the demand continues. Currants are also higher, as natural at this time of the year. Apricots are firm. The ordering for peel is extremely heavy, the price is high, and stocks are low here.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " " cleaned, per lb	0 13
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09
Raisins, 3 crown muscatels, per lb	0 06
" 4 " " "	0 06½

Prunes—

25 lb. bx. 90-100, lb	0 07½	Prunes, 50-60 "	0 09½
" 80-90 "	0 08	Prunes, 40-50, lb	0 10½
" 70-80 "	0 08½	Silver prunes, ac. to quality	0 11 0 14
" 60-70 "	0 09½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 07½
" wet, cleaned, per lb	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09

Pears, per lb	0 13½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 06½
Peaches, choice	0 16	Dates, packages 30 in case	0 07½
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 16
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup and Molasses—The market continues weak, and local buyers do not look for any advance soon. Some reports came in that an advance was to be made, but were unfounded. At the present condition of the syrup market if advances are made, it will be due to the manipulation of the market, as the cane crop is heavy, and there are lots of goods to supply the world market and leave the quotation at the figures quoted below for Western Canada.

The molasses market was never better, and jobbers only wish that the demand would continue for a longer period of the year.

Syrups—

24 2-lb. tins, per case	2 03
12 5-lb. tins, per case	2 43
6 10-lb. tins, per case	2 26
3 20-lb. tins, per case	2 32
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
ew Orleans molasses, ½ bbls., per gal	0 36

Nuts.—It is believed that there will be lots of nuts on the Western market to amply supply the holiday trade. It was feared that there would not be enough walnuts, and at the time of writing the quantity is scarce, but more are expected within ten days. The quotation on walnuts is held firm.

Almonds, shelled	0 33 0 35	Walnuts, shelled	0 38 0 40
Filberts	0 12½		

Evaporated Apples.—There are lots of evaporated stuffs on the market, and the demand is fair. When the fresh apples are off, the demand will be better, and it is expected that about next February much stock now on hand will be well distributed.

25-lb. box, per lb	0 11½
50-lb. box, per lb	0 10½

Tapioca and Sago.—The demand is excellent, and there is little difficulty in getting supplies. The prices are gradually getting higher, and will continue to do so until growers find it profitable to replant again, when a larger production will be made.

Pearl tapioca, per lb	0 06 0 06½
Sago, per lb	0 05½ 0 05¾

Beans. — There is a large stock of beans, both in crop centres and in the West. The demand has not been up to the mark but it is expected to improve after the New Year. As result of the present condition, prices have gone down 5 cents. Jobbers claim that the commodity is popular with the dealers, and anticipate a better showing within six weeks. For this reason it is expected that the prices will not go lower.

3-lb. picker, per bushel	2 10
Hand picked, per bushel	2 20

Coffee.—Coffee is going up, as the crop is scarce. Sharp advances have been made within the past few weeks, and an advance has been made of one-cent above that of last week. Standard Rio is selling at 14 cents, and choice at 14½.

CANNED GOODS

MONTREAL.—The canned goods market is extremely strong. Tomatoes are scarce, while there are no peas, beans, corn, raspberries or strawberries in manufacturers' hands.

Clover Leaf salmon advanced 2½c per doz. from December 1st.

Strawberries show an increase of 12½c per doz.

Peas, standard, dozen	$1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	0 97½
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 35
Strawberries, dozen	1 90
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 87½
Peaches, 3's, dozen	2 87½
Pears, 2's, dozen	1 77½
Pears, 3's, dozen	2 37½
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 07½
½-lb. flats, per dozen	1 32½
1-lb. flats, per dozen	2 25
Other salmon—	
Humpbacks, dozen	1 40
Cohoes, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	

½-lb. flats, dozen, $3.40; 1-lb. talls, dozen, $4.25. 1-lb. flats, dozen, $4.50.

Compressed corned beef, 1s	2 00
Compressed corned beef, 2s	3 35
English brawn, 2s	3 15
Boneless pigs' feet, 2s	3 15
Ready lunch veal loaf ½s	1 50
Ready lunch veal loaf 1s	2 60
Roast beef, 1s	2 00
Roast beef, 2s	3 35
Stewed ox tail, 1s	1 60
Stewed kidney, 1s	1 50
Stewed kidney, 2s	2 65
Minced collops, 1s	1 40
Minced collops, 2s	2 50
Corned beef hash, 1s	1 60
Corned beef hash, 2s	2 80
Jellied hocks, 2s	3 50
Jellied hocks, 6s	12 00
Paragon ox tongue, 1½s	7 50
Paragon ox tongue, 2s	8 50
Paragon ox tongue, 2½s	9 50
Paragon lunch tongue 1s	4 00
Tongue lunch, 1s	3 50
Sliced smoked beef, ½s	1 50
Sliced smoked beef, 1s	2 50

TORONTO.—An advance of 2½ cents on canned goods occurred automatically this week on all canned fruits, vegetables and some canned salmon. Thursday, Dec. 1st, was the day announced early in the season by the canners for the advance, as has previously been pointed out several times by The Grocer. However, the wholesalers, who now hold practically all if not all of the canned goods in the country, are bound by no list of prices, although, of course, they are not supposed to sell below the minimum figures. There may be some line in which there was an abundant supply in which there is a general price but this kind is few.

The canners state that they are sold out of beans, carrots, corn, corn on the cob, peas, gallon pumpkins, spinach, tomatoes and apples, blueberries, cherries, currants, gooseberries, raspberries, rhubarb, and strawberries. Outside of these 'few' lines, the canners may have some supplies but this is doubtful. As before stated, the stocks of the goods just enumerated are now in the hands of jobbers and retailers and there are those houses who are looking forward to favorable prices between now and the next strawberry season and in fact even after that. The possession of stocks of these canned goods has made the possessors as independent as little czars and they manifest this independence by quoting prices with the air of "well if you don't like the price you need not buy." This may be overdrawing it to a certain extent but the jobbers themselves admit that they are not at all anxious to sell some lines. One order came from Winnipeg this week for 5,000 cases of tomatoes but after covering the trade 800 cases were all that could be secured. The Independents are also short and the general impression is that canned goods are scarce throughout the country. Gallon apples, for instance, are quoted at several prices. Some say they are getting $3.25, others $3.50 while some say they have not raised their price.

New prices for potted poultry and soups are out and some information in regard to the extent of the pack. The latter shows that only sixty per cent. of the chicken orders will be able to be filled by one factory, only 15 per cent. of turkey and 10 per cent. ducks. But 60 per cent. of potted soup will be delivered. The shortness of the pack is explained in that the canners could not get the stocks they had expected. The fowl were gone when they went for them, someone else having been around beforehand.

A SNAP IN OLIVES——

Here's a chance to get in right at prices away below the market.

MANZANILLA—Choice, 200/220s. **$1.00** Jar

QUEENS—Large, 110/120 **$1.20** Jar

PIMENTO STUFFED—Choice, 200/220s. **$1.50** Jar

QUEENS—Extra Large, 80/90 **$1.50** Jar

ALL PUT UP IN WINE GALLON STONE CROCKS.

——NEW NUTS FOR CHRISTMAS——

ALMONDS

WALNUTS
Bordeaux Grenoble Marbots

BRAZILS

FILBERTS
Sicily Turkish

PEANUTS
Japans Virginia

OUR PRICES ARE RIGHT.

ORDER NOW FOR QUICK SHIPMENT.

EBY-BLAIN, LIMITED

Wholesale Grocers, **TORONTO**

" Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA



CARTER'S

STANDARD

British Wines

Liqueur Green Ginger and Other Flavors

Big Wheel Custard Powder, Jelly Crystals, Lemonade Powder, etc., etc.

H. W. Carter & Co., LIMITED

THE OLD REFINERY

BRISTOL, : : ENGLAND

DIRECTORY OF

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

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Write us for information about B.C. trade.
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ONE of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

Do you want live representation?
We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

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615 Dominion Trust Building
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Correspondence Solicited — Highest References

The Condensed Ads. on page 64 will interest you

The Condensed Ads. in this Paper will bring good results

WILLIAM W. DUNCAN

Broker and Manufacturers' Agent
DISTRIBUTING
Free and Bonded Warehouses
VANCOUVER - VICTORIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information.

Don't forget to mention this paper.

Grocers

of Northern Ontario!

Freight Rates eat up your legitimate profits.

Avoid this Unnecessary Expense



Our customers are doing so,

Why not you?

The Young Company
LIMITED
North Bay and Sudbury

31.7% Increase

More People Are Drinking High-Grade Tea

The sales of the 40c. grade of Red Rose Tea in Ontario for the first ten months of this year increased 31.7%. This percentage on an already very large business means an enormous increase. Have YOUR sales of 40c. tea increased at the same rate? They will if you push Red Rose Tea.

This great advance in the sales of the 40c. grade is positive proof that Red Rose Tea appeals to people who are particular about their tea. Just try recommending Red Rose Tea. It is sure to increase your sales.

T. H. Estabrooks

RED ROSE TEA

"Is good tea"

TORONTO ST. JOHN WINNIPEG

Display Your Fruit

and Vegetables more effectively by using the

Ideal Fruit and Vegetable Rack



Made of light steel bars with two side plates that are nailed to the sides of the original boxes.

Especially useful for displaying oranges during holiday season. Enables you to display at once several boxes neatly and conveniently.

SAVES SPACE

because boxes can be stacked on top of each other, as shown in the cut, instead of congesting your floor space.

Makes your fruit stock look bigger and more attractive.

Saves waste and loss and helps to increase your sales. Will last as long as you are in business.

Price 50c Each. - Cash with Order.

F.O.B. Toronto.

EUREKA NOVELTY CO.,

88 Colborne St., TORONTO, ONT. Sole Distributors for Canada

VEGETABLES	Per doz Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's.	0 92½	0 95
" Refugee Midgets 2's	....	1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 27½
" " 3's	....	1 52½
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 97½	1 02½
" fancy, 2's	1 05	1 07½
" on cob, gal	0 77½	1 00
Peas, Standard, size 4, 2's	....	1 27½
" Early June, size 3, 2's	....	1 30
" Sweet Wrinkle, size 2, 2's	....	1 32½
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 06
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	....	1 35
" gals.	3 62½	4 02½
Turnips, 3's	1 12½	1 15

FRUITS		
Apples, standard, 3's	1 07½	1 10
" " gal	3 25	3 50
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal.	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard gal	7 02½	7 05
" red, heavy syrup 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 27½	3 30
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	Cohoes, per doz. 1 77½
½-lb. flats, dozen	1 30	1 32½	Red Spring, doz 1 87½
1-lb. flats, dozen	2 22½	2 25	Lobsters, halves, per dozen 2 65 2 75
Other salmon prices are:			
Humpbacks, doz	1 20	1 25	Lobsters, quarters, per dozen 1 60
Pinks	1 30	1 35	
Northern River Sockeye			1 95

Chicken	4 00	Soup, 2's	1 90
Turk y	4 00	Soup, 1's	1 90
Ducks	4 00		

BRITISH COLUMBIA MARKETS.

Vancouver, Dec. 1.—Potatoes are steadily climbing to the high figures. Locals are quoted at $32 a ton, but it is likely that another week or so will see a higher price. With the potato crop a partial failure in Canada, it will not be so easy to get supplies from eastern Canada, so it is expected that before spring the price will be very high. Ashcrofts are $40, and Chilliwacks, $32. Ashcrofts are not made a feature, as they keep the best, and an effort is being made to sell off the locals. After they are gone the white potatoes are still in good shape and command the best prices.

NOVA SCOTIA MARKETS.

Halifax, N.S., Dec. 1.—The chief feature of interest in the local market this week is another advance in the price of potatoes. Large shipments from Prince Edward Island continue to arrive, but the demand is great. The potatoes on the Island are selling at 35 to 38 cents, the crop is short. Up to to-day potatoes have been selling here at fifty-five cents per bushel, but now they are quoted at sixty cents, and it is predicted that they will go still higher. One Halifax dealer alone has bought up ten thousand bushels and representatives of Montreal firms are buying up up potatoes on the Island. One Montreal firm is said to have secured 30,000 bushels in Aroostook County, Maine. A steamer has been chartered and these potatoes are intended for the Newfoundland market.

Hams are firm at 21 cents, bacon, rolled 16 cents, and bacon sides at 21 cents. Sugar went down again this week 10 cents.

The flour markets are active. Prices are considered low, and the dealers report large sales. One Halifax dealer is reported to have turned over five thousand barrels during the past three months. The stocks on hand are fairly heavy.

Lemons which sold last week at $4 per crate of 420 count, are now quoted at $6. Jamaica oranges repacked are selling at $4.50 per barrel. The quality of the fruit on the market is only fair.

NEW BRUNSWICK MARKET.

St. John, Dec. 1,—Ontario flour advanced 20 cents per barrel last week and is now quoted at $5.45 to $5.70. Manitoba is unchanged. Oats advanced 4 cents per bushel. Potatoes have also advanced, the price now being $1.90 to $2 per barrel.

All grades of refined sugar declined 10 cents per hundred pounds on Monday (Nov. 28.) Standard granulated is now $4.75 to $4.85.

53 Highest Awards In Europe and America

WALTER BAKER & CO.'S

CHOCOLATE & COCOA



Registered U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

THE PEOPLE OF

JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON

"GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

A Grocery Clerk

should know the quality of every article he sells; and thus satisfy the consumer as well as proprietor. That is successful selling.

No trouble to know the quality of Fels-Naptha soap. Just use it right. Selling the best soap like Fels-Naptha means a step forward for the clerk and employer.



Manufacturers of Grocery Lines in Eastern Canada, United States and Europe

Are your goods being pushed aggressively in Western Canada?
If not, you are neglecting an unusually good opportunity to establish a permanent demand for your product among a people celebrated for liberality of expenditure in plain and fancy food products.
And, remember, these people are increasing in numbers with amazing rapidity.
We have unrivalled facilities for introducing and building up a permanent demand throughout Western Canada for deserving grocery lines.
We maintain large warehouses in Winnipeg, Calgary, Edmonton, Regina, Saskatoon, the five really important wholesale distributing centres of Western Canada. Our travelers cover practically the entire wholesale trade of the West.
If you are interested, write us for full particulars of our service.

NICHOLSON & BAIN

Wholesale Commission Merchants. **Head Offices: Winnipeg, Man.**

WINNIPEG REGINA SASKATOON EDMONTON and CALGARY

The Line of Sustained Profit! Note the Trade Mark!

NO ARGUMENT

in recommending a line of foodstuffs to your particular customer will carry the same weight as PURITY, and in this respect

"E.D.S." Jams, Jellies and Catsup

stand alone! They are, in fact, absolutely PURE—much above the standard the Government requires of so-called genuine jams, and they contain no dye, preservative or other admixture, and carry no excess of water. The same can not be said of some leading makes that are largely advertised.

Isn't this the line you've been looking for?
Feature "E.D.S." Brand It's the brand of genuine profit and satisfaction.

Made only by

E. D. Smith

at his own fruit farms
WINONA, ONT.

Agents:
N. A HILL, TORONTO
W. H. DUNN, MONTREAL

Agents:
MASON & HICKEY, MONTREAL
R B. COLWELL, HALIFAX. N.S.
J. GIBBS, HAMILTON

You will like it!
We are proud of it!!

Gunns
Mince Meat

The Finest that can be Produced.

Fortunately we anticipated the Dried Fruit market sufficient to cover our requirements and to give our friends the benefit of GUNNS QUALITY Mince Meat at exceptionally moderate prices.

Gunns Limited

Pork and Beef Packers
West Toronto
"The House of Quality"

HAMS

The "lower price for meats" is nowhere so marked as in the price for Hams, either smoked, pickled or cooked. They are the cheapest goods on the market to-day. Write, phone or wire us for prices.

F.W. Fearman Co.
LIMITED
Hamilton





Talking Points
For Grocers and Clerks!

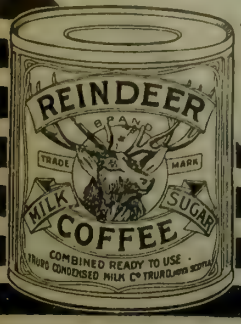
Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



TRURO CONDENSED MILK CO. LIMITED
FACTORIES
TRURO, N.S.
HUNTINGDON, P.Q.



ARE YOU A BUYER OF

HAMS
BACON
LONG CLEAR
ROLLS
SHORT CUT
MESS PORK
LARD

Pork Sausage **Bologna Sausage**

or anything in the pork line? If so, ask us for quotations. Goods as good as the best and at lowest possible prices.

The WM. RYAN, Limited

Packing House
FERGUS

70 Front St. East, TORONTO

Provisions Show Another Decline

Compound and Pure Lards Are Down Again, in Addition to Ham and Bacon—Dealers Are Now Looking for the Bottom of the Slide, and Believe They Have Reached a Basis That Should Hold For Some Time—New Laid Eggs Are Higher, and Also Cheese—Fresh Creamery Butter, Like New Laid Eggs, Is Scarce, and Is Quoted Higher.

There has been a certain amount of activity in the markets during the past week. Cheese shows a slight increase, creamery butter is up also, eggs are decidedly firm especially those that cannot be got, and provisions have reached a lower level.

The stand made by cheese is due to the export enquiries and the trade already transacted. Butter production has of course fallen off considerably and fresh creamery prints, the butter that is in heaviest demand, are in supply. Storage stocks are being used now that the country is not able to furnish the quantity that is generally required.

Eggs have no reason to show a weakness and they are living up to the expectations as t othe scarcity of new-laids and the high prices for the same. The price already reached is appreciable but dealers expect to see it go a little higher before the season of limited supplies is concluded.

Poultry is rather quiet just at present with a steady trade passing. Honey is running along doing a fair business but nothing out of the ordinary.

The further decline in prices of pork products is somewhat of a surprise as it was thought the tendency in this direction had already been retarded in view of so many declines in the past. Those in the trade state that they are unable to arrive at a conclusion as to when a halt in the decline will be called, but they seem to feel that a price has been reached which should at least hold for some time. The live hog market shows no change with the exception of a slight easing off in the Montreal market.

MONTREAL

Provisions—There is no change to note in this market. All lines remain quiet, the demand being chiefly for small lots to fill actual wants.

There is a slight decline in live hogs.

Pure Lard—	
Boxes, 50 lbs., per lb	0 14½
Cases, tins, each 10 lbs., per lb	0 15½
" " " 5 " "	0 15½
" " " 3 " "	0 15½
Pails, wood, 20 lbs. net, per lb	0 15½
Pails, tin, 20 lbs. gross, per lb	0 14½
Tubs, 50 lbs. net, per lb	0 15½
Tierces, 375 lbs., per lb	0 15
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 11½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 13½
" 5 " " " "	0 13½
" 3 " " " "	0 13½
Pails, wood, 20 lbs. net, per lb	0 13¾
Pails, tin, 20 lbs. gross, per lb	0 12½
Tubs, 50 lbs. net, per lb	0 13½
Tierces, 375 lbs., per lb	0 13½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	26 50
Bean pork	23 50
Canada short cut back pork, bbl. 45-55 pieces	28 50
Clear fat backs	29 50
Heavy flank pork, bbl.	21 00
Plate beef, 100 lb bbls.	9 25
" 200 "	18 00
" 200 "	26 50
Dry Salt Meats—	
Green bacon, flanks, lb	0 12
Long clear bacon, heavy, lb	0 14
Long clear bacon, light, lb	0 15½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 16
Large sizes, 18 to 25 lbs., per lb	0 17½
Medium sizes, 13 to 18 lbs., per lb	0 18½
Extra small sizes, 10 to 13 lbs., per lb	0 18½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 18½
" " " small, 9 to 12 lbs., per lb	0 19½
Breakfast bacon, English, boneless, per lb	0 18½
Windsor bacon, skinned, backs, per lb	0 17
Spiced roll bacon, boneless, short, per lb	0 16
Hogs, live, per cwt	7 00 7 25
" dressed, per cwt	10 25

Butter—The butter market is a little firmer. As the cheese factories have all closed down, some farmers in the Eastern Townships are making some separator butter and receiving 24c. for it. Some good class roll butter is also being received from Ontario.

New milk creamery	0 25½ 0 26
Dairy, tubs, lb	0 22 0 23
Fresh dairy rolls	0 23

Cheese—With the sailing of the last ocean vessels from Montreal this week the cheese export season is at an end. The shipments for this year amounts to 1,892,235 boxes as against 1,872,315 boxes for last year.

There is an advance of ½c. on all grades of new supply.

Quebec, large	0 13½
Western, large	0 13½
" twins	0 13½
" small, 20 lbs.	0 13¾
Old cheese, large	0 16

Eggs.—The egg market is pretty much the same as last week. There are practically no new laid eggs coming in, the few cases arriving fetching prices quoted. Selected are in good demand. It is expected that storage stocks will be soon exhausted.

New laids	0 50 0 60
Selects	0 32
No. 1	0 27

Poultry.—Supplies are coming in slowly for this time of year, as most of the producers are holding back their best stock for higher prices. There is a good demand for fresh killed turkeys. Ducks are scarce, but there is a good demand for nice, plump chickens.

Chickens	0 17 0 18	Ducks	0 18 0 19
Fowl	0 15 0 16	Turkeys	0 20 0 21
Geese	0 13 0 14		

Honey.—There is still a fair demand for honey, with forces unchanged.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions.—While the price of live hogs has been holding around from $6.65 to $6.75, prices of products have continued slumping. Hams and bacon show lower quotations; both pure and compound lards are lower. The market is bound to hit the bottom of the slide one of these days, but of late it has been acting consistently in the downward direction. Demand is fairly good, and is likely to remain in about that position for the rest of the year.

Long clear bacon, per lb	0 18
Smoked breakfast bacon, per lb	0 18
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12½
Light hams, per lb	0 16
Medium hams, per lb	0 15½
Large hams, per lb	0 15
Cooked hams	0 23
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18
" pea meal	0 18½ 0 19
Heavy mess pork, per bbl	25 00 26 00
Short cut, per bbl	26 00 27 50
Lard, tierces, per lb	0 13½
" tubs "	0 13½
" pails "	0 14
" compounds, per lb	0 11½ 0 12
Live hogs, at country points	6 75
Live hogs, local	7 00 7 10
Dressed hogs	9 00 9 25

Butter.—There is a scarcity in fresh creamery prints, and the price shows an increase. Demand is general, but creamery is most sought after. Prices are likely to hold firmly for weeks to come.

	Per lb.
Fresh creamery prints	0 27 0 28
Creamery solids	0 25 0 25½
Farmers' separator butter	0 24 0 25
Dairy prints, choice	0 22 0 23
Fresh large rolls	0 21½ 0 22
No. 1 tubs or boxes	0 20 0 21
No. 2 tubs or boxes	0 19 0 20

Cheese.—Higher prices and a generally stronger feeling is noticeable in cheese. Local dealers attribute the influence to a reported shortage of supplies in Montreal, stating that export demand has made quite a hole in the stocks. Demand here is normal.

New cheese—		New twins	0 12½ 0 12½
Large	0 12½ 0 12½	Stiltons	0 14
Old cheese	0 14 0 15		

Eggs.—Prices show a little increase over a week ago. There has been nothing to relieve the demand for new laid eggs which are generally scarce throughout the country. Storage and pickled eggs are even rather dear, but the demand this month should show an increase over last. Prices are likely to hold or soar for some time yet and although a high level has already been reached it is thought that there is still some distance to go.

New laid eggs	0 40 0 45
Selects, storage	0 31 0 32
Fresh eggs, doz., storage	0 28 0 29
Pickled eggs	0 27

Poultry.—The market during the week has been about normal. The quantity of poultry coming in has been kept at a good figure and demand has been good. It is expected that the supply for Christmas will be abundant, but a more accurate estimate of the situation will be possible in a week or two.

Chickens, dressed	0 12 0 13	Geese, dressed	0 10 0 11
Chickens, live	0 10 0 11	Geese, live	0 08 0 10
Ducks, dressed	0 14 0 15	Hens, dressed	0 10 0 11
Ducks, live	0 10 0 12	Hens, live	0 09
		Turkeys, dressed	0 16 0 20

Honey.—There is no change in the honey market. There are still those in the trade who expect to find activity in honey before long.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 07½

WINNIPEG.

Eggs.—Fresh eggs are 35 cents per dozen and candled stock are 30 cents. The market may be up when the holiday rush begins.

Butter.—Eastern Townships creamery butter is jobbing here at 32 cents. This is a reasonable figure when everything is considered, but it cannot last and at least 35 cents must be quoted soon. Dairy stocks of local and eastern pro-

A Pretty Face
Does it sell goods?

"Chocolate Bordo"

You have probably read that article on "Shop Assistants who Travel on Looks."

That is a very old fashioned notion isn't it—getting a pretty girl to stand behind your counter and believing she will sell goods because she is pretty. How is she to "pull" trade?

She can attract customers already in the shop, perhaps, but it is the getting in of the Customers that is the real problem. Once get a customer into your store, and the face behind your counter is not going to make a great deal of difference one way or another if you have the goods.

We can tell you how to get hold of a sure means of attracting Customers from the outside of your store to the inside.

Let it be known that you handle Our Chocolate "BORDO" which is becoming a greater attraction every day and which is drawing more people into stores to buy "BORDO" than any other Chocolate ever placed on the market. Then trade will come to you.

We want you to know more about this specialty too; if not already acquainted with it, it will be a good thing for both you and your Customers.

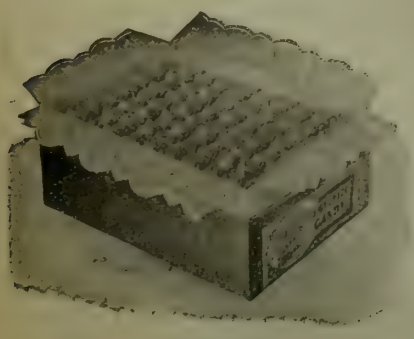
You will find it such a helpful line to have in your confectionery department.

It will pay you to investigate, and get "Bordo" into stock before your competitor gets hold of it.

Send us your enquiry for samples and particulars; it is a pleasure for us to furnish same.

The Montreal Biscuit Co.
(The Originators)
MONTREAL

Attracts Trade



duction are jobbing at 27 cents per pound.

Cheese.—The market on cheese has greatly improved recently and the output is large in this province. The following quotations hold to-day:

Manitoba large, lb	0 11½	Ontario twins, lb.	0 14
" twins, lb	0 12	" large, lb	0 13½

MERCHANTS ELECT OFFICERS.

Three Chatham Grocers on The List—Transient Traders Discussed.

Chatham, Ont., Dec. 1.—The Chatham Retail Merchants' Association held its annual meeting on Tuesday evening, when the following officers were elected:

President.—T. Walter Poile.

First vice-president—Harry A. Andrew.

Second vice-president—W. M. Grant.

Secretary—J. H. Kadwell.

Treasurer—H. G. Hodges.

Auditors—A. D. Westman and John McCorvie.

Members of the grocery trade figure largely in the list of officers, the first vice-president, the secretary and Auditor McCorvie all being grocers. Secretary Kadwell is an English grocer who has been in business here, only a few years.

A vote of thanks was passed to the retiring president, A. D. Westman, for his services during the past two years. Dominion secretary, E. M. Trowern, of the R. M. A. was unable to be present; but an informal discussion was held on transient traders and kindred subjects. Though the association starts the new year with a somewhat smaller membership, on account of the increase in the fee from $2 to $5, it still numbers in its ranks many of the old enthusiasts.



An all-the-year-round Success!

Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but *retain them.*

Huntley & Palmers, Ltd.
Reading
Eng.



PUBLICITY

NO ALUM

An inventory of every grocer's stock shows a certain percentage of "dead ones"—goods that through lack of quality or publicity represent a profitless investment of part of his working capital. Goods that are reliable and extensively advertised are profit producers. Magic is the most extensively advertised baking powder in Canada, and insures a satisfactory profit at all times. Think it over.

MAGIC BAKING POWDER

CONTAINS NO ALUM.

MAGIC is a medium-priced baking powder and the only well-known one made in Canada that does NOT contain Alum.

E. W. Gillett Co. Ltd.

Toronto, Ont.

Winnipeg — Montreal





The **Biggest Seller**

A NUMBER of causes have combined to make **Shredded Wheat** the biggest seller among cereal foods. Our magazine, newspaper and street car advertising, our demonstrations and sampling campaigns have made **Shredded Wheat** well known and therefore easy to sell. Thousands of visitors to Niagara Falls have gone through our factory and have seen **Shredded Wheat** being made under sanitary conditions and have advertised it to their friends. But, by none of these means could we have built up such an enormous sale if **Shredded Wheat** had not been so nourishing and satisfying. People who eat it once always eat it, which means once you start your customers they will always buy it. Start as many as possible, because there's good profit for you in every sale of

Shredded Wheat

Are You Supplied?

Dealers everywhere will soon be receiving many calls for

Clark's Concentrated Soups

(Chateau Brand)

We are starting to advertise these excellent soups in newspapers and street-cars. The retail price is only 10 cents a tin as against 12 1-2 cents for other brands, and the dealer makes a good profit.

Jobbers not supplied should write at once.

Wm. Clark - Montreal

Manufacturer

Y&S

Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins | Lozenges

and a full range of

LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY
MONTREAL, CANADA

Do You Realize

what it means to handle biscuits in perfect condition? Why, it is the very crux of a successful biscuit trade!

Carr's Biscuits



are sent out in air-tight tins, are well packed and invariably reach the retailer in first-class condition, crisp and fresh. Prompt delivery is guaranteed.

Send your order to our nearest agent

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brerton, Winnipeg and Vancouver, B. C; L.T. Mewburne & Co. Ltd., Calgary; T.A. MacNab & Co., St. John's, Newfoundland.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

Rolled Oats Have Advanced 15c a Bag

Went up Ten Cents on Monday and Soared Another Five on Wednesday, Making a Total of 15 Cents a Bag—Should Hold At That Figure—Millers are Busy Meeting Cereal Demand—Flour is Normal, With Wheat Market Weak.

In last week's issue it was stated that cereal millers were looking forward to higher prices for rolled oats. On Monday an increase of ten cents a sack was announced, and again on Wednesday another increase of five cents was made known. This was a total advance of 15 cents a bag on the Toronto market. Thus the ground lost some weeks ago was recovered to a certain extent.

The week has been rather uneventful, and from a news standpoint is saved by the movement in rolled oats. Mills have been busy, the demand has been good, but the situation was not entirely satisfactory to the millers. The decline referred to, occurring some weeks ago, is said to have been due to a certain amount of priec cutting. At any rate millers stated previous to the advance that if conditions then existing continued, they would have to advance the price. Since the first increase oats have shown a slight weakness, but not likely sufficient to affect the price of the cereal.

Rolled wheat is in good demand, and mills have been working overtime in many instances. On the whole the business in cereals is quite satisfactory.

Wheat weakened on Saturday when news was received from Argentina that the quantity for export would likely be 100,000,000 bushels instead of 82,000,000, as previously reported. The United States visible supply of wheat this week was 42,485,000 bus. as against 43,320,000 last week, and 29,417,000 bus. for the same week a year ago. The Canadian wheat supply this week was 12,048,000 bus.; last week 12,381,000 bus., and the same week a year ago 10,000,000 bus. On the whole the flour market is rather quiet at present.

The following is a review of the world situation in wheat.

The closing of navigation means an advance in the cost of moving grain to the east. Some of the millers state there is a possibility of an increase in the price of flour, but they do not say so with a positiveness that marked statements previous to the advance in rolled oats.

MONTREAL.

Flour.—The demand in the flour market has been chiefly for small lots to fill actual wants. Prices for all grades are steady, and the volume of business passing is just fair.

Winter wheat patents, bbl	4 35	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl	....	5 60
" straight patents, bbl	....	5 10
" strong bakers	....	4 90
" second "	....	4 40
Fine oatmeal, bags	....	2 35
Standard oatmeal, bags	....	2 35
Granulated "	....	2 35
Bolted cornmeal, 100-bags	....	1 80
Rolled oats, bags, 90 lb	....	2 10
" barrels	....	4 65

Rolled Oats—This market advanced during the week 10 cents per sack.

TORONTO.

Flour.—The market here is quiet. Some expect present prices to rule for a time, others believe the close of navigation will have the effect of strengthening the market, and probably bringing up the price again. At present wheat is inclined to be weak, and the world's review does not suggest firmness.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—Mills are busy meeting the present demand. Some are working all night, and extra time is a common thing. The advance in rolled oats was not unexpected, as millers had issued the warning almost two weeks ago, although faintly at first.

Rolled oats, small lots, 90 lb. sacks	....	2 20
" " 25 bags to car lots	....	2 10
Standard and granulated oatmeal, 98 lb. sacks	....	2 41
Rolled wheat, small lots, 100 lb. brls	....	2 85
" " 5 brls. to car lots	....	2 75

MARKET BY LAWS VIOLATED.

St. John, N.B., Nov. 30.—The investigation into the affairs of the country market, which was ordered recently by the city council, is still going on. Much evidence has been secured showing some loose methods and violations of the by-laws by grocers and meat dealers of the city. It is anticipated that after the report of the committee is sent to the council, some official heads will fall.

In the police court last week two of the leading grocers and meat dealers were fined ten dollars each for violating the game laws by having partridges for sale.

A MANY LANGUAGED MAN.

The partnership existing between Soskin & Many, general merchants, Welland, Ont., has by mutual consent been dissolved and the business will hereafter be conducted by Mr. Many. The latter when he went to Welland could speak seven languages but he contemplates learning another in order to more intelligently meet the needs of the cosmopolitan population of that town. This is surely a record.

S. N. Knetchel, grocer, Cobalt, Ont., has assigned.

Frank Beam, general merchant, Ridgeway, Ont., died suddenly.



There's a constant demand in every household for a good soda biscuit.

Are you stocking

Mooney's "Perfection"

Cream Sodas

the kind that always reaches your customer in a crisp and fresh condition?

It's a line that never fails to satisfy, and leaves a good margin of profit.

They are pleasantly palatable and perfectly pure.

See to your stocks.

The MOONEY BISCUIT & CANDY CO., LTD.

Stratford and Winnipeg



MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

You can't afford to delay writing us about the new way of selling cereals

Every week's delay means lost profits. Because this way is the long looked-for happy medium between the wasteful, slow-selling *bulk* method and the unprofitable advertised carton nuisance.

It's the method that gives you bigger sales and better profits and your customers more for their money.

The only way we can get in touch with each other is for you to write us. We would not bother you with this proposition unless we knew it would appeal to shrewd business men. An enquiry costs you nothing.

If note paper is not handy, simply tear out this ad, write your name and address in the margin and mail it to us. Full particulars will reach you by return mail.

QUALITY CANUCK CEREALS

THE CHISHOLM MILLING COMPANY,
LIMITED
TORONTO, ONTARIO

AN IMPORTANT FACTOR

in the successful selling of your staple articles is the Breakfast Food you are featuring. And you will find it will pay you to feature

TILLSON'S OATS

because their excellent quality and flavour never fail to satisfy the appetite and please the palate.

TILLSON'S PAN-DRIED OATS are the greatest-known nerve, muscle and bone builders, and should have a place on the breakfast table of every one of your customers.

Feature this splendid selling line. Our extensive consumer advertising is creating an unprecedented demand for TILLSON'S OATS.

Put up in two Sizes

Premium Family Package Retailing at 25c.	Pan-Dried Package Retailing at 10c.



Canada Cereal and Milling Co., Ltd.

Head Office:
Lumsden Bldg.,
TORONTO



Why Grocers should stock CHRISTIE'S Plum Pudding

THE day of the Home-made Xmas Plum Pudding is past. ¶ Few Housewives now attempt to make one, because they realize that the facilities of the Modern Bakery are far superior to that of the ordinary kitchen. ¶ More than that, the baking of the Home-made Pudding is generally deferred and the Festal Day finds it immature. ¶ The Christie Plum Pudding maintains the high reputation of the Big Canadian Bakers for purity and quality. ¶ Every ingredient entering this pudding is guaranteed to be of the highest quality. ¶ You'll oblige many of your customers by stocking this pudding and its rich, delicious flavor will certainly please them.

Put up in 1 and 2 lb. tins and in cloth.



Christie, Brown & Co.,

Limited

51

Odds and Ends from Here and There

Big Pecan Crop for Texas—No Santos Coffee — California Walnut Crop—Argentine Flour Making Inroads Into West India Market—California Dried Peaches Lower in Price Than Prunes for First Time in History.

The largest pecan crop on record for Ellis County, Texas, will be gathered this fall. The crop grows mostly on wild trees and this year the nuts are larger than usual, and it is stated some of the trees are so heavily loaded they are beginning to break.

A New York grocer, resisting a robber, who had entered his home one night, last week, was struck dead by a blow from a blackjack.

There is no such thing as Santos coffee, strictly speaking, as Santos is only the port through which the coffee is exported.

It is estimated that southern California will produce about 9,000 tons of walnuts this season. More conservative estimates place the crop this year at about 600 tons short of last year, when the total shipments amounted to 9,300 tons.

Trading stamps have practically been ousted from the District of Columbia, U.S.A. The Retail Merchants' Association of Washington has been largely responsible.

The fact that the ladder to success looks long and steep as you see it from a distance need not worry you. You climb it one step at a time, not all at one jump.

Millers of the Argentine recently landed what is claimed to be the first of heavy shipments of flour at Jamaica, W.I. This indicates a new competitor for the West Indian trade which has been divided between Canada and the United States. An agent commenting on the West Indian market says it is a desirable one and that it ought to be possible to enlarge it. The people probably would eat more bread if it were decently made, and were they to become flour eaters they would always be flour buyers, because they never will be wheat growers or millers.

Grocers of Indiana, Illinois and Kentucky, at a meeting held at Evansville, organized a co-operative wholesale house recently, to be known as the Merchants Grocery Co. The company will have $100,000 capital with $50,000 common stock and it is the plan to have fifty retail grocers in the three states, each take $200 in stock. They will have no traveling salesmen and will do a strictly cash business. They are now ready for business.

For the first time in the history of the trade California dried peaches can be secured at a lower figure than that quoted for California prunes.

RETURNED SUGAR.

Shipment of 70,000 lbs. Sent to England is Returned, and Finds no Buyers, Even on This Side.

As touching on the low price of sugar and the prospect of its becoming still lower, there is a condition present in the sugar market to-day which is almost unprecedented in the history of the industry. Granulated sugar shipped from the United States to England several months ago has become a drug on the market there, and is being brought back to the United States and offered at a shade below the current market and a sharp decline below the price paid for it.

All told, 70,000 tons of U. S. refined sugar were shipped to Europe, mostly to England. The very large crop of raw sugar and the general weakness of the sugar situation prevented its sale, and holders are now offering it delivered in New York or Philadelphia at 4.45 cents per pound. It cost over 5 cents per pound, so that the holders stand to make a round loss. Nobody has bought it in this country, however, for several reasons. Our own sugar market is getting pretty low, and the sugar offered from abroad is in 100-lb. bags, and several months old. Nobody knows what condition it is in, and it will take two weeks to find out, by which time currently made sugar may be obtainable for just as little money.

Tea Production and Consumption for Entire World

London (Eng.) Times.

It is difficult to give exact figures as to the amount of tea grown throughout the world, as a great deal is consumed in the countries of production, particularly in China and Japan, where it is grown on small farms and consumed locally, so that it does not appear in any returns. Probably the world's production is about 1,200,000,000 pounds annually, viz.:—China, 600,000,000 pounds; India, 262,000,000 pounds; Ceylon, 191,000,000 pounds; Natal. 2,000,000 pounds; (Japan, 63,000,000 pounds): Java, Formosa, and all other countries, 82,000,000 lbs. Thus 455,000,000 pounds are produced in the British Empire.

It is estimated that 400,000,000 pounds of the tea produced in China is consumed locally and 200,000,000 pounds exported. Of the 63,000,000 pounds produced in Japan, 26,000,000 pounds are consumed in that country. The greater part of the Japanese tea exported goes to the United States. The Japanese are not taking quietly to the reduction in the foreign consumption of their tea, consequent on the growing popularity of Indian and Ceylon teas. A ten years' campaign has been arranged for the United States, at an annual cost of $80,000, toward which the Government, it is hoped, will give a subsidy of $50,000. There is a possibility that the treaty recently concluded between Russia and Japan may encourage the import of Japan tea into Russia. It is also possible that the treaty, * * * may seriously affect the trade between the United States and Japan. Should that happen, there will be more room for British-grown tea in America, so that India ought to profit, whatever may be the effect of the treaty on the countries most nearly concerned.

At the beginning of the year under consideration (1909-10) there were large stocks of tea in the United States, collected in anticipation of an import tax. These stocks kept imports down for some time; nevertheless, imports reached 104,250,000 pounds, rather less than one-half of which came from Japan and Formosa, nearly a third from China, and the rest from India and Ceylon.

Tea drinking is steadily increasing in South America. Argentina is rapidly becoming a tea-drinking country. On the continent of Europe there is an increasing demand for British-grown tea, instead of that from China. Germany, in spite of her increased duty, has taken more tea during the year. Austrians are said to use a higher average quality of tea than any other people except the Russians. Reports of increased sales also come from France, Holland, Sweden and Norway.

A GOOD MEMORY.

Mrs. Jones's favorite warning to her young progeny when they were in mischief was that she would tend to them in a minute. "Tending" was accomplished by applying her open hand where it would do the most good. When Harry was 4 years old he was sent for the first time round the corner to the grocery. In a few minutes he came trotting soberly back with the nickel still in his hand but no bag of onions.

"What's the matter?" asked his mother.

"I'm 'fraid of the man," he said solemnly.

"Oh, he won't hurt you," reassured Mrs. Jones. "Run along and bring the onions. I'm in a hurry for them."

A second time Harry disappeared round the corner, and a second time returned without the purchase.

"I'm 'fraid of the grocer man," he explained, as before.

"Well, what makes you afraid of him?" demanded his mother impatiently.

"Why," answered the little fellow, "bofe times when I goed in he looked at me and said, "I'll tend to you in a minute!"

Infuse Loyalty into Your Customers

Double Your Sales

Isn't your oldest clerk your most *valued* clerk, Brother Grocer?

He Is.

Simply because customers have grown to *trust* him, rely upon him, through years of service.

The store that stocks new faces behind the counter cannot inspire this confidence in the buyer—the slow—ripening fruit of acquaintance extended over many moons.

And this is why YOU are a *more* valuable asset to your srore than your oldest clerk.

Why your oldest clerk is worth so much more than the raw recruit.

This, in short, is the *only* reason why he sells more—because his recommendation carries more weight, you see.

If you were to define "Goodwill," it would be an explanation of what we now say to you.

If this be true of your help, Brother Grocer, then it is likewise true of your *goods*.

And this fits FIVE ROSES like a glove.

Because it is established in the confidence of customers for *almost a quarter century*.

It has been a good worker for the *wise* dealers, Brother Grocer.

And every barrel sold has strengthened the satisfaction—impressed the brand and the name of the seller deeper and deeper in the affection of your custom.

FIVE ROSES has been *the* flour with which new bride-cooks have acquired their training—grown expert in domestic economy—it has been the partner of their most signal successes.

It is *associated with success*, don't you see.

It has been reliable, trustworthy, unfailing—FIVE ROSES has always been "there with the goods."

Therefore it has prevented "the lost sale"—making customers enthusiastic, making them self-sellers—it has made them LOYAL.

Which is *everything* in retailing, Brother Grocer.

If *you* sell FIVE ROSES, then you *know* this.

If you don't sell FIVE ROSES, don't delay another single day.

Get after your jobber, make him get FIVE ROSES for you, or write us—we will tell you where to get it and how.

Don't be left on the shore when the tide goes out, Brother Grocer.

Act NOW.

Lake of the Woods Milling Co., Limited
MONTREAL

Five Roses Flour

Hollday Fruits, etc.

You will now be considering placing your orders for Christmas Fruits. As usual, we will be able to give you best selections, also best prices on

ORANGES, LEMONS, GRAPEFRUIT, TANGERINES, GRAPES, FIGS, DATES, NUTS, ETC.

Open orders will be billed lowest market price.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

St. Nicholas
Home Guard

PACKER:
FRANC TRACUZZI

Nothing Better

AGENT:
J. J. McCABE, Toronto

Puck

Review of Potato Market Conditions

Indications That Seem to Point to Higher Prices Before the Next Crop is Ready—Production is Less Than Last Year—In Most Countries Consumption Has Increased, Hence the Feeling of Strength—Apple Market Has Lost No Ground, and There is Nothing to Indicate That It Will — Oranges and Lemons Easier.

The potato situation is looming up more strongly every week. A big New York dealer is credited with saying, "If I had a million dollars lying around idle, I would put any part of it, or for that matter all of it, in potatoes at present prices, feeling assured that before the middle of February we shall have dollar potatoes."

This dealer supplies figures in connection with this year's crop. In United States, it is, he says, 48,000,000 bushels less than last year. Consumption is also much heavier than last year, and even now the effects of a short crop are beginning to be felt. The Canadian crop is under that of last year, to a considerable extent. The yield in France has been much below the average. Something like 210,000,000 bushels were gathered, as compared with the average of 423,000,000 bushels. The British markets have jumped a dollar a sack in the past two months. Germany is in the same boat with the rest of the short crop crew.

That is one view of the potato market in general. Prices have been advancing on Canadian markets, and are already in some places as high as 90 cents. The market is therefore quite interesting.

France is casting around for a source of supply, and American dealers are receiving enquiries from French houses, who, it is believed, will have to look outside of Europe this year for supplies.

Apples are firm, and if anything show slightly higher prices. The market at present shows nothing that would indicate lower prices.

Oranges are lower in price, and dealers are not wholly satisfied with the quality. A certain amount of fruit not sufficiently ripened has been put on the market, and consumers are not likely to develop a pronounced appetite for oranges if they get many of that kind.

Lemons are also easier in price. The demand is fair. Business on the whole is pretty good, and the weather man could help a whole lot by handing out a better brand of his staples.

MONTREAL.

Green Fruits.—It is not expected that the fruit market, the tone of which is weak at present, will stir till the middle of December, when orders will be more frequent, owing to Xmas and New Year trade. The close of navigation generally marks a short period of inactivity in this market.

Apples, bbl.	5 00	6 00	Holly, case		4 00
Bananas crated, bunch	2 00	25	Wreaths, bale		1 65
Cranberries, bbl.	7 50		Oranges—		
Cocoanuts, bags		4	California, late Valencias	4 00	5 00
Cali. Malagas		2 00	Pineapples—		
Lemons	4 25	5 00	Floridas, case		4 50
			Plums, crate	2 00	2 25
			Pears, bbl.	7 00	10 00

Vegetables—With the close of navigation at hand, the vegetable market has been slow. American beans still maintain the exorbitant price of last week. Local supplies of radishes are almost exhausted. Any there are on hand will fetch the price of the Boston grades which are now coming in.

Green Mountain potatoes are in strong demand, while supplies from local farmers fetch 90c a bag.

There is an unusual slackness in the demand for cranberries, and with apples so high, the price of cranberries should also be stiffer than at present.

Beans, American basket		12 00	Boston, doz.		1 35
Beets, bag	0 75	0 90	Onions—		
Carrots, bag	0 75	0 90	Spanish, cases	2 75	3 00
Cabbage, doz	0 40	0 50	Potatoes, bag	1 00	1 10
Cabbage, bbl.	1 00	1 50	Sweet potatoes, basket		1 75
Celery, crate		45 50	" " bbl.		4 00
Cauliflowers		3 00	Parsley, dozen	0 25	0 30
Cucumbers, doz.	1 50	2 50	Parsnips, bag	1 00	1 25
Garlic, 2 bunches		0 25	Radishes, dozen bunches	0 50	0 60
Green Peppers, small basket		0 75	Spinach, bbl	3 00	3 50
Green Peppers, large basket		2 50	Tomatoes, crate		4 00
Leeks, doz		1 50	Tomatoes, hot-house, lb		0 25
Lettuce—			T bag	0 75	0 90
Curly lettuce, box	1 30	1 40			

TORONTO.

Green Fruits.—Oranges slumped during the past week, and are down to a rather low figure. Fruit men in general are not exactly tickled to death with the present state of affairs. It is given by some that a considerable quantity of oranges are not as ripe as they ought to be, and further state that this evil will spend its full force on the shippers themselves. The fruit has been of fairly good color, but the flavor showed a tartness that is not relished by the consumer who looks for ripe fruit. The present season should see a heavy consumption of oranges, but the trade will be soon killed if many consumers receive fruit that is not sufficiently ripened. Tangerine oranges are now bringing the top prices.

Apples are holding a firm position, prices showing an advance over the quotations of a week ago. First quality stocks are bringing top prices.

There is nothing at present to indicate easier prices in the apple situation.

On one day during the week there were 37 cars of oranges on the local tracks, and half of them are said to have been Mexicans.

Apples, bbl.	3 50	6 00	Grape Fruit—		
Apples, Canadian, basket	0 25	0 35	Florida per case		4 00
Apples, California, box		2 00	Jamaica, case		3 50
Bananas	1 50	2 00	Lemons—		
Citrons, doz	0 60	0 75	Messina	3 00	3 50
Cocoanuts, sack	4 00	4 50	Limes, box		1 25
Cranberries, bbl	8 00	9 00	Oranges—		
Cranberries, Nova Scotia, bbl.		6 00	Tangerines, a strap		5 50
Cranberries, case		3 00	Florida	2 75	3 25
Grapes, case		2 25	Navels	3 00	3 25
			Mexicans	2 10	2 40
			Pomegranates, doz.		0 75

" Canadian, basket		0 35	Pears, Canadian basket	0 40	0 75
Malaga, bbl.	5 00	6 00	Pineapples crate	4 00	4 50
Almeria, bbl.	4 50	6 00	Quince, basket	0 35	0 50

Vegetables — The potato market is about the same as a week ago. General indications support the opinion that high prices are going to prevail by the time Spring breaks, if not before then. One conservative dealer said he did not know how things might go. "Wait nntil another month has gone," he said, "and I will be able to give you something like an accurate estimate." There have been reports of loss through rot, but whether it has been general or not will be known when the pits are being opened. There is a good demand for the smaller vegetables. While peas and beans are not being imported, they are bringing a big figure across the line.

Canadian beet, bag	0 60	0 75	Onions— Spanish, large	2 50	2 75
Cabbage, case— Canadian	0 75	1 50	Spanish, ½-cases		1 50
Cabbage, per 100		3 50	Yellow, per bag	1 25	1 35
Carrots, Canadian, bag		0 50	Persimmon, case		2 25
Cauliflower, dz.		0 75	Potatoes, Ontario, bag	0 85	0 90
Celery, dozen	0 30	0 40	Sweet, hamper.	1 25	1 50
Lettuce, Canadian, head	0	0 30	Sweet, barrel		5 00
Boston head lettuce, doz.		1 50	Parsley, per doz bunches	0 25	0 30
			Parsnips, bag		0 60
			Red pepper	0 50	0 75
			New turnips, p.r 11-qt. basket		0 60

WINNIPEG.

Fresh Fruit.—There is quite a wide range of fresh fruits moving now. Grapes, pineapples and grapefruit are popular, and barrel apples are selling well. The trade is quiet on bananas, lemons, cocoanuts and oranges.

Apples— Ame. Johnathans		2 25	Cocoanuts, doz.		0 90
Ontario, No. 1, brl		5 50	Cranberries, Jersey, per bbl.		10 00
Northern Spy		6 50	Lemons, Cal.		8 00
Bananas,		2 50	Oranges, Navel.	3 75	4 50
Grapes, Cal., case		3 00	Pears, case		4 00
Grapes, Mal., keg	6 50	8 00	Pineapples, case		6 00
Grapefruit, Cal., case		6 00			

Vegetables.—There are lots of local grown vegetables on the market, and prices are firm. The demand is good, and so long as local stuff can be supplied, prices will not be excessive. Nearly all goods will have to be imported next month.

Cabbage, new, lb		0 02	Onions, imported		0 02½
Celery, doz.		0 60	Potatoes, bush		0 90
Cucumbers, doz.		2 40	Parsley, per doz.		0 30
Lettuce, doz.		0 40	Radish, dozen		0 40
Mint, doz.		0 40	Tomatoes, Cal. case		4 00
Onions, green, per dozen		0 50			

High Class Christmas Fruits

ROYAL CREST BRAND NAVELS
BANNER BRAND FLORIDAS

Without equals in appearance, quality and sweetness.

ARE YOU LOOKING FOR THE BEST?

HOLLY, HOLLY WREATHS and WREATHING

Our Xmas list will be issued on Monday, containing full description of the hundreds of lines we are handling for Christmas.

HIGH QUALITY. REASONABLE PRICE.

WHITE & CO., Limited

Branch at HAMILTON TORONTO

HEADQUARTERS

FOR

Fancy Navel Oranges

GRAPE FRUIT,
ALMERIA GRAPES,
BANANAS, LEMONS,
CRANBERRIES,
OYSTERS, NUTS,
FIGS, DATES

Write, phone or wire your orders.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

FLORIDA CITRUS EXCHANGE

Oranges
Grapefruit

¶ Florida Oranges and Grapefruit under our mark are fully matured and ready to eat. Your customers will buy and come back for more. This is the quality of fruit that pays you to handle. There is some immature fruit on the market which perhaps you can buy cheaper—but ours will make you more money. See that you get our mark.

W. B. STRINGER
District Manager, TORONTO



Fish - Oysters



Advent Trade Brightens Fish Market

Frozen Fish Trade Now Commencing—Strong Demand for All Lines of Fish—Pickled Fish in Good Supply, But Green Cod Becoming Quite Scarce—Trade Activities in Maritime Markets —Bulk Oyster Trade is Decidedly Active.

Fish markets seem to possess a healthy tone. Advent has already shown an influence, and December demand should be heavy. From the Maritime provinces reports verify previous statements regarding a famine of fish among the fishermen of Gloucester, Mass. As a result, dealers from the United States are buying heavily from Canadian firms. The catch in some places has been quite heavy, but from other ports the nets showed rather disappointing returns.

QUEBEC.

Montreal, Nov. 30.—The trade is on the eve of a big turnover—the Advent. This season marks the starting of the frozen fish trade, and with a long spell of cold weather assured, customers are not afraid to buy. At this time of the year there is always much confidence in the trade. Stocks of halibut and lake fish, such as pike, dore, white, are large enough to satisfy the demand.

Ther is still a shortage of salmon, and prices are bound to increase as soon as the demand in earnest has set in.

In the pickled line herrings are in fair supply, while green cod is becoming quite a scarce commodity. After the Advent demand has been satisfied, there will be practically none on hand.

The bulk oyster trade is active. The methods of handling oysters have improved recently, and facilities of communication with the seaport towns have made this article more and more in demand as a foodstuff.

Oysters in the shell are still in good demand, but the rush is over now. Prices are still good, though on the decrease. All considered the season was a good one, prices were a little easier than last year, and demand was satisfactory all along.

FRESH

Perch	0 10	Sea bass	0 15
Steak cod	0 06	Smelts	0 12
Market cod	0 04 0 05	Haddock	0 05
Sturgeon	0 10	Halibut	0 10
Sea trout	0 12 0 14	Bullheads	0 09

FROZEN

Codfish	0 04	Flounders	0 08 0 10
Dore, winter caught, per lb	0 08½ 0 09	Pike	0 07½ 0 08
Haddock	0 04½	Salmon, B.C., red	10 0 13
Halibut, per lb.	0 08 0 09	Gaspe salmon, per lb.	0 20
Herring, per 100	1 70 1 80	Smelts, 10 lb. bxs	0 10 0 14
Market cod	0 04	Whitefish, large, lb.	0 09 0 10
Steak cod	0 05	Whitefish, small	0 07
Mackerel	0 12½		

SALTED AND PICKLED

Green cod, No. 1, bbl.	7 50 8 00	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" ½ bbl	3 00	" " pink, bbl	12 00
Labrador sea trout, bbls	12 50	" Labrador, bbl	16 00
Labrador sea trout, half bbls	7 00	" ½ bbls	8 50
No. 1 mackerel, pail	2 00	" " trcs., 200 lb.	22 00
½ bbls	9 50	Salt eels, per lb	0 07½ 0 08
No. 1 pollock, 1	5 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, No. 2, bbl	4 50	Scotch herring	6 50
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 25
Haddies	0 07 0 07½
Boneless haddies	0 09
Herring, new smoked, per box	0 15 0 20
Kippered herring, per box, small	1 25
Kippered herring, per box, large	1 40

SHELL FISH

Shell oysters, bbl., choice	10 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 20
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 60 2 00
" bulk, selects	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	5 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

NOVA SCOTIA.

Halifax, Nov. 30.—Fish of all kinds are in good demand, and all the markets are firm. There is little improvement in the local situation. Representatives of U. S. firms are still in the Province, and are buying up whole cargoes.

John E. Kehl, the United States Consul at Sydney, N. S., reports that there is a fish famine in the United States, and that the dealers are prepared to handle every pound of fish that they can get hold of in Nova Scotia. Fewer fish are being shipped from the Eastern part of the Province to the United States than ever before. Most of the fish caught on the east coast are now sent direct to the Upper Canadian market. This trade has increased enormously during the past few years.

The total catch of the Lunenbury bank fleet this season is 209,205 quintals, the largest on record. There were 93 vessels engaged, and there average catch was 2,051 quintals.

All fish prices are firm. Halibut is selling at 17 cents per pound, retail.

ONTARIO.

Toronto, Nov. 30.—Demand for all lines of fish is good, and dealers are busy handling heavy stocks. The present month is expected to increase the general demand, as Advent is a special season, something similar to Lent. Retailers should take advantage of this fact and push fish lines among their customers, and especially among those who observe the season. Oysters are in good demand, and fish on the whole are moving satisfactorily.

FRESH CAUGHT FISH

White fish	0 12 0 13	Steak cod	0 06
Herring	0 06	Perch	0 07
Yellow pickerel	0 11	Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	0 6	Salmon trout	0 12
Halibut	0 09 0 10	White fish, pan frozen	0 10
Pike	0 07		

OCEAN FISH (FROZEN)

Herring, per 100	2 00

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Fillets, per lb	0 12
Acadia 1-lb. bxs per crate	3 60	Herring (Labs.) half-barrels	3 25
Acadia, 2-lb. boxes, pr. crate	2 80	Haddie, Finnan	0 08½ 0 09
Acadia 3-lb. bxs per crate	5 40	Kippers, box	1 30
Shredded cod	2 25	Oysters, extra selects, gal	2 25
Bloaters, box	1 25	Oysters, selects, gal	1 85
Boneless Digbys, box	1 00	Oysters, standard, gal	1 65
Codfish, Bluenose, "	1 40	Pickled lake herring, 100 lb. kegs	4 00
Cod steak, per lb	0 07	Quail on toast, per lb	0 06
Cod, Imperial, per lb	0 05	Smelts, No. 1	0 12
		Smelts, extra	0 16

NEWFOUNDLAND.

St. John's, Nov. 30.—Some private news intimates that cod oil in hardwood casks has been bought by one firm for $120. It has been going up rapidly, and some firms as well as individuals are doing a little speculating. They anticipate higher prices. Fish are also going up on account of news of smaller catches than expected on the Newfoundland shore. A few Boston firms have been buying up fresh fish at 3 cents per pound, and one has purchased already 3,000,000 pounds.

Codfish, large and medium merchantable, per qtl.	6 60
" small " "	5 60
" large Madeira "	6 60
" small "	5 60
" large and medium West India	3 50
" small " per qtl	3 00
" Labrador "	4 40
Haddock	3 00
Herring, No. 1, large and medium, barrel	2 20
" small	2 00
Ling	3 00
Lobsters, No. 1 flats, case 48 1-lb. tins	16 00
Salmon, No. 1, large and medium, tierce	18 00
" No. 2, large	16 00
" No. 3, large	14 00
" No. 1, small, "	16 00
" No. 2, small	14 00
" No. 3, small	12 00
" tinned, case	5 50
Cod Oil, hardwood casks, tun	102 00
" softwood " "	92 00
Cod Liver Oil, gallon	0 65
Refined Oil, gal	0 65

BRITISH COLUMBIA.

Vancouver, B. C., Nov. 30. — The supply of fish has not been good for a couple of weeks past, but at this time of year the demand is generally better than the supply. The halibut boats have come in, but only with an average of 75,000 pounds each, which is a low quantity. This, too, after trips of twenty days and over, when fourteen days is the usual time. There is no change in prices.

NEW BRUNSWICK.

St. John, Nov. 30.—Fish are not over plentiful here yet. There is still a big demand from the west, and that keeps the price up for the local market. Haddock and cod are coming fairly good, and a few smelts have been received from the north shore. A few chicken halibut are also being taken in the trawls. In

OCEAN BRAND FISH

Order Early for Advent

Consider this Brand for Profit

The Ocean Brand stands for something worth handling. You will have many repeat orders. The public wants it.

SOME OF OUR LINES

OCEAN BRAND { Kippers, Bloaters, Finnan Haddies
Boutilier's Smoked Fillets, Canada Strip Boneless Cod, Special Fat July Salt Herring

If your wholesaler cannot supply you, write us direct

Halifax Cold Storage Co., Ltd.
SELLING AGENTS
45 William St. Montreal

Fish Hygienically Packed

Order Briskly Frequently

"Coast-Sealed" Oysters

They are so clean, so firm, so deliciously-flavored that they

make more people eat more oysters

That's why we call "Coast-Sealed" Oysters a **trade-building** line.

Every oyster over four years old, opened and packed in a sealed package right on its native grounds.

Every package refrigerated at the right temperature, then shipped to your store properly refrigerated all the way. *Write us for prices and particulars*

Connecticut Oyster Company

88 Colborne Street :: :: :: Toronto, Ont.

frozen fish, mackerel and salmon are still on the market.

The sardine season closes December 1 and after that time the fishermen will not be allowed to catch the little fish, nor will the canners be allowed to operate. The lobster season opens in Nova Scotia December 15, and in New Brunswick January 6. The Nova Scotia fishermen are permitted to catch lobsters 9 inches or over, but in St. John and Charlotte counties, in New Brunswick, they are restricted to 10½ inches as a minimum.

The scarcity of sardines has resulted in inflating the price. A catch of fifteen hogsheads made at Letang last week netted the owner $32 per hogshead, or $480 from one turn of the tide. It is estimated that the codfish catch in Nova Scotia this year will be 260,000 qtls., against 170,000 last year.

MANITOBA.

Winnipeg, Nov. 30. — There are no fresh fish moving just now, and a good trade is going on in frozen and smoked. Frozen whitefish and smoked haddies are popular, and these with oysters, form the bulk of the trade at present.

FROZEN

Codfish	0 07	Smelts, 10-lb bxs.	0 10
Haddock	0 07	Whitefish	0 09
Halibut	0 08	Salmon, B.C.	0 09

SMOKED

Bloaters, large, per box 60s	1 50	Haddies	0 08½
		Pickerel	0 07½

SHELL FISH

Shell Oysters, bbl.	18 00	Oysters, bulk, inp. gal.	2 75

Mailing List from Telephone Directory

Method Used by Firm Which Sends Out 500 Letters to Customers and Probables Every Week—In These Letters Names of Goods and Their Prices are Made Prominent—A Sample Circular.

Toronto, Nov. 30—F. Simpson & Sons, Yonge street, make use of a mailing list and circular letter as a medium of reaching customers and prospective customers and thereby of increasing their selling power.

Mr. Simpson the senior member of the firm stated that they had adopted this system about two years ago, or more. While, like many other advertising schemes it was difficult to tell just how successful it had been owing to the fact that results are often not as apparent as the advertiser would wish, still he was inclined to believe that it was one profitable method. Advertising may be carried on in many ways and this plan he considered as part of a campaign. If the proofs of the merit of the different forms of advertising are not as apparent as they might be, still personal experience assured the advertiser of the wishes of his campaign.

Simpson & Sons send out their letters weekly to about five hundred homes, including those of prospective customers as well as those who are actually dealing with them. Different lines of goods are referred to and the letters are aimed to be bright and newsy to the housewife. The ordinary letterhead paper of the firm is used and the letters are delivered through the mails.

The following gives an example of one of these weekly letters.

Dear Madam,—

GRAPE FRUIT.

The quality is improving and from now on will be much sweeter. This week we offer two very special lines of finest Florida fruit.

Medium Size.—80c per dozen.
Large Size.—$1.35 per dozen.

GREEN VEGETABLES.

With colder weather there will be an increased demand for these goods. We carry the largest and freshest stock in town.

French Artichokes, 25c each.
Brussel Sprouts, 15c measure.
Endive, 2 heads for 25c.
Hothouse Tomatoes, 30c lb.
Green Peppers, 25c per dozen.
Boston Head Lettuce, 10c head.
Cauliflowers, 10c and 15c.
Etc., etc.

BUTTER.

Although butter has increased in value we are still offering our five pound crocks of finest creamery butter for table use at 30c per pound.

GROCERY SPECIALS.

Canned Tomatoes. $1.40 per dozen.
French Peas, finest quality, reg. 25c, for $2.40 dozen.
Jelly Powders for 90c per dozen.
Belgium Peas, fine flavor, $1.45 per dozen.

FISH SPECIALS.

For Friday,—Haddock, 10c lb.
Salmon Trout, 13c lb. also
Niagara white fish, halibut, sea salmon, cod, soles, Finnan Haddie, oysters, scollops, shrimps.
Blue points, shell oysters on ice 30c dozen.

FLOWERS.

We have two good selling specials this week in our flower department. All fresh A1 flowers.

Mums, yellow, pink, red and white at $1.25 per dozen.
Carnations, finest, 50c per dozen.

F. SIMPSON & SONS.
Mailing List.

Of course, to send out circular letters a mailing list is required, including the names of customers and those who are only prospects. One of Simpson & Sons' means of securing the latter is by taking names from the telephone directory, changing them from time to time as thought necessary, or placing them as more or less regular customers as the case may be.

Of the manner of printing these circular letters, some have them printed in the regular way. A more common method is by a stenciling process that can be done by a stenographer or bookkeeper. It may be performed quite rapidly as is required when five hundred or more letters are to be sent out.

CALIFORNIA FRUIT SHIPMENTS.

The following table shows the extent of the shipments of California fruit in cars this year as compared with the figures for 1909:

	1909	1910
Cherries	253	250¾
Apricots	207¼	290½
Peaches	2,609¼	2,512¾
Plums	1,477¼	1,556½
Pears	2,607¼	2,361
Grapes	5,481	4,736
Apples	1,842¼	1,897½
Miscellaneous	17¾	16
Add. unsegreg'd	69	
Cars	14,564	13,621

It is estimated that the next olive crop in France this year will be only about half a normal crop. Advices say that in some cases a two-third yield will be experienced. If these estimates are correct the coming crop is likely to be larger than that of 1909-10 but much smaller than the bumper crop of 1908-09. The quality promises to be good.

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

ADVENT ADVENT

LARGE SEA HERRING

New Frozen, just arriving from our Fisheries. Quality is choice. Price reasonable. Ask for our new price list now. All kinds in season quoted.

Frozen, Smoked, Prepared, Pickled and Dried Fish

ALSO

BULK AND SHELL OYSTERS

Orders by mail, telegraph or telephone receive prompt attention.

The Largest Fish and Oyster Warehouse in Canada.

LEONARD BROS.

20-26 Youville Square, MONTREAL, CAN.

P. O. Box 639 5 Long Distance Telephones

ADVENT ADVENT

SELL SARDINES WITH A GUARANTEE

There's nothing like a guarantee to help sell your canned goods! Read the exact wording below:

CONCORD CANNING CO.

We guarantee

1 That all Sardines bearing our name as packers are packed from the finest autumn caught fish.
2 That fresh caught fish only are used in our canneries
3 That the Olive Oil or Tomato Sauce used are of guaranteed purity and of the finest quality obtainable
4 That we use the greatest care and cleanliness in the packing

CONCORD CANNING CO.

We ask the consumer kindly to write us if dissatisfied

This is the guarantee appearing on each tin of CONCORD SARDINES, a line that retains the natural delicate flavor of the fish to a remarkable degree. For your best trade sell CONCORD. Order from your wholesaler.

List of Wholesalers—
R. S. McINDOE, Toronto
WATSON & TRUESDALE, Winnipeg
A. H. BRITTAIN & CO., Montreal
W. A. SIMONDS, St. John, N.B.
RADIGER & JANION, Vancouver and Victoria, B.C.



"BLUENOSE"

THE BUTTER THAT SELLS

Hunters find it almost indispensable. It is packed in air-tight tins that keep the butter indefinitely. This is the time of year to order.

WRITE YOUR JOBBER, OR DIRECT TO US.

SMITH & PROCTOR

Halifax, N.S.



FOR ONE WEEK ONLY

Dec. 5 to Dec. 10

and for the following reasons

We have decided to sell our famous "BEACON BRAND HADDIE" at less **than cost price:**

We want to increase our haddie sales. We can do this, because we have the finest Finnan Haddie on the market, **cured by our own Scotch experts,** and this proposition is simply our offer to SHOW YOU that we can make our statement good.

IN NO OTHER WAY can we get so **good advertising;** and at the same time PUT MONEY INTO YOUR POCKET, than by selling for one week at less than cost and charge the **immediate** loss to advertising.

YOU ARE THE JUDGE. Each fish is guaranteed, and bears our stamp illustrated above. We want a trial order, to CONVINCE YOU AND YOUR CUSTOMERS.

You sell haddie now, but **better haddie means more sales,** and more sales bigger profits.

DON'T BE MERELY A FOLLOWER. We are making a very sincere advertising offer, which bids fair to be very profitable to BOTH OF US. Don't wait merely to see what others do. TRY THIS BRAND, We have every confidence, because since we first put this Haddie on the market our increase in sales has been wonderful.

REMEMBER—**for one week only at the reduced price.**

Price

6½c.

per lb.

N.B. 1. NO CUSTOMER WILL BE SUPPLIED WITH MORE THAN TEN BOXES AT THIS PRICE.
2. THIS OFFER GOOD FOR ONE Calendar week, commencing Dec. 5 to Dec. 10, both days inclusive.
3. FISH are packed in 15-lb. boxes.
4. We suggest that new customers not rated in Dun's or Bradstreet's give references.

The F. T. JAMES COMPANY, Limited

Wholesale Fish and Oyster Distributors

CHURCH AND COLBORNE STREETS, : : : TORONTO







The next time you are wanting Canned Fish, be sure your Jobber has the name right:—

BRUNSWICK BRAND

This will be your guarantee that the contents of each can will be such that you can confidently recommend them to your customers. Sea foods, owing to the greater care which is now bestowed on their selection and packing, are growing in favor each season. See that you are fully stocked with BRUNSWICK BRAND to meet the coming demand.

CONNORS BROS., Limited

Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.



Nine Medals of this Design for Constructive Salesmanship

Three gold, three silver and three bronze medals will be given by The Canadian Grocer to retail dealers for the best examples of CONSTRUCTIVE SALESMANSHIP.

CONSTRUCTIVE SALESMANSHIP embraces everything legitimate which a merchant may use in introducing new goods, selling staples, raising the standard of these staples and holding and gaining trade. It may include personal conversation, advertising, window dressing, interior display, instruction of clerks, methods for introducing new goods, buying, selling, bookkeeping, store fixtures, store equipment and arrangement, delivery, telephone and other service, recommendation of goods, facilities for handling customers, knowledge of goods, etc.

On the assembling of these various selling forces, a number of them or others, depends the success of the dealer.

Let us have your methods. Any efforts on your part will make you a better merchant, because you will be brought face to face with your system of increasing your trade and your profits.

Enquiries are already coming in for particulars. Have you written?

Address—
The Editor
The Canadian Grocer
143-149 University Avenue
TORONTO

WEEKLY TRADE CHANGES.

Recent Business Happenings in the Grocery Trade Throughout the Dominion.

Maritime Provinces.—The Yerxa Grocery Company, Fredericton, N.B., sold their branch store at King and Northumberland streets to W. G. Dykeman.

G. M. Stevens, grocer, New Glascow, N.S., has sold to Alex. MacLeod.

Western Canada.—F. T. Hatchwell, grocer, Vancouver, B.C., has sold to D. Jones.

T. B. Page, general merchant, Antler, Sask., sold to Jules Moreau.

Sawyer & Co. have opened a general store in Calgary, Alta.

J. E. Malhiot has opened a grocery business in Edmonton, Alta.

A new grocery business has been opened in Lethbridge, Alta., by Mark White.

The Weyburn Grocery Co., Ltd., of Weyburn Sask., has incorporated.

Louis Schmidt has opened a general store business at Humboldt, Sask.

Ontario.—W. Buskin, grocer, etc., Flesherton, Ont., has sustained loss through fire.

S. M. Knetchel, grocer, Cobalt, Ont., has assigned.

John L. Irish, grocer, Orillia, Ont., has assigned.

Sam. Hamilton, grocer, Pembroke, Ont., has commenced business.

J. H. Ralph, general merchant, Newbury, Ont., has assigned.

Benn & Robertson, have opened a grocery store in Grimsby, Ont.

Mrs. Robertson, general merchant, Ira, Ont., has sold to John Hall.

Samuel Hamilton, grocer, Pembroke, Ont., has commenced business in a new store.

Mathias Boulton has accepted a position with M. J. Hurley, grocer, Wallaceburg, Ont.

G. F. Purdon, Powassan, Ont., has added a grocery store to his confectionery business.

Jno. McCorvie of Jno. McCorvie & Son, Chatham, Ont., will be a candidate for mayor of that town.

A. J. McTavish, grocer, Windsor, Ont., is one of the first to announce himself as a new aldermanic candidate. He declined to run in former years because of business demands.

J. S. Ireland, grocer, Mount Forest, Ont., recently added to his store equipment an eight foot silent salesman in which he proposes to place his holiday stock of chocolates, bon bons, etc.

Quebec.—J. E. Pare, grocer and butcher, Montreal, has registered.

Heney & Doherty, grocers, Montreal, registered.

D. Toupin, general store, St. Justin, Que., assigned.

A. N. Lemieux, grocer, Levis, Que., has assigned.

F. J. McCrory, grocer, Montreal, Que., registered.

The assets of J. T. Ross, grocer, Buckingham, Que., have been sold.

Hill Bros. have opened a grocery store at Fillmore, Sask.

Jas. Bolger has opened a grocery store at Castor, Alta.

Adam C. Haas, has opened a grocery store at Broadlight, Man.

Mrs. J. M. K. Johnston has opened a grocery business in Winnipeg.

Clarke Bros., grocers, Winnipeg, Man., are succeeded by Little & Little.

O. F. Buchard has opened a grocery store at Maple Bush, Sask.

John McNiece has commenced a tea and coffee business in Calgary, Alta.

ACTION AGAINST SUGAR "TRUST"

The United States government has begun an action against the American Sugar Refining Co. and 29 other corporations which are alleged to be a trust contrary to the Sherman Anti-Trust Law. The petition filed charges that the sugar trust is an illegal combination in restraint of trade. The above company through its counsel has issued a statement denying that such is the case, stating that it has no monopoly on the sugar industry; that it produces no raw sugar; that it has no agreements with other companies and that it controls, including its beet sugar interests, only about 51 per cent. of the country's trade.

It is estimated that the suit will be of at least of two years' duration.

TRADE NOTES.

Joseph Boudreau has opened a grocery store on the site of the former stand, in Campbellton, N.B. Mr. Boudreau was burned out in the fire of July last, which swept the entire town. He started rebuilding immediately afterwards.

The police raided the retail store of Placide Richard, Moncton, N.B., recently and seized several bottles of brandy. As a consequence a complaint has been laid under the Canada Temperance Act.

A TROUBLESOME PROBLEM.

That the question of debt collecting is the source of great trouble everywhere is borne out by the resolution raised by the grocers of Portsmouth, Va. A news despatch says: "At the regular weekly meeting of the Retail Grocers' Association last night the secretary was instructed to proceed with the procuring of information in regard to establishing a credit bureau. The habit of some manufacturers in selling direct to the retail trade instead of through the jobbers was also discussed at some length and it was shown that the association could put a stop to the practice when thoroughly organized."

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

CLAY PIPES
Those made by McDOUGALL are peerless. Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scot.

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade



MR. GROCER, WHAT WILL YOU DO IN TIMES OF BUSINESS DEPRESSION WHEN YOUR PROFITS FALL OFF?

The Grocer who has had the foresight to invest each year a part of his profits in good securities will then be assured of a supplemental income.
There are splendid opportunities to invest *now* in conservative stocks yielding from 5 to 7 per cent. Many of these stocks are certain to appreciate considerably in value within a year.

THE FINANCIAL POST
OF CANADA

is published weekly, will keep you informed upon investment possibilities in stocks, bonds, mortgages and real estate. The reports upon these are authentic. Our readers have confidence in our advertisers and in our statements.

The news given in THE POST is supplemented by our Investors' Information Bureau, which gives reports upon investments free of charge to any subscriber.

Read THE POST before making your investments. Sample copies on request. Address

THE FINANCIAL POST
OF CANADA

143-149 University Avenue : : : : TORONTO
CHIEF OFFICES: MONTREAL TORONTO WINNIPEG
BRANCH OFFICES: LONDON NEW YORK VANCOUVER

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE in the town of Amherstburg, Ont., an old established corner grocery store. Good business. Reason for selling. Address Box 243, Amherstburg, Ont. (49p)

FOR SALE—In the City of Windsor, Ont., large corner grocery store. Good business. Reason for selling. Will sell property or rent. Address Box 357, CANADIAN GROCER, Toronto. (48p)

COMMISSION LINES WANTED.

WANTED by a responsible, energetic firm about to open an agency business in Calgary, lines on commission, or will buy outright if necessary. Address Room 37, Herald Block, Calgary, Alberta. (1p)

WANTED—Side lines for grocery trade for New Brunswick and part of Nova Scotia. Address Box X, CANADIAN GROCER, Toronto. (49p)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BY paying a small amount each month you can buy a first-class rebuilt Typewriter from us at bargain prices. Stock-taking is only a month away. We do not want to carry any of these machines over. We can give you any make. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

FOR FILING PAPERS, LETTERS and vouchers, fastening bulky envelopes or backing statements the ACME No. 2 Binder is indispensable in every store. Penetrates the thickest paper and perforates and binds in one operation. For sale by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

REMIT money by Dominion Express. Money Orders and Foreign Drafts—the cheapest, safest, quickest, most convenient way. Payable everywhere in the world. Agents all over Canada. Lowest rates. Agencies in all Canadian Pacific Railway Stations.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE money you are now losing through not having a National Cash Register, would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge St., Toronto.

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

FOR SALE.

CASH REGISTER — Stylish, nickel plated, detail adder, registers one cent to twenty dollars, 5 year guarantee. For quick sale, $50. Particulars, R. O. Smith Co., Orillia, Ont. (48)

POSITION WANTED.

SMART ENGLISHMAN AT LIBERTY for any position of trust in Canada; 34, tall, good address, worker, abstainer, London (Eng.), Manchester. Experience, seven years' control grocery-provision stores, 30 employees; doubled turnover, energetic, tactful, systematic, disciplinarian, undeniable references. WHITE, "Gilcroft," Mansfield, England. (48p)

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 338 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

When writing advertisers kindly mention having seen the advertisement in this paper.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
¼-dozen	5-lb.	19 80



MAGIC BAKING POWDER

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



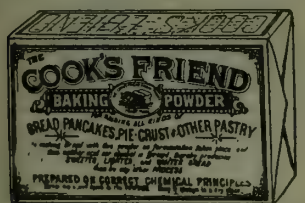
ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ½ lb.	1 40
" 6 oz.	1 95
" ½ lb.	2 55
" 12 oz.	3 85
" 1 lb.	4 90
" 3 lb.	13 60
" 5 lb.	22 35

Barrels—When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 9, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
		Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

5 lbs.	7 lbs	14's & 30's per lb.
Strawberry .. 0 59	0 82	.. 0 10½
Black currant. 0 59	0 82	.. 0 10½
Raspberry. .. 0 59	0 82	.. 0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ½'s & 1's, cakes, 12-lb. bxs	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0 40
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Hurley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c size (for cooking) doz 0 90



Mott's breakfast cocoa, 10c. size	90 per dr.
" breakfast cocoa, ½'s	0 38
" " ¼'s	0 38
" No. 1 chocolate, ½'s	0 22
" Navy " ½'s	0 29
" Vanilla sticks, per gross	1 00
" Diamond chocolate, ½'s	0 24
" Plain choice chocolate liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15 lb. and 30 lb. cases.	Per lb
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½ lb. packages, assorted	0 26½
½ and ¼ lb. packages, assorted	0 27½
½ lb. packages, assorted, in 5 lb. boxes	0 28
¼ lb. packages, assorted, in 5 lb. boxes	0 29
¼ lb. packages, assorted, 5,10,15 lb. cas.	0 30

Bulk—

In 15 lb. tins, 15 lb. pails and 10, 25 and 50 lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees.

Roasted whole or ground. Packed in amp proof bags and tins.			
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha, whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb.

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1-lb. tins	$0 33
"Gilt Edge" in 2-lb. tins	0 32
Canadian Souvenir 1-lb fancy lithographed canisters	0 30

Cheese. - Imperial.

Large size jars, doz.. $ 2 25

Medium size jars, per doz. 1 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40



Ground or bean,	W.S.P.	Ret. P.
1-lb. tins	0 32	0 50
½-lb. tins	0 17	0 25
¼-lb. tins	0 09	0 13
1-lb. tins	0 32	0 40
½-lb. tins	0 17	0 20
¼-lb. tins	0 09	0 10
2-lb. tins	0 30	0 38

Packed in 30s and 50-lb. case
Terms—Net 30 days prepaid

Confections

IMPERIAL PEANUT BUTTER

Small, cases 7 en	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd Toronto. C. O. Beauchemin & Fils, Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 02½
500 books to 1000 books	02

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food



Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.

Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 20
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	14 50

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups

JOS. CAMPBELL CO., CAMDEN, N.J.

Soups (condensed)—No. 1 cans, all kinds per dozen. $1.20. Chicken soup, $1.25 per dozen. Pork and Beans, with tomato sauce or Boston style—No. 2 cans, doz. $1.40. Tabasco Ketchup — Bottles (10-cent size only) dozen $1.40. Chili Sauce — Bottles (10c size only) doz. $1.40. Mustard (prepared)—With spoon (new) doz. $1.40; No. 80 jars, doz. $1.40.



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 ots.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 dz.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Good Buy



You can make sure of earning the goodwill of the ladies if you sell them

BLACK KNIGHT
STOVE POLISH

It will not stain the hands, and produces a lasting, brilliant shine in a very short time.

Keep a generous stock of this profitable line and push it hard.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.

Modern Packages for your Merchandise!

No matter what product you have to pack, you'll find a



"H and D"

Corrugated Fibre Board Box

that will deliver it as clean, fresh and attractive as it left your warehouse or factory, and will protect it from water damp and damage.

May we design an "H and D" Fibre Box to suit your special needs? We'll guarantee it to save you freight, packer's time and storage space. We'll be glad to do this for you; it will cost you nothing —involve no obligation.

Write us TO-DAY what you have to pack. Ask for free booklet "How to Pack it."

The Hinde & Dauch Paper Co., Ltd.
TORONTO, ONT.

MOLASSINE DOG and PUPPY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

LIMEHOUSE, LONDON, E., ENG.

Canadian Agents: ALFRED B. LAMBE & SON, TORONTO. J. HUNTER WHITE, ST. JOHN, N.B. CECIL T. GORDON, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

GROCERS—TAKE NOTE !

It will pay you to push molasses, especially

KITCHEN BRAND MOLASSES

in tins

during the Xmas cooking season. The experienced housewife knows it is the best for all purposes.

Stock up at once.

Imperial Syrup Company, - Montreal

OCEAN MILLS
Montreal



Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.10; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

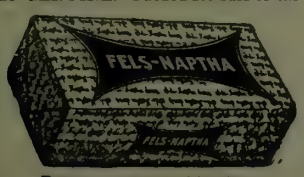
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 95



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11¼
½-bbls.	0 12
Tubs, 60 lbs.	0 12
20-lb. Pails.	2 45
20-lb. tins	2 35
Cases 3-lb.	0 12½
" 5-lb.	0 12⅜
" 10-lb.	0 12½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 11¼
Tubs	0 11½
20-lb. pails	0 11¾
20-lb. tins	0 11¾
10-lb. "	0 12
5-lb. "	0 12¼
3-lb. "	0 12½
1-lb. cartons	12½

Licorice

NATIONAL LICORICE CO.

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs. 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 10 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch" —	
1-lb. glass, doz	1 55
2-lb. " "	2 80
4-lb. tins, "	4 65
7-lb. " "	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. " "	3 10
7-lb. tins, "	8 25



Cereals.





Grape Nuts—No. 2, $2.00; No. 3, $4.50.
Post Toasties—No. 1, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel	3.70
Silver Cow Milk	4.55
Purity Milk	4.25
Good Luck	4.00

Mustard

COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Sauces



Per doz	
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Cases of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

	Per case
No. 1, cases 60 1-lb. packages	$2 60
No. 2, " 120 ½-lb. "	2 60
No. 3, " {30 1-lb. " / {60 ½-lb. "	3 00
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	2 85
5 cases	2 67

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

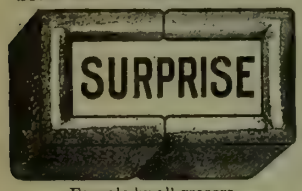
Fragrant, Pungent, Delicious! *The Choicest of the Choice.*

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. **Montreal**

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd. Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 06
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Milk.



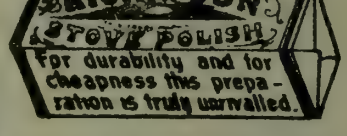
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$3 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ½ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—

	Per case
2 lb tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

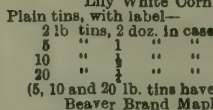
(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 10
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, 1's	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 28
Orange Label, 1's and ½'s	0 28	0 40
Blue Label,	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs	0 25
Princess Louise half case 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady, cases 60 lbs	0 18
Duchess, cases 60 lbs	0 19



BLUE RIBBON TEA CO., MONTREAL

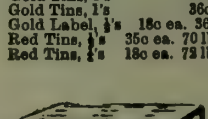
	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
" " ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼s	0 55	0 80
Embossed, ½'s and ¼'s	0 07	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters

Gold Tins, 5's	35c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	36c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.	
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.	



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ⅛s	0 90	1 00
" " ¼s	0 55	0 80
" " ½s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ½s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 26c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



Pure Gold Jelly Powder } 90 cents per doz.
Pure Gold Salad Dressing Powder }
Discounts on application.



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

Gum.



Cream Tartar.

GILLETT'S CREAM TARTAR

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. } 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	46
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	46
Rosebud Bars, 6s	46
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	56
Cut Smoking—Great West Pouches, 8s	64

Yeast

Royal Yeast, 3 doz. 5 cent pkgs	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

Agents for Ontario:
Messrs. W B. Bayley & Co., Toronto
Agents for Quebec:
Messrs. F. L. Benedict & Co., Montreal

SYMINGTON'S
COFFEE ESSENCE

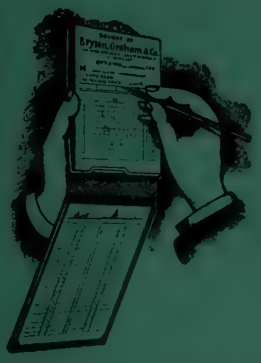
ALWAYS READY!
ALWAYS PURE!
ONE STANDARD
QUALITY!

UNQUESTIONABLY THE VERY BEST

TO BE HAD OF ALL WHOLESALERS

THOMAS SYMINGTON & CO. EDINBURGH

COUNTER
CHECK
BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.
TORONTO - MONTREAL
Phone Main 2511 [Phone Uptown 5962

The Cook's Favorite!
Keep a liberal supply on your shelves of

Order from your Jobber

DWIGHT'S
BAKING SODA

"COW BRAND"
BAKING SODA

No other line on the market can approach it in strength, purity and reliability.

"Cow Brand" is a line you can handle and stock without hesitation.

SEE TO YOUR STOCKS

CHURCH and DWIGHT
Manufacturers LIMITED
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

YOUR WINTER STOCK OF

SALT

of all kinds!
Is it secured?
If not, write

Verret, Stewart & Co.
Limited
Montreal

THERE IS MORE

WETHEY'S

Condensed Mince Meat

(IN CARTONS)

per capita, used in St. Catharines, where the goods are manufactured, than any other point in Canada.

The Reason is plain

Our locally well-known sanitary methods, together with the equally well-known quality of our ingredients, cannot help but invite the patronage of the good people of St. Catharines.

What About Your Trade?

3 doz. to a case. All jobbers.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

If you were a manufacturer of wooden shingles would you advertise in The Canadian Grocer?

The chances are you would not, and you'll be surprised to know that such a manufacturer did use space in this paper and got excellent results.

Because of this, we do not argue that ordinarily The Grocer would be a good advertising medium for this particular purpose, but the incident serves to emphasize an important point—*the thoroughness of our circulation.*

Only a very small number of general stores in all of Canada could possibly be interested in handling wooden shingles, yet The Grocer sought them out and established communication at once between buyer and seller.

The advertisement quoted specific price inducements, and that accounts for the direct results obtained.

The space used was only one-inch single column, on a page with eight other advertisements. And this emphasizes another important point—the thoroughness with which The Grocer is read.

In justice to ourselves, we wish to say that when the shingle advertisement came in we withheld it until assured by the manufacturer that he had good reasons for believing The Grocer a suitable medium.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, DECEMBER 9, 1910 NO 49.



There's a Constant Demand for

ROBINSON'S PATENT BARLEY

And being a food it is a line you should most certainly handle. There's no more healthy and nourishing food than this, and the profit is a good one. Why not have this profit for yourself?

Write for sample and particulars, or ask your jobber for it.

FRANK MAGOR & CO., 403 ST. PAUL STREET, MONTREAL

Agents for the Dominion of Canada

The Syrup Season is with us.

Are you taking full advantage of this? You will be doing a large and profitable trade if you are handling

"Crown Brand" Table Syrup

Feature "Crown" Syrup and you will be amazed at the results. It's all anyone could wish for in point of flavor and quality.

EDWARDSBURG STARCH CO., Limited

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St. James St., Montreal

The Best Proposition!



Looked at any way you please, no line of goods holds out the same inducements to the Grocer as

UPTON'S

Jams, Jellies and Marmalade

First they are made from the finest fruits in the world—Canadian Fruits—selected by experts and preserved and bottled in an up-to-date, sanitary factory, which is a model of cleanliness. Second, the **"Upton"** line never 'sticks,' because our extensive consumer advertising has created a demand for these goods; and third, selling **"Upton's"** specialties invariably leaves a satisfaction and profit-margin behind that makes trading a pleasure.

Are you featuring **"Upton's"**? If not, fall in line with the "wise" ones.

ORDER TO-DAY THROUGH YOUR JOBBER

The T. Upton Co., Limited

Hamilton, Ont.

No Spoiled Pastry

TRADE  MARK

COCO FRUITINE

A pure tasteless extract of Cocoanut Oil in solidified form---without moisture or admixture of any kind whatever, most nourishing and wholesome. Superior to animal fats and admixtures.

PURE
PROFITABLE PALATABLE

First---It is superior to Butter, Oil or Lard, owing to its extremely delicate taste and flavor.

Second---It is peculiarly nourishing, being superior to any other similar product.

Third---It is extremely easily digested and assimilated by the most sensitive stomachs.

Will send sample free on application.

ARTHUR P. TIPPET & CO., Sole Agents

MONTREAL TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers, 34 Yonge St., Toronto

Domestic and Foreign Agencies Solicit

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Recognized headquarters for Evaporated Apples, White and Lima Beans.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

ON SPOT. Finest 4 and 5 Crown Table Figs, 10 lb. boxes.

New Selected 3 Crown Shelled Almonds

Prices Right.

Lind Brokerage Company

73 Front St. E., Toronto

WANTED

A live firm in each of the Provinces of Canada to take the selling control of Invalid Fluid Beef. Address replies to (Invalid Oxvil)

309-311 King Street West, Toronto

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 181

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Room 16 Morin Block

Quebec City, - Canada

Open for one or two more agencies.

Black Tea Agency Wanted.

Good Openings here for Lard, Oats, Boiling Peas.

HAVE YOU ANY TO OFFER?

Different to all other Washing Compounds

"Naptha Borax"

Washing Compound

is guaranteed to "make good" in every way it can be used.

It Cleans Everything

Can be used in cold, warm or boiling water.

An unequalled dirt solvent.

SOLD IN 5 and 10c. PACKAGES.

The Western Milling Co.,
Toronto

Christmas Confectionery

You should see our lines of

PACKER'S*—*Cream Chocolates

PASCALL'S*—*Barley Sugar,

and Other Lines of Boiled Goods

Lines that will sell "AT SIGHT" and show you a nice profit.

EBY-BLAIN, LIMITED
Wholesale Grocers
TORONTO

The Best Value in Canada

Blue Ribbon Tea

stands alone as the friend of the retailer and the favorite of the consumer. If you have not stocked it before, a trial will convince you.

QUALITY ALWAYS TELLS

THE BLUE RIBBON TEA CO., Limited
266 St. Paul St., MONTREAL, P.Q.

Purity Flour will win trade for you

In selling goods there are other things to consider than margin of profit. For instance, there is the satisfaction the customer will derive from the article you sell her.

Of all the lines you have in your store do you know of one that will give the housewife more satisfaction than PURITY Flour?

PURITY FLOUR

When you sell a woman PURITY flour you sell her flour of the highest quality—flour that is of uniform quality—that goes farther in the baking—that makes

"More bread and better bread"

and delicious pies and cakes. There is nothing more certain than that the woman will be thoroughly satisfied with the PURITY flour you sell her. That she will come back for more is a foregone conclusion. Every barrel or sack of PURITY flour you sell to a woman increases your chances that much more of making her a permanent customer.

If you will do some serious thinking about PURITY flour you will find other reasons why it will pay you to push PURITY. There's a good margin of profit for you. PURITY flour is heavily advertised and is known by name throughout the Dominion. It is an easy line to push.

Send us an order for PURITY flour and keep a good stock on hand always. You can order it in 7, 14, 24, 49, and 98 pound sacks. Also in barrels and half-barrels.

Western Canada Flour Mills Co.

Limited

Toronto Montreal Winnipeg Goderich
St. John Brandon Ottawa

"QUAKER" BAKED BEANS



Quaker Beans, in the new style of can—3's, family size, in Tomato Sauce or in Chili Sauce at the same price as plain—certainly is a winner. It's a combination of quality and quantity that appeals very strongly to the average housewife. More beans to the can than in 3's flat! In Quaker Brand we use nothing but selected, hand-picked beans, that have been grown right in the neighborhood of our factories.

Scientific processing methods, coupled with extreme care in the selection of all sauces and spices used, make this Quaker Brand unalterably delicious and appetizing.

Dominion Canners Limited

Hamilton ∴ Canada

FREE SOAP DEALS

THERE'S a lot of talk about Free Soap Deals, but we have a proposition that for real, genuine, profitable interest appeals to the grocer more than any.

We are trying to help him. We don't want to over-stock the retailer and then forget him.

Three Special incentives we put before all grocers selling "Canada's Best" Soap, and they are winners. They are:

REBATES—By which the grocer secures, without cost, only by selling our Soap, Cash, or useful articles, like harness, scales, etc.

PREMIUMS—We refer to our "C. B." Premium System, "C. B." Certificate System, and our "C. B." Card System. These are remarkably complete and attractive plans, and different from the usual idea.

PRICE—Our quotations on Soap will interest—surprise you. Just get them and see for yourself.

You don't have to buy to hear all about our unique proposition. Write in, do, and learn all about our plan. Then, let your own good judgment direct you.

When you write ask us for FREE 1911 Calendar. It's a beauty.

The United Soap Company of Canada

Montreal



Canada

What Will Your Profit Be Selling COMFORT SOAP at 5 cents straight?

SALES VALUE

25 boxes Comfort Soap at 5c. a cake - - -	$125.00
60 packets Handy Ammonia at 10c. - - -	6.00
	$131.00

COST TO RETAILER

25 boxes Comfort Soap at $4.05 - - - -	$101.25
60 packets Handy Ammonia (Premium) -	No charge
Profit - -	$29.75

OR MORE THAN **29%** ON YOUR INVESTMENT IN

COMFORT SOAP

WHY NOT PUSH THE SOAP THAT YIELDS THE MOST PROFIT?

Send for our Illustrated Price List.

Pugsley, Dingman & Co., Limited
TORONTO

The Goods With the High Reputation

Every pot a jar of delight for your customers, and a source of profit for you.

CAIRNS

Alexander Cairns & Sons, Paisley, Scotland

New Season's Pack

MARMALADES

1-lb. Patent Glass Jars.	Cases, 2 dozen.
Scotch Orange	$1.50
Home Made Orange	2.00
Tangerine Orange	2.00
Apricot	2.00
Peach	2.10
Fig and Lemon	2.25
Ginger	2.25
Ginger and Pineapple	2.25
Green Fig	2.25
Green Fig and Ginger	2.25
Pineapple	2.25

Scotch Orange, in 7-lb. tins, 12 tins in case . . $7.50

Net within 30 days. **No discount.**

Agents for Canada.

Hudon, Hebert & Co., Limited

Montreal

The Most Liberally Managed Firm in Canada.

ESTABLISHED A.D. 1839





INTERIOR view of store of James Burns, Brantford' Ont., and what Mr. Burns says about the two McCaskey Registers that he purchased, after having considerable experience with other systems.

Write us for details of how the McCaskey System will save you money.

1910

Brantford Nov 3

Dominion Register Co

Dear Sir

The two Registers I purchased from you are giving good Satisfaction we find them all you claim for them the system is quick and accurate and we find our Customers are satisfied with system I would Reccomend it to any body in the Retail business as it saves us the price of a Bookkeeper

Yours

James Burns

Grocer & Butcher

Brantford Ont

DOMINION REGISTER COMPANY

New location, 90-98 Ontario Street, Toronto

Agencies in all Principal Cities

Manufacturers of the famous Surety Non-Smut Duplicating and Triplicating Sales Books, and Single Carbon Pads in all varieties

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



It isn't a question of any kind of Condensed Milk!

It is for you to supply your customers with the ***best*** and ***most perfect.*** To do this it must be

BORDEN'S BRANDS

that you offer. Indisputably the best sellers are

"Eagle Brand" Condensed Milk
and ***"Peerless Brand" Evaporated Cream.***



Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary.

THE BRANDS OF BRAND'S!

For your particular customer, no two lines will give the same satisfaction as



BRAND'S

"A1" and "Worcestershire" Sauces

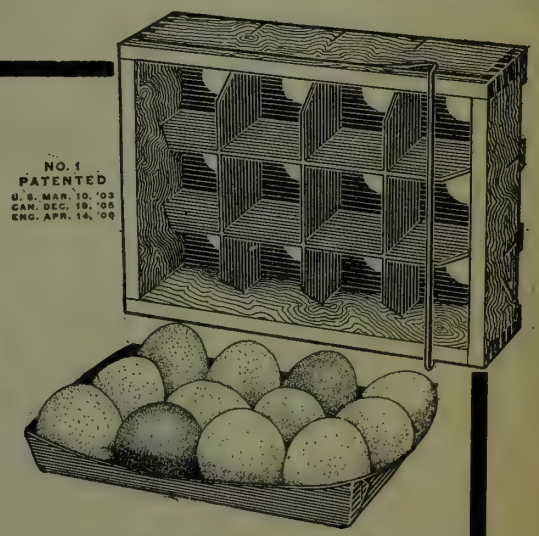
They give a piquancy and zest to the plainest fare, being equally tasty with fish, flesh or fowl. Every article from the BRAND factory is guaranteed prepared from the purest ingredients only. See to your stocks.

Ox Tongues in Glass We have a large consignment just arrived of Brand's famous Tongues. The very line for your Xmas trade. *Prices Right.*

Brand & Co., Ltd., Mayfair, London, Eng.

T. O. BAXTER, 25 Front St. E., TORONTO
H. HUBBARD, 27 Common St., MONTREAL

An Extra Profit on Eggs



That is what you can make by using

Star Egg Carriers and Trays

For Safe Egg Delivery

They stop all breakage and miscounts and in this way make an extra profit of 1c on every dozen eggs delivered—Cheaper to use than paper bags or boxes. Our book "NO BROKEN EGGS" proves this by figures. Write for it

MADE IN ONE AND TWO DOZ. SIZES

They also save clerks' time and satisfy your customers.

Your ad. on every STAR EGG TRAY brings business.

Shepard & Co., Providence, R.I., write---
STAR EGG CARRIERS and TRAYS are the only thing for delivering eggs. Send us four more dozen of the No. 1 size carriers.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Northern Saskatchewan Grocers!

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

You save Freight when buying from our Prince Albert Warehouse.

And you get full advantage of the carload rate on all your orders, small and large.

Figure out how much your freight adds to your cost in one year's business.

Then communicate with us at Prince Albert Warehouse, and see what a big saving you can make buying from us at this point.

Your enquiry will receive immediate attention. Write us to-day.

Cameron & Heap, Limited, Wholesale Grocers,

REGINA FORT WILLIAM KENORA PRINCE ALBERT



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.S.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

"You Can't Do Better Than Recommend"

The Old Reliable

COOK'S FRIEND
BAKING POWDER

No Alum in it, Never Was

W. D. McLaren, Ltd.

BAKING POWDER SPECIALISTS

Montreal

NO TRANSACTION is regarded as complete until our customer is fully satisfied.

Chase & Sanborn's High Grade Coffees are guaranteed to satisfy.

CHASE & SANBORN

MONTREAL

The "IDEAL" Saves Costly Space

Makes any untidy, congested fruit and vegetable department orderly, attractive and space economizing.

The "IDEAL" Fruit and Vegetable Rack

not only saves space but helps greatly to increase sales by making fruit and vegetable stock look doubly attractive and by giving these lines increased prominence.

It is attached to original boxes by ordinary tacks and will last for a business lifetime.

PRICE 50c. EACH.

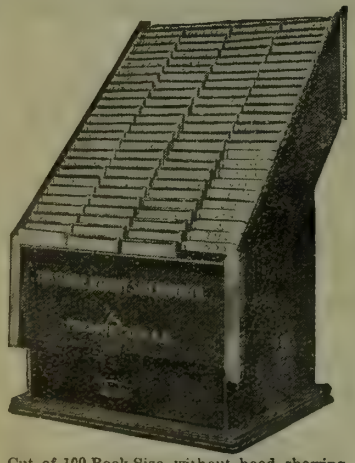
Cash with order. F.O.B. Toronto

Order a half-dozen to-day.

EUREKA NOVELTY COMPANY

88 COLBORNE STREET, - - TORONTO





Cut of 100 Book Size, without hood, showing alphabetical arrangement of books.

"BETTER CALL THE DOCTOR"

When you're sick you call the doctor. Why?

BECAUSE

You know he is a SPECIALIST on the human system. He has spent lots of time and lots of money to qualify himself, and you have confidence in his ability to tell you what's the matter and to prescribe the proper remedy.

NOW, THEN

How about your BUSINESS AILMENTS? Do you have any trouble keeping your accounts straight and keeping your bills collected?



Cut of 100 Book Size, when not in use, showing hood locked to cabinet.

LISTEN We have spent nearly twenty years in the manufacture and sale of accounting systems suitable for the different classes of business. We are specialists. We can give you a system that will p-l-e-a-s-e you. We won't rob you either.

Ask for full information regarding the Keith Fireproof System. It's free.

The Simple Account Salesbook Company

Sole Manufacturers, also Manufacturers of Counter Pads for Store Use.

1926 Depot Street .:. .:. .:. .:. .:. .:. FREMONT, OHIO

and Hartford, Conn., U.S.A.



VALENCIA RAISINS

You will find the raisins packed by Mahiques, Domenech & Co., Denia, Spain, to be of a consistently reliable quality. There well-known brands are:

Beaver Brand—Special Fancy Quality
W. Abel Brand—Of Standard Quality

SPECIFY **"BEAVER"** FOR FANCY QUALITY
"W. ABEL" FOR STANDARD QUALITY

JOSÉ SEGALERVA
MALAGA, SPAIN

TABLE RAISINS

This packer's name on any style package of Malaga Table Raisins (or Blue Fruit) is a guarantee that the contents are fully equal in every respect to the grade and quality specified on the outside of the box. You cannot go wrong in ordering and featuring Segalerva's Malaga Table Raisins.

PRICES MAY BE OBTAINED FROM YOUR WHOLESALER.

Rose & Laflamme
Limited
Montreal - Toronto











Fairbank's Famous Five

Your stock is not complete without Fairbank's Famous Five Products, viz. :

Fairbank's Gold Dust Washing Powder
" Fairy Soap (for Toilet and Bath)
" Glycerine Tar Soap
" Sunny Monday Laundry Soap (contains no rosin)
" Pummo Soap

Half Box Gold Dust free with each 5 box purchase.

WRITE FOR PRICES

THE N. K. FAIRBANK COMPANY

MONTREAL, CANADA



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS,
MEATS, CONDENSED MILK,
EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKERT & CO., Ltd., London, Winnipeg

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND VEGETABLES and PURE VINEGAR

Low Price High Quality

JOHNSTON, BAIRD & CO.

GLASGOW, SCOTLAND

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto. 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co, Winnipeg; R. Robertson & Co., Vancouver and Victoria.

The Experienced Housewife

appreciates what a wonderful saving of time and labor is effected by the use of

ASEPTO

Soap Powder

"The Enemy of Dirt"

For use with either hot or cold water, it is unsurpassed in getting the dirt out of clothes with the least amount of 'elbow grease.' ASEPTO is the housewife's friend, and she will be your good friend and patron if you sell her ASEPTO.

The Asepto Mfg. Co.

ST. JOHN, N.B.



awaits the Grocer who features

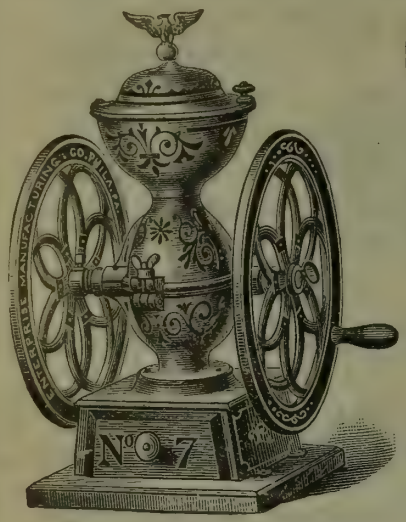
BJELLAND'S

Smoked Herrings in Bouillon

These delicious summer-caught small herrings, packed sardine style in spiced bouillon, have leapt into popularity wherever introduced. They are packed in patent cans with key opening, and retail at 10 cents, leaving the retailer an excellent profit margin. Canned in the pink of condition a few hours after being caught. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON

Canadian Agents



"ENTERPRISE"

"ENTERPRISE" Easy-running Coffee Mills do not crack or crunch—they ***grind*** to any desired-size fineness.

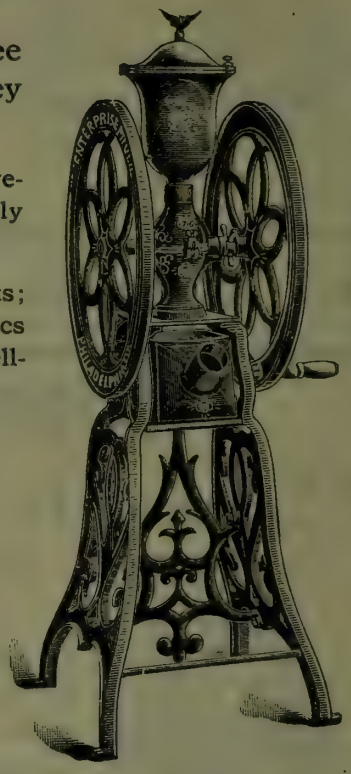
All parts are interchangeable, and when required, a new set of grinders can be readily put in at small cost.

Every Mill is built under our own patents; by our own experienced, expert mechanics and carefully inspected, resulting in the well-known, dependable "Enterprise" quality.

We manufacture mills to meet every possible requirement—hand, steam or electric.

You cannot afford to install a mill without first studying our comprehensive line.

Complete catalog mailed on request.



The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U.S.A.

21 Murray St., New York. 544 Van Ness Avenue, San Francisco.

Get Ready for your Xmas Rush

Delays are dangerous and you do not want to be without your Xmas goods, unless you are willing to sacrifice your profits. Everything seems to be very scarce and the quicker you get your stock in your store the better it will be for your trade. Don't cheat your pocket-book or disappoint your customers who depend upon you for their groceries. Our Xmas stock is complete.

New Walnuts
New Almonds
New Brazil Nuts
New Filberts
New Large Italian Chestnuts
Roasted Peanuts
New Smyrna Figs, "Camel Brand"

Best Quality Malaga Grapes
"Maple Leaf" Brand New Lemons
Navel Oranges
Grape Fruit
Mexican Oranges
Golden Dates
Natural Italian Figs, Fancy Wicker Baskets

Don't Delay---Send us your order to-day.

YOUR ORDER WILL HAVE OUR BEST ATTENTION AND WILL BE PROMPTLY ATTENDED TO.

Enquiries from Ontario to our Toronto office.

The Charles Ciceri Company LIMITED

Enquiries from all of Canada outside of Ontario to our Montreal office.



Goodwillie's

Pure Fruits in Glass FOR XMAS

The majority of people insist upon having the best that can be procured at Christmas time. And there is nothing that will add more to the richness of your holiday displays or bring quicker response from your customers than Goodwillie's Fruits in Glass.

Feature these goods and watch the results. Their appearance will attract attention at once, and their uniquely delicious flavor is bound to delight your trade.

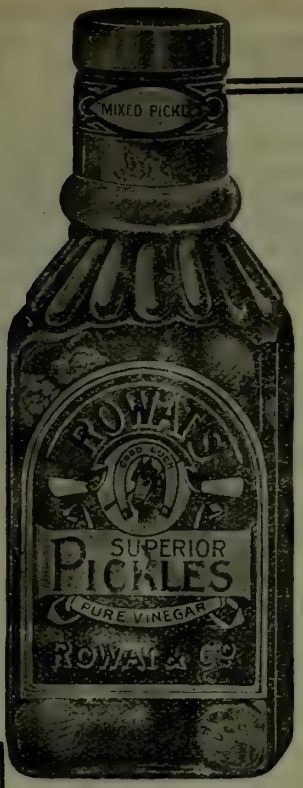
You are likely to have a number of people comment on the superior quality of these fruits. Tell them it is due to several things—they are bottled a few hours after being picked, only the choicest fruits are used, and they are put up in a modern factory situated in the heart of the fruit-growing district.

YOUR WHOLESALER CAN SUPPLY YOU

Rose & Laflamme, Limited

Sole Agents

MONTREAL and TORONTO



Stop and Consider

what it means to have lines which will make customers! Stock

Rowat's Pickles

AND

Paterson's Sauce

and you will materially strengthen your hold on your trade.



Rowat & Co.

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec Ontario, Manitoba and the North, west; F. K. Warren, Halifax-N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.



The Medals are all of this design.

NOW is the Time to Make Inquiry

If you have not already written for particulars of The Canadian Grocer's competition on **CONSTRUCTIVE SALESMANSHIP**, do so at once. The sooner you know all about it the quicker will you decide to become a contestant--remember there are NINE medals to be given away. You don't necessarily have to write an article; a list of your actual methods with results is what we want. We'll do the rest.

Address a card for Particulars to

THE EDITOR, THE CANADIAN GROCER, 143-149 University Ave., TORONTO

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.



Golden Brown Squares of Nourishment

You can please the palates of your customers and add to your own profit by featuring

TELFER'S GRAHAM WAFERS

They are very appetizing and nourishing and command a ready and steady sale at the popular price of 10c.

We also make all kinds of fancy and other biscuits. Get our prices.

TELFER BROS., Limited

COLLINGWOOD, ONT.

Toronto Winnipeg Hamilton Fort William



Steady, White Brilliant Light

At ¼c. per hour for 500 Candle Power

If you want absolutely safe lighting, better than electricity or city gas, cheaper than coal oil or candles, get in touch with us.

Lighted and extinguished by a pull of the chain.

The best light for stores, homes, hotels, churches, etc.

First Class Agents Wanted

You save money by buying your Mantles and Glassware from us.

MACLAREN & CO.,

Gasoline Lighting Systems

MERRICKVILLE, - - ONT.

Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.

Price $3.50, Postpaid.

MACLEAN PUBLISHING COMPANY

Technical Book Department

143-149 University St. - Toronto, Canada

What's the use of your tongue, Mr. Grocer?

AURORA

yourself, and then to tell your customer how good it is! The best that money can buy.

W. H. GILLARD & CO.



Why! For just two things, First to try it on

COFFEE

Retails at 40c. and leaves you a real good profit. Don't miss this chance.

HAMILTON, Branch: Sault Ste. Marie

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending "**Redpath**" Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes
and in "Red Seal"
dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C., Edmonton and Calgary, Alta., and Winnipeg, Man.

JAPAN TEAS

Jobbers please note that our season's stock is diminishing but still have a good assortment. Samples on application.

S. T. NISHIMURA & COMPANY

MONTREAL and JAPAN

TWENTY-POUND COTTON BAGS

OF

ST. LAWRENCE EXTRA STANDARD GRANULATED

will save you the usual loss in parcelling—
bags, twine, labor and overweight,

St. Lawrence Sugar Refining Co., Ltd., Montreal

The Commercial is the Best!

Over 100,000 Account Registers in successful use in Canada and U. S.

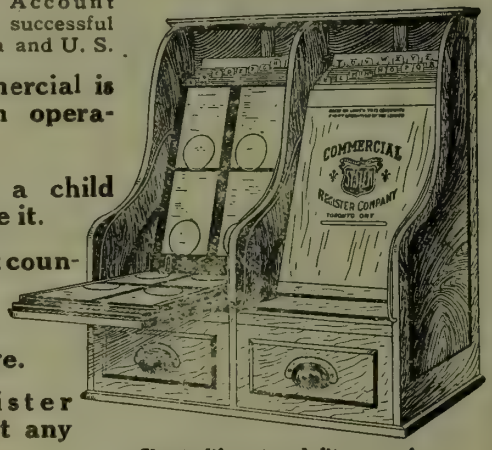
The Commercial is quickest in operation.

So simple a child can operate it.

Takes least counter space.

Beautiful store fixture.

Only Register that will fit any safe.



Sheets lift out and fit any safe.

BESIDES—

It cuts out bookkeeping. Pleases merchants' customers. Pays for itself in few months. Indestructible—Lasts a lifetime.

Drop us a postal for Catalogue

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

When Your Boy Delivers

a bag of Purity Salt he is delivering a line that will give unusual satisfaction to the customer.

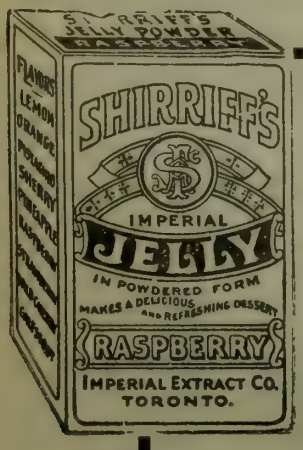
PURITY SALT



is well named, because it consists exclusively of fine dry, even salt crystals, free from all foreign substances. It is "The Salt That Satisfies."

ASK YOUR JOBBER FOR
PURITY SALT

The Western Salt Co., Limited
MOORETOWN, ONT.



Christmas Festivities

will call for an abundant supply of

Shirriff's Jelly Powders

The kind that makes the most delicious natural-flavored jellies in the quickest time! See you are prepared to meet the demand.

Imperial Extract Co., 8, 10, 12 Matilda Street TORONTO

If your Jobber can't supply you, write us direct.

A RIGHT SELECTION

of teas and coffees is of vital importance to every grocer. There need be no fear of the result if you are handling

"MELAGAMA"

THE TASTY TEA & COFFEE

They are genuine satisfaction-givers, and are, moreover, profitable to sell.

We are leaders in BULK TEAS and COFFEES. Our samples and prices will convince you.

MINTO BROS. - - - - TORONTO

TRADE MARK KEYSTONE BRAND REGISTERED

Brushes
for Spring Trade

We make a specialty of WHITEWASH, KALSOMINE, SCRUB, SHOE, STOVE, HORSE BRUSHES and STABLE BROOMS, and our values in this class of goods are unequalled.

By placing your order early it will receive better attention than if you wait until the spring rush, and you will be sure to have the goods in time.

Write for prices now

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

EVERY CAN



GUARANTEED

St. Charles

Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charle



St. Charles Condensing Co.
INGERSOLL, ONT., CANADA

STOVE POLISH

This is the height of the season for the sale of Stove Polishes. Is your stock sorted up?

JAMES DOME LEAD

is the most economical and cleanest Dome Lead on the market. The oldest but still the best.

W. G. A. LAMBE & CO., Canadian Agents.



When over **95**% of your customers use

WINDSOR SALT

for table and dairy, what is the use of taking up room in your store with any other brand?

Windsor Salt satisfies everybody, and it's never dead stock on your hands.

The Canadian Salt Co., Limited
WINDSOR, ONTARIO

You Can Sell Purnell's Sauces, Vinegar and Pickles



to your particular customer because their reputation is based on general quality and right packing.

They are a line that are genuine satisfaction-givers, and they leave the grocer a very liberal margin of profit.

They are general favorites and are more in demand than any similar imported line.



SEE TO YOUR STOCKS

All Good Jobbers handle

Purnell's Pure Products

Canadian Agents:
Charlottetown, P.E.I., Horace Haszard; St. John, N.B., C. E. McMichael; Halifax, N.S., Erb & Rankin; Montreal and Ottawa, C. S. Harding, Canada Life Building; Quebec, Cy. D. Bonhomme, 131 St. Peter St.; Toronto, Lind Brokerage Co., 73 Front St. E., Hamilton, J. H. Stratton & Co.; Winnipeg, Carman Brokerage Co., 141 Bannatyne Avenue E.; Vancouver, B.C., C. E. Jarvis & Co., Mercantile Bldg., Corner Cordova and Homer Sts.

Have You Ordered Any "Snowflake" Powdered Ammonia?

This is the giant 5-cent package now being so vigorously advertised to your customers. It is the

Only 5-cent Package

of Powdered Ammonia on the market. It does save soap; it does clean things; all substitutes cost more; so your customers will have it. Why allow them to go to your competitor for their Snowflake? Send in your order now.

Your Profit is Good.

S. F. Lawrason & Co.

London, - Ontario



CREST BRAND TRADE MARK REGISTERED

Take no Chances!

The "quality" of the goods you handle is the all-important factor in influencing the best-class trade your way! Sell

"CREST" BRAND OLIVES!

They are bottled safely from the finest selected fruit, and prepared with the greatest skill and care.

Stock and feature this satisfaction-giving line! Write us direct if your jobber can't supply you,

Canada Spice and Grocery Co., Ltd.

London, Ont.



Ontario Lantern Footwarmer
Do You Want a Winner?

Scientifically Designed

Mechanically Perfect



Economical and Cannot Damage the Robes.

Something NEW to show your customers that they will buy and be pleased with

For Sale by All Jobbers.

Manufactured by

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.

Too much care cannot be taken by a Grocer in selecting his staple lines, for it is on these that he establishes confidence and builds up his general connection. He should, therefore, handle only leaders. In the line of Soaps nothing equals

WONDERFUL SOAP
and
CRYSTAL SOAP CHIPS

No laundry soaps are so good, so pure and uniform in quality, such thorough and rapid cleansers.
Wonderful Soap does not injure the most delicate fabrics. It's good value through and through. We offer no premiums. The soap sells on its own worth and reputation without any extraneous aid.

Drop u a line for quotations.

THE GUELPH SOAP COMPANY
GUELPH ONTARIO

Where Knowledge is Power 'tis Folly to be Ignorant!

PARTICULARLY when the knowledge can be readily acquired at a very low cost.

Merchants and Salesmen

will find their efficiency greatly increased by a careful perusal of any of the books listed below. *Write for fuller particulars.*

The Making of a Merchant	$1.25	How to do Business by Letter	1.00
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Human Nature in Selling Goods	50	Office edition (cloth)	1.00
Management and Salesmanship	50	Pocket edition (leather)	1.00
Sales Plans	2.50	" " (cloth)	50
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ANY OF ABOVE BOOKS SENT POSTPAID ON RECEIPT OF PRICE

THE MACLEAN PUBLISHING CO., Limited, Technical Book Department **143-149 University Avenue, TORONTO**

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN ***TOWNSVILLE, NORTH QUEENSLAND***

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

What They Say

"MESSRS. S. F. BOWSER & CO.
Fort Wayne, Ind.

Gentlemen,-

It gives me pleasure to recommend your Oil Tank to any man using oil, as it measures perfectly and saves labor. I would not be without a Bowser Tank for twice the money I paid for it.

I have been using this tank for two years, and it hasn't cost me 5c. for repairs.

Wishing you success, I remain,
Yours truly,
General Merchant."

This is a real letter from a real live merchant and tells what a Bowser has done for him.
(A fac-simile copy furnished on application.)
After you use a Bowser you'll be as enthusiastic as the rest.

750,000 NOW IN USE.

We want an opportunity to show YOU what a Bowser Self-Measuring Outfit will PAY you. This will cost you nothing—No obligation—just a demonstration.

If we can't show you we don't want to sell, because we want your good will afterwards.

Isn't that fair? Just drop everything and write a card now. It's vital to your business---Ask for booklet No. 5.

S. F. Bowser & Co., Inc., Fort Wayne, Ind.

BOSTON, 141 Milk St. NEW YORK, 50 Church St. PHILADELPHIA, 1313 Arch St.
CHICAGO, Fisher Bldg. SAN FRANCISCO, 612 Howard st. TORONTO, 66-68 Fraser Ave.

ATTENTION, MR. GROCER!

Will you permit yourself to be subjected to the losses, errors, disputes, delays and many other vexations arising from antiquated methods of handling credit customers? Or will you join the ranks of progressives and adopt the ONE WAY to avoid them?

Allison Coupon Books

point the way to safety. They guard against loss they hold the credit customer in check; save time, money and trouble.

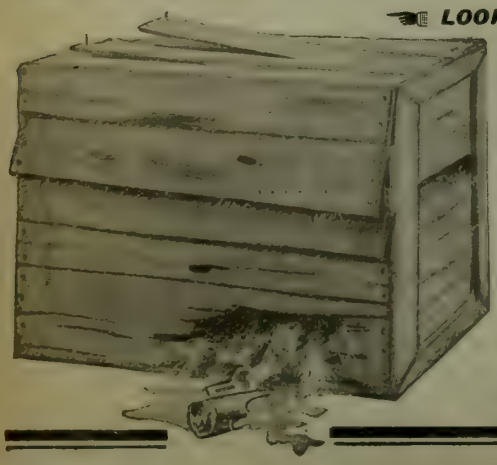
HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.— No trouble When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company, Indianapolis, Ind.

LOOK AT THIS CASE — AND AT THIS



Do you want your product to arrive in a condition that will draw further trade instead of repelling it? Clean and fresh, with attractive, legible label? Then use

H & D Corrugated Fibre Boxes

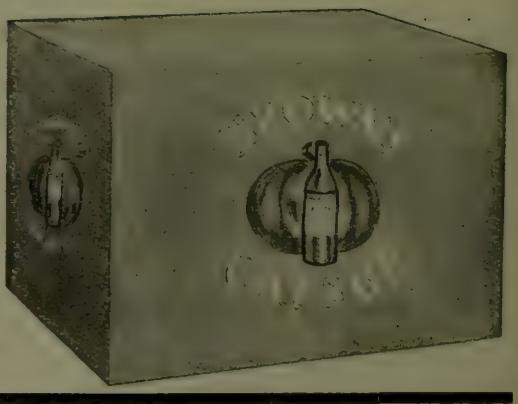
They will absolutely protect your shipment against water, damp and damages, and trim down your freight bills because of the lighter weight of fibre board as compared to wood.

No matter what you have to ship, we can design a better, cheaper and more satisfactory packing case than you are now using

Ask for booklet "How to Pack It."

WRITE US TO-DAY

The Hinde & Dauch Paper Co., Ltd
TORONTO, CANADA



INVALID OXVIL

Used in large Hospitals and recommended by all the leading Physicians.



Invalid Oxvil is in a class by itself, and as a stimulant it is superior to any seasoned Fluid Beef.

THE PERFECT FLUID BEEF

INVALID OXVIL is made from fresh Beef only, and contains the albumen and fibrine, together with the soluble extracts.

INVALID OXVIL is now being sold by all the leading grocers and chemists in Canada on the strength of its Purity and Genuine Beef Flavor.

Manufactured and Guaranteed by

The F. L. BORTHWICK CO., Kingsland Rd., London, England

Write for Illustrated Price Lists to our Canadian Agents:

THE HARRY HORNE CO., 309-311 King St. W., TORONTO

Don't Run Away

with the idea that all sauces are alike in flavour! There's a difference in sauce made according to the old Mason recipe.

Why not handle this well-known line that is so pure and palatable, and is, moreover, made and bottled in an up-to-date sanitary factory?

Send for samples and details.

Remember the name of the best profit-producer you can handle.

MASON'S No. 1 SAUCE

MASONS LIMITED

25 MELINDA STREET - TORONTO

Agents Wanted where not Represented

The Mill They All Want

AND THE REASON WHY



Because it represents the greatest real Value of Material, Quality and Workmanship at the Lowest Price

Every Mill is ready for immediate use by simply attaching it to your lamp socket. Grinds two lbs. a minute and can be adjusted while the Mill is running. Grinders are of the best quality cast steel. It is furnished with detachable hand crank for use in emergencies, so that the grocer is never without his Mill if the current gives out.

No. 40—D.C.—$65 00
No 45—A.C.—$75.00

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.

Sterling BRAND

MINCE MEAT

For Holiday Trade

See that your stocks of mince meat are kept up at this time of the year. The demand for "STERLING BRAND" is large all over the Dominion, for here you have a mince meat you can recommend to your best customers.

Done up in glass and 6½, 12, 28 and 50 pound pails.

The T. A. Lytle Co., Limited

Sterling Road :: :: TORONTO, CANADA



White Dove

The Cocoanut that sells.

You cannot afford to be without it.

W. P. DOWNEY
MONTREAL

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

CAMMEMBERT CHEESE
Le Gaulois Brand
$3.00 a dozen, or $2.75 per crate of 5 dozen.
CAMMEMBERT — CAMMEMBERT
Le Gaulois
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

A. C. LANDRY
STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Timothy, Red, White and Alsyke Clover Seeds.

Christmas
will soon be here

The demand for
SPICES
is sure to be very large this year.

Are you ready to meet it?

Check over your stock and send us your order at once and avoid the rush.

S. H. EWING & SONS
Montreal and Toronto

CARTER'S
EXTRA CONCENTRATED
LEMON SYRUP
"BIG WHEEL"
LEMONADE.
CRYSTALS OR POWDER.
H. W. CARTER & CO., LTD., The Old Refinery, BRISTOL, ENG.



CHINESE STARCH
HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.
GET PRICES
OCEAN MILLS
MONTREAL

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right
FRANK L. BENEDICT & CO., Montreal
Agents

When writing advertisers kindly mention having seen the advertisement in this paper.



THE COFFEE THAT HAS A REPUTATION TO BE PROUD OF

WON

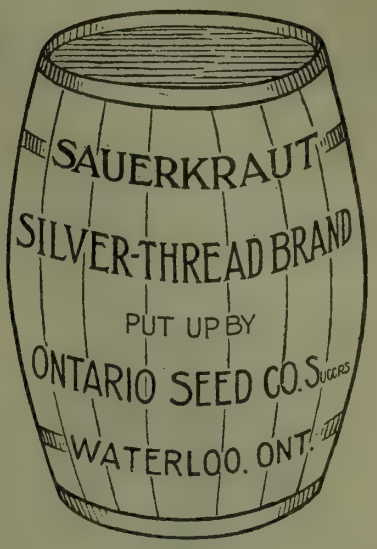
SIMPLY ON MERIT

EVERY GROCER WHO HANDLES IT KNOWS ITS WORTH

The Demand for **SAUERKRAUT**

is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT

ONTARIO SEED CO., Successors, **WATERLOO, ONT.**

THREE REASONS
Why you should stock

Royal Polishes

They are made in Canada.
They are cheaper than the imported.
They afford a larger margin of profit.

Ask your Jobber or Write Us.

Royal Polishes Company
MONTREAL



McLean's — Cocoanut

You need Cocoanut. Why not stock the best?

The Canadian Cocoanut Co.
MONTREAL



GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA

The Real Thing at Last!

FUSSELL'S PURE RICH THICK CREAM

(GOLDEN BUTTERFLY BRAND)

is NOT a Makeshift nor a Substitute, but PURE Mountain Pasture CREAM. Put up in Sterilized Tins. Guaranteed Quite Pure. Contains no Preservative. Keeps good anywhere.



Samples and particulars of:—

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.
C. Fairall Fisher, 22 St. John St., Montreal, for Quebec.
W. H. Escott, 141 Bannatyne Ave., Winnipeg, for Manitoba, Saskatchewan and East Alberta.
The Harry Horne Co., 309 King St. West, Toronto for Ontario.
J. W. Gorham, 251 Hollis St., Halifax, for Nova Scotia.
W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD.
4 Monument Street, . LONDON, Eng



It Appeals to Busy Women

Here's a line, Mr. Grocer, that never fails to appeal to women because of its economy of time and money.

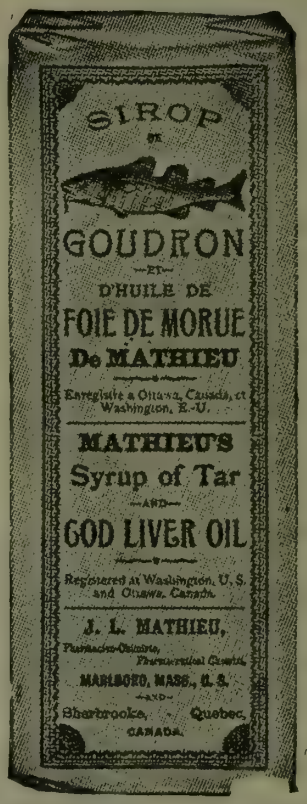
Minute Tapioca

The only Tapioca that requires no soaking. A delicious pudding can be made right from the package in fifteen minutes. And six full quarts can be made from each package.

Your Jobber Can Supply You.

Minute Tapioca Co., Orange, Mass.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., S.. John, N.B.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—
Thousands of testimonials attest their wonderful value—
They never become dead stock—
They afford dealers a good profit—
Those who once use them make them a household remedy—
Dealers who do not carry them simply lose sales that go elsewhere.
As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers.

AND

J. L. MATHIEU CO., Props.
SHERBROOKE, P.Q.

Distributors for Western Canada:

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

Have You Seen Government Report?

Inland Revenue Department Bulletin No. 208



Shows
Canada First Evaporated Cream
to be the Richest



Manufactured and Guaranteed by Canadians

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.

THE UNITED STATES GOVERNMENT

have passed a law prohibiting the sale of Green tea that is artificially colored, unless the words *"artificially colored"* are printed or written plainly on the container, whether it is a paper bag, lead package, tin or other receptacle. All chests or half-chests coming into the country, if containing artificially colored green tea, must be branded plainly as containing such.

It is quite possible that the Dominion Government will enact a similar law.

All green or unfermented teas that are not brown in color are artificially colored.

Why sell artificially colored teas when you can get the finest Green tea in the world—pure and unadulterated—in "SALADA"—far superior to the best Japan teas. "SALADA" Greens are absolutely without coloring matter of any kind. We guarantee satisfaction or you can return your purchase at any time. Instead of buying in large quantities, you can buy a month's supply at a time and there is no loss in interest nor in weight.



An absolutely pure green tea. No coloring matter. No adulteration. Healthful, delicious and cleanly prepared. There will be NO change in the "SALADA" label—the tea NOW satisfies every government requirement.

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Prices Should be Named in Every Ad.

So Says Merchant of Long Standing, Who Maintains That the Cry That Competitors Then Know What You Are Doing, Is All Folly—Quality and Information Talks With Regular Prices are the Things That Count—This is Why the Big Dealers Have Been Successful, He Maintains.

By Henry Johnson, Jr.

Just as you have been paying too much attention to the buying as opposed to the selling end of your business, so also have you overrated the influence of prices in reaching your customers. Yet prices should be fully and freely named in all your ads. when you talk of specific articles. I find that I omitted to name a price in my suggestion for the ad. on uncolored Ceylon tea last week. This was simply an oversight. Price should have been named, plainly though simply, as, say, "Sixty cents a pound." Again, just as you must buy right and yet without devoting all your thought to buying, so you must use the price argument in your ads.; but note that I say USE it—which is very different from abusing it.

Appeal to the Housewife.

"Mother," to whom our ads. may always be most successfully addressed, is always to be interested in any honest, sincere appeal for her attention; and the strongest arguments you can bring to bear on "Mother" are questions of merit, quality and value. When you get down to value you strike price, which is, of course, the measure of value; and "Mother" wants to know about price, every time. In the case of the cranberries I mentioned in one of my suggested ads., you will remember the price was simply mentioned at 16 cents a quart. Others might have cranberries at 12 cents, 10 cents, or any other price, but that would not matter. We had made an appeal, with such description of the goods as would get "Mother's" careful attention; and she is perfectly capable of judging whether your price is justified by the stock. Again if there is some doubt in her mind she is generally willing to give you the benefit of it, and will try the goods on your recommendation, especially if you have hitherto merited her confidence. Again, "Mother" is a very capable housekeeper, and generally has her plans for the day well in hand; yet there are times when she needs a helpful suggestion. Then, if your suggestion is made with due regard to the hints I have given you—and the price named to complete things—she is exceedingly likely to try some of your offerings. What I am trying to bring out is the need of plain price-naming every time you write any advertising suggestion.

An Old Excuse Exploded.

Right here I want to touch on the foolish attitude of some grocers towards this question of naming prices. They will print a good deal of stuff, often exaggerated and fulsome in terms, but carefully sidestep the price. If you ask such a man why he does not name prices, he will tell you that "he is not going to tell his competitors about his business!" Talk about the ostrich and his folly in hiding his head in the sand! No competitor is likely ever to take any interest in the alleged advertising of such a grocer, because the ads. will never attract any particular attention. But suppose the competitor did want to find out about the price on any article in your store, you know he would have no particular trouble about it.

Now then; since he can ascertain your figures any time he wants to, and since your advertising must be good before you get him at all interested, why not tell your 2,000 or 3,000 potential customers, of the "Mother" variety, all about your prices, and get the news to them at least as quickly as it can go to your competitors? Your neighbors—whom you call your competitors, (1) have their own business to attend to; (2) will only pay attention to you if you advertise effectively; and you can well afford to "forget them" if you do advertise effectively, since then their attention will not harm you in the least, but will actually do you good. In proportion as you mind your own business, and they fail to exclusively mind theirs, will your business thrive and prosper.

Devote all your energies to getting close to your customers, and posting them freely and fully, and prosperity will follow, provided only that your efforts are of the right quality. In other words: "Keep thy shop and thy shop will keep thee."

Advertising Different Grades.

Another fallacious notion that prevails in retail grocery advertising is the idea that regular prices will not prove attractive. Thus most grocers name only cut prices, or prices on cheap articles in their ads, when they name prices at all. The bargain stores do this kind of thing continually, as: "76 cents and up." Readers become educated to the true inwardness of this very shortly and comment: "Yes; mostly UP!"

The successful grocery advertiser goes the other way round. He describes a fine article, something he can recommend to his best trade, and then names THE LOWER GRADES. He describes his best and largest Christmas raisins; goes into careful detail about their packing, size, flavor, lusciousness, and the beauty of the clusters, at 45 cents. Then he adds: "And others at 38, 29, 24 and 19 cents a cluster. This stimulates interest in his best. It also indicates that he is up at the front in stock, ready for the best trade. Lastly, it indicates that he is just as fully prepared for the buyer of moderate means and simple requirements, and thus is freed from the possible imputation that he only carries high-priced goods.

Best to Name Regular Prices.

Special prices have their uses. I shall take up that phase of the question next week. But it may be said as a general rule for advertising guidance, that your best and strongest hold lies in simply naming your regular prices on every article you advertise. The best stores throughout the country, such as Barron, Toronto; Fraser, Viger & Co., Montreal; Peebles, Cincinnati; Jevne, Los Angeles and Chicago; Finley Acker, Philadelphia, almost uniformly and invariably talk quality and sell at their regular prices.

The theory is that the reader wants INFORMATION, the fullest information regarding your goods, which information includes the price she will have to pay for a given line of articles, and that such information is all that practically all of your desirable customers want. This plan tends to eliminate the price-question from the readers' consideration and leads them to prefer you to others on some other account. It raises the plane of your consideration from that of comparative prices to that of service, promptness, pleasing address, individual preference of your way of doing things over a less acceptable way your neighbor does them. This plan makes it a question of merchandising, instead of bargain giving; and you have but to look around you to note how successful the plan is. For you will see that the so-called "exclusive" stores, bidding for the best trade, prosper much more generally than the average who preach only price.

DIDN'T GET THE ORDER.

What grocerymen have sometimes to put up with in the smaller towns in the West was illustrated recently in an interior place. A woman went in to a clerk with quite a long list of articles, and asked the prices, which he obligingly marked opposite each, with the prospect of a good, big order. This not being forthcoming, he ventured to enquire if she intended making some purchases, and was staggered with the reply: "Oh, no, I just got a shipment from a mail order house, and I wanted to figure up how much I gained or lost by it."

W. G. McKinley, Sudbury, Ont., has purchased the grocery business of Geo. Elliott, town clerk.

Methods Employed in Stock-taking

How One Large Dealer Systematizes This Work and Completes a Large Stock in an Afternoon — Takes Stock Twice a Year and Is Always Familiar With His Business Standing—Another Grocer Who Hasn't Taken Stock in Years.

Stock-taking methods vary with different grocers. There is no set rule or rules to follow and in its general idea stock-taking does not appear to possess any intricacies that would puzzle the average grocer. He knows that he must take an inventory of all the goods in his possession valuing them, not at what they were worth when purchased, but what they are worth now.

It is not necessary to mention any reasons why stock-taking should be a regular duty. It really is a fact, however, that some grocers who imagine themselves too busy to attend to this duty have overlooked it for a year or more and one case is known of a large house where, owing to the careless methods of the proprietor, it is quite a long time since he has gone over his entire stock. He really has a store of some pretensions, but there are many others with larger stores who by systematic methods perform their stock-taking duties at least twice a year and in a remarkably short time when once they have undertaken the work. The particular grocer referred to looks over parts of the store with dread when the end of the year approaches and keeps putting off the first step until weeks have passed and likewise all thoughts of taking stock. The result is that he does not exactly know what amount of goods he has on hand. There are, of course some rapid sellers that he is in close touch with, but there are other goods long forgotten stored away here and there. Some of the shelves in the front of the store are presentable, but there are others more removed from the public's eye that are "a fright" to use a common expression. And the stock room is a jumble of goods. This grocer has a large business and seems to be doing well in spite of a half-hearted disposition that manifests itself from time to time.

Takes Stock Twice a Year.

A grocer of the opposite type is known by the writer and his methods must be admired. He goes over his entire stock twice a year, at the end of June and at the end of December. In addition he goes over his fruit, fish and provision stocks at the end of every month. The latter goods move quickly and it is not a difficult matter to take stock in these three departments as frequently as mentioned.

The chief value of this plan lies in the fact that the grocer has a monthly statement of his purchases and his sales, his losses and gains, and he knows exactly what business he has done during the month and can plan for the next month. This grocer considers it a sane method and he not only knows that he has sold his goods, but he knows what profit he has made. He knows what each department has done for him and he can compare it with the business done during that month in past years. His fish department is flourishing and as he does a large business in fruit and provisions, the three constitute a considerable portion of his total business. It is therefore desirable and satisfactory to have an intimate knowledge of exactly what he is doing in these lines.

Weight of Bins Marked.

His method of taking stock in the store proper is quite simple. The bins and drawers which contain goods are taken out and weighed separately. On the inside of each bin the tare is marked and it is but a simple question in subtraction to find the exact weight of the goods. Of course before this simplified method could be arranged each of the bins had to be weighed at one time and the one operation served for the future.

In regard to canned goods, bottled goods, etc., one clerk goes along the shelves, counters and show cases counting them. He calls them off to another clerk who enters them upon separate sheets. If the second clerk does not know the cost price, he writes down the brand, and from this the cost can



"And the Store Room is a Jumble of Goods."

be obtained afterwards from the invoice. In any event the brands are always required as the proprietor then knows exactly what lines he has on hand and the quantity of each.

Canned goods are put on one sheet, olives on another, jams on another and so on. The result is that when these are entered in the regular stock-book after the inventory is completed they are all together and in concrete form. The quantity of the goods is given, the present price and the total cost. An afternoon is chosen when business is expected to be at a minimum and a certain portion of the store is alloted to two clerks, another part to two others and although the store is spacious and a heavy stock is carried the entire work is completed in one afternoon. Between three and four hours are generally required.

The store room next requires attention and this is often more arduous than the store proper. However, the method is the same and when the inventory has been completed, there remains but the clerical work of entering the facts in the stock book.

Comparisons Easily Made.

This grocer states that going over his entire stock in this manner twice a year enables him to keep a fairly close tab on his business. From his invoices he knows the amount of goods bought and the amount paid for them. From his past stock-taking he finds out what he then had on hand. From the recent stock-taking he knows the extent of his present stock and can readily find out the amount of the goods he handled during the half year. This he can compare with similar seasons in the past.

If he wants to know exactly where he stands financially, stock-taking is a necessity. It enables him to find out the cost of doing business and is in fact an important link in the present-day business chain. His selling power is increased because he knows what he has on hand.

FILLING SPECIALTY ORDERS.

Free Discussion Between Manufacturer and Jobber.

Chicago, Dec. 8.—Some plain talk was handed out by both manufacturers and jobbers in a frank discussion on Specialty Orders at a meeting here recently. Andrew Ross was one of the speakers on behalf of the manufacturer and B. M'Gleason for the jobber.

Answering the question, why specialty orders should be filled by the jobber promptly, Mr. Ross said there were scores of reasons. "First of all," he said, "because they are profitable—or can be made so if a manufacturer has failed to provide profits. Because if the jobber wishes to act as the manufacturers' distributer he must give satisfaction or he'll lose his job. Because they are more salable, more readily disposed of, give better satisfaction, pay a larger return in a given period of time than the common commodity which is unidentified, unadvertised and slow selling. Because they promise a steady and repeated and ever profitable source of revenue; because the jobber gets not only the fruitage of his own salesmen's efforts, but the co-operation of highly trained—sometimes over-zealous, I admit—specialty salesmen, and above all—because they are what the public wants. If there are evils attendant on their sale, study the causes and in the great majority of cases they will be found not in the "specialty" but in the unfairness of one or the other of the trade factors handling it."

To Mr. M'Glasson was given the question, "Does it pay to handle specialty orders?" Mr. M'Glasson in his introduction took up the subject of some manufacturers selling parts of their goods direct to retailers, manufacturers subsidizing wholesaler's salesmen, free deals and a fair profit.

Mr. M'Glasson's opinion was that unless the manufacturer sold all of his goods through the wholesalers the latter will surely feel that it does not pay to handle the specialty orders of that manufacturer. He quoted resolutions of the National Wholesale Grocers' Association in support of all his statements.

"The solving of this problem," concluded Mr. M'Glasson, "is mostly in the hands of the manufacturer. If the wholesale grocers are given a reasonable profit commensurate with the capital invested, labor, credit risk and cost of filling and delivering the order, you would take away the necessity and kill the desire of the wholesale grocers to sell specialties under house brands."

Practical Methods in Retail Stores

Some Christmas Novelties—Selling Decorated Fancy Baskets Filled With Fruits as Holiday Gifts—A Rolled Oats Window—General Delivery Being Tried Out in Goderich—Quebec Grocer Cleans His Store up for the Coming Trade—Talk of Co-operative Store in St. Thomas.

Burning Candles in the Cake.

Winnipeg, Dec. 8.—That the public demands something new around Christmas time, is recognized by a local dealer who will offer this year an iced Christmas cake decorated with candles.

"A handsomely decorated cake with candles burning add to the attractiveness of the Christmas dinner," he says.

So he has arranged to have 12 candles in holders in some of the cakes he will sell, the candles representing the twelve months of the year. They may represent the number of members of the family, the absent ones, etc.

He will supply candles of a red, pink, white, green, or yellow color, according to order.

A Rolled Oats Window.

Havelock, Ont., Dec. 8.—A simply constructed rolled-oats window in the store of W. J. Bryans a few days ago not only attracted a good deal of attention, but created some favorable business.

On blue paper on the floor and to the front of the window the words ROLLED OATS were spelled out in rolled oats. Back of that on opposite sides of the window were two pyramids of rolled oats and between the two a pan of oats in the raw state; on either side of this pan was an attractive show card. To the rear of this again and in the centre was a pyramid pile of package rolled oats, flanked with a full sack of them. In front of the sacks was placed a recipe book on the various kinds of cakes made from this product.

The window was dressed by Wm. Bryans, son of W. J. Bryans, and he states that it brought in considerable new business. Results were quite direct.

Fruit Baskets as Gifts.

Vancouver, B.C., Dec. 8.—A local dealer finds that an attractive basket filled with choice fruit and bon-bons sells readily as a Christmas present. The basket must of course be above the ordinary market basket; it can be adorned with paper decorations and a piece of ribbon so that attention is sure to be directed to it.

Fruit such as oranges, apples, Malaga grapes, Malaga raisins, etc., with a bunch of holly displayed among them would be an acceptable gift for anyone. Baskets ranging in price from 50 cents to $5 are readily sold.

General Delivery in Goderich.

Goderich, Ont., Dec. 8.—Goderich merchants are giving at least a trial to a system of general delivery being promoted by R. W. Wallace, of Simcoe, who has similar systems working in that town and Ingersoll, Tillsonburg and Orillia. In St. Marys it is also working well. Nearly all the merchants here are expected to go into it sooner or later. Horses and rigs are used, not motor delivery wagons. The system went into operation here on Monday, Nov. 28, prior to which time customers were requested through the press and handbills to order goods in accordance with the plan of deliveries at 9 and 11 a.m., 3 and 5 p.m., and Saturday evenings at 9 o'clock.

Four rigs are in use although on Saturday some of the grocers used their own as well.

December House-cleaning.

Quebec, Dec. 8.—"At the beginning of each December we undertake a general house-cleaning campaign," says a local grocer. "All the goods are removed from the shelves, which are washed, the spice, tea and sugar receptacles are emptied and carefully dusted, and all goods replaced where they will be of easy access. All canned fish for instance are arranged on the same shelf, baking powder on another and so on. All goods of the same variety such as bottled goods are placed in one section. This prevents waste of time in serving customers and enhances the appearance of the shelves."

Not only are the shelves re-arranged, but the housecleaning in this store is carried into the windows and, in fact, into every corner of the store. Water, scrubbing brushes, soap and cleaning powder are freely used.

In the centre of the store is placed a silent salesman 6x2x2 feet in dimensions in which samples of olive oil, catsup, pickles, sardines, mustard, jams, and marmalade are displayed. Other salesmen at Christmas time display prominently confectionery, essences and peels, and cigars.

No Loss From Bacon Ends.

Toronto, Dec. 8.—Getting rid of the ends of bacon has for a long time been a "bogey-man" among grocers.

A Toronto dealer uses a method to obviate the loss and on no account will he depart from it. After disposing of a portion of the side of bacon, he refuses to slice any more of it but places the whole piece on sale at a slightly reduced price, making sure of course that he gets his profit.

The other day a customer wanted a pound of bacon off a piece that was laid aside for sale as it was, but the manager of the store refused to grant his request. The whole piece or none of it had to be bought so the customer left without any.

To Start Business on $1,000.

St. Thomas, Ont., Dec. 8.—There is considerable talk of forming a Co-operative Association here, but whether it will amount to anything or not is a question.

"Those behind the scheme," said a St. Thomas grocer, "say that all they need is $1,000 to start it going. They claim that they have secured legislation in their favor which will make the plan a success, while as a matter of fact this is a misrepresentation for no legislation has been passed to my knowledge that will benefit them in any way.

"Of what use anyway is $1,000 in starting a grocery business," he wanted to know. "Why when they purchase scales and fixtures, rent a place of business and lay in a stock, how much will they have left? They talk of getting an experienced man to manage the business until one of their own has been trained in. How much will such a manager teach an assistant when he knows that in a few months time he will get fired?

"It seems to me that if such a society is formed here those taking stock in it will regret it before a year has passed; it will only fail like the majority of the others have done and in the meantime we merchants who make the town have to suffer."

WINTER FREIGHT RATE CHANGES.

Charges Go Up When Navigation Closes In the Autumn.

Toronto, Dec. 8.—With the close of navigation, the Canadian railways have resumed their winter schedule of freight rates between lake and river points east of Toronto. During the navigation season the vessels of several fleets ply between Toronto and eastern ports, and their freight-carrying capacities force the railways touching these points to reduce their rates in competition.

For instance the rate on first-class freight between Toronto and Montreal is in summer 40 cents per 100 lbs. and in winter 44 cents per 100 lbs. The railway companies between these cities have an identical rate and the fact that they eschew "price-cutting" should be significant to grocers who indulge in this method.

The ordinary grocery freight is divided into four classes and the different rates vary by a few cents. Glassware and tea for instance are first-class goods; dried fruits are second, canned goods belong to the third and sugar is a fourth-class article. These are a few examples to illustrate the point. The summer rates between Toronto and Montreal are respectively 40, 35, 30 and 25 cents, and the winter rates are 44, 39, 33 and 28 cents.

It is hardly necessary to mention that the freight to a certain point depends upon the distance. Montreal is chosen in this case merely as an example. From Toronto to western points such as Orillia, Port Arthur, etc., there is no change in rates. The one rate is in force all the year around.

Previous to 1908 the rates from one city to another were in many cases different, going and coming. For instance from Guelph to Toronto was not the same as the rate from Toronto to Guelph. The railway commission in that year placed the rates on a flat basis.

SHORT TALKS TO CLERKS

By An Ex-Clerk

In this article I am talking to clerks. And most of you do need to be told a few plain truths—in a way that will get underneath your skin and make you sit up and take notice.

Somebody has very truly said that all men from the shoulders down are worth about $2 a day. As a mere automaton—a thing of muscle, but lacking brain—no man's earning capacity goes beyond that figure.

Did you ever stop to think that the difference between you with your few dollars a week and the salesman who makes $5,000 to $10,000 a year is the difference between his thinking apparatus and yours?

If you're an intelligent, ambitious clerk you are only in training. You don't expect to be a clerk all your life. You hope some day before long to be in business for yourself.

Are you going to be a fourth-rate grocer, struggling along on about the same or a little more than you could earn as a clerk? Or are you going to be a good, bright, sound business man, with a bright, well-equipped store, and the cash register's cheerful music as a continuous performance?

It's entirely up to you.

The Almighty gave you brains—as many as lots of fellows earning several times your salary—but you've got to help yourself to the extent of using and developing them.

Every day you put off starting to bring out all the powers that lie within yourself is an opportunity lost—a golden opportunity.

You've got brains, you've got self-respect, you've a desire for the good things of life, you want to be somebody in this old world.

Just how far you can climb depends entirely upon yourself—depends upon just how well you grasp the opportunities that lie all round you.



All men from the Shoulder Down are Worth About $2 a Day.

Do you realize that there is a scarcity of good men in every branch of business? Ask the head of any big concern and he'll probably tell you he has a dozen or two positions for which high-grade men are not available.

You have started in a splendid business, and one that will soon be immensely better—for the good man.

Stick to the grocery business—know all there is to know about it—try to be the best grocer in Canada.

Rich rewards await the clerks of to-day who prepare themselves intelligently to become the merchants of to-morrow, and who bring to bear on their work the best that is in them.

The most valuable training you could have is that which you will get through studying your employer's business. Analyze it, pick out its strong and its weak points.

If your employer is successful you can be sure that there are certain definite reasons for it. If he is only fairly successful there are also clearly-defined reasons why he has not climbed higher.

Find out what these reasons are and study them closely. If there are weak spots in the business try to remedy them. Be as careful about the store's welfare as you expect to be about that of your own store.

See that the windows are always well dressed, with goods that are seasonable and profitable. Start out with the idea of making the windows produce real business and lots of it.

And watch the results.

Encourage your fellow clerks to be more familiar with the goods in stock, to develop their ability to sell, to always be as neat as possible themselves and keep the store the same way.

And watch the results.

If your employer needs a cash register or other equipment, encourage him to get it. Modern appliances increase your efficiency, and they generally pay for themselves within a short time.

When these modern appliances are installed, see that they are used so as to bring the maximum benefit to the business.

And again I say, watch the results.

One of the greatest aids to success at the present time is the use of modern equipment and appliances—appliances that obviate worrisome detail, stop leaks, prevent mistakes, minimize the chance of dissatisfying customers and losing their business, enable you to more effectively display your goods, etc.

As a prospective merchant, you should study all the successful methods of buying and selling goods, apply the best of these methods, and—

—watch the results as you go along.

Tea Manipulation of the Year 1879

Recalled to Mind by Coffee Dealer, Who is Inclined to Believe That the Coffee Market Advances are not Altogether Natural—Tells the Story About How Everybody Loaded up on Tea as the Market was Advancing—There Were Many Failures the Following Year.

Toronto, Dec. 8.—At the present time there is much speculating as to the future of the coffee market.

The questions that arise are these:—Does the alleged crop shortage really exist? Are there coffee manipulators buying up coffee and storing it away for market advances? Are the advances in the coffee market according to supply and demand, or are they unnatural?

The majority of coffee men argue that there is an actual shortage in crops and that the top prices have not yet been reached, while a few are inclined to believe that it is another case of manipulation by rich holders, like the tea manipulators of 1879.

Among those who entertain the latter idea is J. F. Eby, Toronto, who, to a representative of The Grocer the other day, gave his reminiscences of that year when tea soared almost out of sight, following reports of crop failures in China, which then was the chief tea-producing country of the world.

Tumbled Over One Another.

"In 1879 reports were circulated," said Mr. Eby, "that tea was awfully scarce. Supplies kept easing off and easing off until the scarcity was quite noticeable. Everybody came to the conclusion at once that tea was good holding, and they began to tumble over one another to get it.

"Tea that was bought at 18c went all the way up through the twenties and before it reached the retail trade sold for 35c. I remember Young Hysons, which were at 38c when the scare commenced, went up to 65c and 70c.

"Why, I went down to New York several times to buy tea, and I was scarcely back here with the pound samples when I had it all sold at advances of four and five cents. I couldn't get enough; it was always bought up before it arrived in Toronto.

"Brokers, wholesalers, tea dealers and retailers all seemed to go crazy over tea. I know of a deal where one broker bought tea from another through a jobber, each making handsome profits. Prices went up easily a hundred per cent.

The Tune was Changed.

"But in the following spring the big crash came. It was found that the reports of shortages had been absolute misrepresentations. There was lots of tea in China, but how it escaped detection nobody knows. Tea men had been sent through the country to estimate the yield, but so mysteriously had the tea disappeared that the actual conditions were never discovered.

"Neither did anybody know who the real manipulators were. but it was supposed they were large Jewish houses in London and New York—anyway, whoever they were, they made a lot of money.

"As I said, tea began to go down in the spring of 1880, and I guess there were more failures in Canada that year than ever before or since. Almost every retailer in the country was loaded up; some had bought ten times as much tea as they needed, and as prices went down losses on tea began to pile up.

"I knew a tea dealer down in Bowmanville who had evolved from a provision dealer and who was at one time worth $150,000; he failed that year, as did scores of others."

Mr. Eby's recollection of how this dealer forsook the provision trade for tea is interesting.

"One time," he said, "this fellow happened to be driving from Bowmanville to Whitby with a Whitby tea man —a friend of his—and they got talking, of course, about business.

" 'Well, I made $5,000 out of my butter and egg business last year,' remarked the Bowmanville man, with a good deal of pride, 'and I think I have done pretty well.' And so he did, for he had at one time been an ordinary laborer and wasn't even able to write his own nome.

" 'That's nothing,' replied his Whitby friend, 'I made $10,000 out of tea last year, and you know I did all my work in my own little kitchen.'

"This was astonishing to the provision dealer, and set him thinking; eventually he started in the tea business and made a good success."

Is Coffee Being Manipulated?

Mr. Eby was inclined to believe that the present situation in coffee was not altogether unlike the tea market in 1879. He thinks it is not much trouble for some of the big coffee men with $5,000,000 or so lying idle to manipulate the market anyway they cared to.

"You never can tell," he added, "whether those in the deal are the very men who are advising you what to do next and advising you wrong."

Views of Experts on Pure Food Question

College Professor and Government Analyst Talk of Food Adulterations—Suggest Heavy Fines Against Offenders, as Well as Publicity Through the Press — Co-operation Among Analysts and Manufacturers Necessary for Best Results.

Montreal, Dec. 8.—Food Legislation and Food Standardization were the subjects of addresses presented last Friday night by Professor R. T. Mohan, of Queen's University, and A. McGill, chief analyst of the Inland Revenue Department, before the Society of Chemical Industry, Montreal.

The most interesting views given by Mr. Mohan may be briefly summed up thus:—

"Cases of adulteration should go before a judge and referee, and not be dealt with by a jury.

"Food standards should be settled by a commission of scientists. The securing of same is attended with difficulty, as scientists themselves cannot as yet agree as to what is injurious and what is not.

"To eliminate adulteration, co-operation between the government and manufacturer are necessary, as the former must be shown that it is to his own benefit that adulteration should cease.

"A heavy fine should be inflicted on all offenders as well as a public example made of them through the press. When a manufacturer was found guilty of adulteration his name should be published in every newspaper.

"The employment of chemists by manufacturers would certainly cause a reduction in the quantity of waste and spoiled goods. If canned goods spoiled it was due to improper sterilisation, or to the leakage of the can, and that therefore it was not necessary to place the date of canning on the label.

"The system of dating would be advantageous in the case of cold storage products.

"Canada has one of the best cold storage systems in the world.

The Chief Analyst's Views.

Mr. McGill agreed with Mr. Mohan about the giving of publicity to such offences, and recognized that the Government bulletin was not of such service as the big city newspapers, which gave the desired publicity; but the difficulty was to get the country newspapers to publish the details. He thought that steps ought to be taken to awaken them to a sense of their duty.

He remarked that a law against adulteration had been on the statute books for the past thirty years, but yet the practice still prevailed. The cause was not due to ignorance, but rather to lack of authoritative standardisation.

In order to prove that pure food standards could be secured, Mr. McGill spoke of the work done by parliamentary commissions in Britain and other parts of Europe as a treasury of information.

The consensus of opinion among representatives of different manufacturing concerns was that unless a commission including the analysts of the Inland Revenue, the Experimental Farm and Customs, be appointed, and co-operate with manufacturers themselves, no satisfactory standard can be set. By this means plans for discovering deleterious matters used as adulteratives can be arranged, and a satisfactory working system arrived at.

Have Different Ideas as to Their Selling Powers

"That was one time I said just what I wanted to, and I don't care if I never see that grocer again," said a traveler this week, and his opinion of the trade in general as the result of that encounter was none too complimentary. This traveler is a specialty salesman, and when introducing his article, which bears a recognized quality reputation, he visited a town one day in which two grocers had their stores on opposite corners. One of these had a bright-looking store, with every outward sign of prosperity. The interior was just as bright, and when told that he could make a profit of fifty per cent. on the article he was selling, the grocer replied that he would try a few of them. "If one can make that profit it is well worth a little extra work to sell the article," he said.

Across the way, the general appearance betokened a careless and not a business-like grocer. The store looked even worse by comparison with the other on the opposite corner. "No, I can't handle your goods," said grocer No. 2, "there is no demand for them around here, and I don't want them. Why, I don't believe my customers ever heard of that kind of stuff, and, anyway, I don't think they would take to it."

"Well," responded the traveler, "you don't stand to lose anything, and look at the profit you will make. There would be no better paying line in the store. I admit that it is a new idea, but it is a good one, and by a little endeavor on your part you can build up a trade."

The grocer pooh-hooed this idea, said he was too busy to waste time on the proposition, and indicated that he did not want to say anything more on the subject.

The traveler started to go but tried a parting shot.

"It may surprise you to know that Smith almost jumped at the offer to introduce these goods, and he will make them go, too. If you'd get rid of your old fogied ideas, your store might begin to look something like his and you might have as good a business. Good-day." The traveler departed then, and he now believes that it was well he did.

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WHAT HAVE YOU DONE?

Have you spoken or written to your M.P. yet about that Co-operative Society question? Do you know that already no less than three co-operative bills have been introduced in the House of Commons? Do you recollect that during the past two years these bills have been defeated by the retail merchants? Have you paper, pen and ink handy? Can you get your M. P. by telephone? Do you think it is wise to wait?

MERCHANTS—BEWARE!

Keep an eye on those promoters who are now in Ontario selling merchants coupons for libraries under the guise of aiding charitable institutions.

This looks mighty like the old trading-stamp idea of by-gone days. Suppose you spend the $25 or $30 on booming your business through advertising, instead of handing it, or 80 per cent. of it, over to these promoters?

Study the scheme carefully when it is presented to you. It may be illegal. Drop us a line as soon as a promoter reaches your town or city, and tell us what you think of the proposition—and beware.

SPECIAL TALKS TO CLERKS.

With this issue is begun a series of articles bearing on the problems affecting the efficiency of the clerk. The writer of these articles has made a close study of this problem and his remarks will necessarily contain much food for thought in the minds of all ambitious salesmen.

Every clerk knows that personal appearance, service, punctuality, knowledge of goods, etc., have all a bearing on his power to sell, and therefore, on his efficiency to his employer; and the more efficient one becomes the more is he worth.

CRANBERRY MARKET UP.

A fruit that has been gradually asserting its importance on the tables of the consuming public of recent years is the cranberry. So much so has this been the case that prices have been on the increase, not on account of any great decrease in the average supply, but because of the heavy demand.

Last week on the Toronto wholesale market cranberries were selling at $8 per barrel; the same fruit this week is quoted at $11. In Montreal the wholesale prices are up to $11 and $12, and from all accounts they are likely to go higher.

This demand has been created largely by the retail trade, who have recognized the future of cranberries, and those who have been educating their customers to use them, are now reaping their just rewards.

A BUNCOED TOWN.

Lindsay, Ont., has recently had an experience which should put business men in all parts of Canada on their guard.

A short time ago a bright young fellow made his appearance in the town, announcing he was representing a Cleveland firm that proposed locating a branch factory in Lindsay, employing 300 hands.

He was a welcome guest and the city council and the Board of Trade naturally did all they could to assure the location of the proposed factory in Lindsay. A site was selected, and the representative of the alleged Cleveland firm was even able to draw a few hundred dollars from two of the local banks. But this was followed by the withdrawal of Mr. Promoter from Lindsay.

The business and financial men of Lindsay now realize that they have been buncoed and have called in the police.

Canada is just now a particularly good camping ground for the alleged industrial promoter. There is probably no country in the world more so. The ambition of her people to excel as manufacturers is commensurate with the rapidity of her general growth. It is characteristic of every village, town and city in the country. The crooked promoter, therefore, finds his ground already prepared for him when he appears. But the experience of Lindsay will be avoided if his bona fides are ascertained before the community takes him to its heart.

INJURING A MAN'S BUSINESS.

It seems strange that politicians will sometimes stoop to dishonorable methods to gain a little bit of temporary notoriety and power. How often do we hear of black-mailing stories on the eve of elections! Stories that have little or no foundation are put forward as actual facts; and those who use them to attain their end almost invariably take no trouble to investigate.

A case in point comes from the Old Country, the sequel to which has recently been published. Last January, when the British elections were in progress, a story was circulated against the qua'ity of the rations supplied by Maconochie Bros., of London. to the soldiers in the South African war, the reason being that a member of the firm was a candidate for the British House of Commons, and a political opponent of those in league against him. This story was circulated through the press for merely political purposes.

A libel suit was instituted and judgment given in favor of the plaintiffs. The papers which previously had given publicity to the false statements were compelled to retract as well as to pay plaintiff's costs.

CHRISTMAS OPENS THE WAY.

Since Christmas comes but once a year, every dealer should be moved to make the most of it. The public has been trained to expect something new at this season. Farmers and their wives come to town and look for novelties. The townspeople watch the daily papers for advertisements and the windows for things out of the ordinary; as a general rule they all unloose their purse-strings and buy the best of goods.

Aim to sell them something beyond the ordinary stereotyped sugar, dried fruits, nuts and candy. Introduce goods they never saw before, but that bear a recognized quality and incidentally which carry a fair profit. If you can do this, you will have laid the foundation for a demand for these extra goods during 1911—one which will gradually increase and which will in no way interfere with the ordinary, every-day purchases of your customers.

By developing your selling power in this manner, you increase your turnover during 1911, and make better profits. The Chrustmas festive season opens the way for the introduction of new, high-class goods and therefore every advantage ought to be taken of it.

Markets – Strength Well Maintained

Dried Fruits, Nuts, Spices, Coffee and General Market Show Strength—Sugar is a Weak and Uncertain Staple Just Now, But the Whole Situation Seems to be Satisfactory—Canned Goods Continue Firm and Evaporated Apples are up a Little—Rush for Christmas Goods is Subsiding in Wholesale District.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

ONTARIO MARKETS

POINTERS—
Sugar—Some look for drop.
Evaporated Apples—Up ½ cent.
Spices—Very firm.

Toronto, Dec. 8th.—Coming events cast their shadows before them, and already Christmas is abroad among the wholesale grocers, the rush is practically over for them. There is still a fair demand, but the bulk of the orders for Christmas stocks have been received, filled and the retailer is considering the best methods of passing them on to the great body of consumers. The result is that an ebb flow is noticeable, a sort of reaction after the rush and jobbers show a little quietness this week. Dried fruits are still going out and so are nuts. There is also a good general demand but nothing outstandingly prominent.

Sugar, some believe, is billed for another decline. Those who anticipate it are not just sure when it will happen, and although the sugar market has been declining consistently of late still they believe it is due for another move in that direction.

Coffee and spices are strong. The general position shows no weakness. Evaporated apples are up a little.

Canned goods are moving along rather independent of conditions. The strong features that have been dwelt upon in the past still obtain.

It does not require a microscope to find among the trade a fairly strong feeling of satisfaction. It is apparently an evidence of a good year and of a garrison finish in the form of a brisk Christmas demand.

Sugar.—The market is steady and inclined to quietness. There is still an uncertainty as to future movements and it is generally held that the market is now mer ly marking time A change is likely to be announced at any time and it may not be for weeks. There is the possibility that the direction may be upward but the trade does not consider it probable. Last week's prices prevail.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 55
Beaver granulated	4 55
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	5 10
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrup.—Demand has continued heavy right up to the present and it is likely to hang on yet for a few weeks. There is some reason to believe that the demand for syrup should be more general than usual, as there is a demand to be met which in recent years was not so marked. Demand at present is good with no change in prices.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 62
Muscovada	0 30

Dried Fruits.—Demand is beginning to be quiet. Grocers have pretty nearly all secured their stocks excepting here and there is some tardy merchant sending in a small order. The bulk of the demand has been supplied for the time being. Currants in the primary market are firmer. One report says the yield of currants has been considerably overestimated.

The enquiry for prunes is improving. The price ruling is pretty high. Bosnian and Servian prunes have been quite largely purchased and enquiries for Santa Claras is now keener.

Prunes—	
30 to 40, in 25-lb. boxes	0 12½ 0 13
40 to 50 " "	0 11½ 0 12
50 to 60 " "	0 11½
60 to 70 " "	0 11
70 to 80 " "	0 10½
80 to 90 " "	0 08½ 0 09½
90 to 100 " "	0 08 0 09
Same fruit in 50-lb. boxes ¼ cent less.	
Apricots—	
Standard	0 15½ 0 16
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 20
Candied Peels—	
Lemon	0 09 0 11
Orange	0 10 0 12½
Citron	0 15 0 17
Figs—	
Elemes, per lb.	
1¾ inches	0 08 0 10
2 "	0 08½ 0 10½
2½ "	0 09½ 0 12
2¾ "	0 11' 0 12½
2¾ "	0 11½ 0 13½
Umbrella boxes	0 12 0 14
Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 09½ 0 10
Dried apples	0 08 0 09
Currants—	
Fine Filiatras	0 07½ 0 08
Patras	0 08 0 08½
Uncleaned ½c less	
Vostizzas	0 10 0 12
Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08 0 09
Seeded, 1 lb packets, fancy	0 08½ 0 09
" 16 oz. packets, choice	0 07½ 0 08
" 12 oz. " "	0 07 0 07½
Dates—	
Hallowees—	
Full boxes	0 05½ 0 05½
Half boxes	0 06 0 06½
Sairs	0 04½
Package dates, per 1 lb	0 06½ 0 06¾
Fards choicest	0 09½ 0 10½

Nuts.—All the new nuts are practically in and are about delivered. Prices are holding firmly and jobbers say they do not expect any decline. The demand has been good and while higher prices have been ruling this year the grocer should put forth greater efforts in order to keep up his sales.

Almonds, Formigetta	0 15 0 15½
" Tarragona	0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14
" Marbots	0 15
" shelled	0 39 0 40
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 15 0 15½
Peanuts, roasted	0 09½ 0 12½

Coffee.—The same old story of "going up" and firmness is being told about coffee. Apparently there are no signs of weakening. The situation is if anything a little stronger. The former statements about a limited crop in Brazil are still supported and the figures mentioned are still given as the estimate. Coffee is having a great innings just now and it seems that it is going to remain in the game for some time.

CANNED GOODS

MONTREAL. — Peas are becoming somewhat scarce and a rise of 5 cents has taken place, while the shortage of tomatoes has also caused a rise of 10c in this line.

We may expect to see the imported peas on the market strongly soon, as there is no supply of Canadian to last if present demand keeps up.

All other prices are very firmly held.

TORONTO.—The situation is about the same as a week ago. Canned goods are being enquired for freely and a general shortage is noticeable. Tomatoes are by no means exhausted yet. Supplies are becoming short, but from one hand or another come receipts to meet the demand. Wholesalers are not wondering what they are going to do with stocks. That is not the situation. They are wondering where they are going to get them. There is at the same time a little undercurrent of feeling that the situation may not be as snug as it seems. Those jobbers who are steeped in canned goods history and facts, do not like the existence of high prices. They state emphatically that it is conducive to curtailing demand. The consumer apparently has a price limit, especially the working classes and beyond that quotation they often refuse to go. One jobber said the possibility of a surplus this year still remained. Of course it is not believed that demand is going to fall off or that it is going to suffer much, but the fact remains that some of the trade are inclined at times to stop and ponder upon the situation as it exists. If higher prices are really an obstacle to the retailer it is his duty to put more effort into his work, that is if he is handling the stocks affected and the great majority are. The demand for canned goods is strong and there is as yet nothing indicating a lack of interest on the part of the dear public.

QUEBEC MARKETS

POINTERS.—

Beans.—Increase.
Brazil Nuts.—Increase ½c.
Grenobles.—Increase ½c.
Canned Peas.—Increase 5c.
Canned Tomatoes.—Increase 10c.

Montreal, Dec. 8. — With Christmas less than three weeks off, grocers are getting in full supplies, and business is brisk and satisfactory. The scarcity of some lines and the strong demand have caused a rise in various articles.

The newest importation in foodstuffs in Montreal is that known as "gallon" eggs. China and Russia are the countries which are supplying this commodity. One of the well known Atlantic liners arrived here in the middle of November with the last consignment. Ten carloads entered this port, consequently Montreal is richer by three thousand tins of "gallon" eggs.

Sugar. — No important developments were noted in the market this week, and prices remain unchanged. It is not likely that there will be any further decline in the immediate future, but the general situation cannot be said to be at all strong.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " 50 lbs.	5 50
" " 25 lbs.	5 70
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" 100 lb. boxes	5 40
" 50 lb. "	5 50
" 25 lb. "	5 70
" 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 05
" 50-lb. boxes	5 20
" 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 10
Phoenix	5 10
Bright coffee	4 55
No. 3 yellow	4 45
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—There is a good demand for syrups, but the movement in molasses is light. It is expected that the demand for all grades of molasses will brighten up soon.

Fancy Barbadoes molasses, puncheons	0 36	0 38
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03
" ½-bbls.		0 03½
" ¼-bbls.		0 03¼
" 38½-lb. pails		1 70
" 25-lb. pails		1 20
Cases, 2-lb. tins, 2 doz. per case		2 25
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Dried Fruits.—Quite a little interest is manifested in loose muscatel raisins, but the amount of business being accomplished is comparatively small. California seeded raisins are still irregular in price, while Valencia raisins are becoming scarce, and a rise is expected. Currants are in good demand, and the market is firmer, in sympathy with higher cables from Greece. Dates are cleaning up, and are firmly held. There is a lively demand for California prunes, but there is little stock of the sizes demanded.

Currants, fine filiatras, per lb., not cleaned		0 06½
" " " cleaned		0 07½
" Patras, per lb.	0 08	0 08½
" Vostizzas, per lb.	0 09	0 09½
Dates		0 05½
Figs, 4 crown	0 09	
" 5 crown	0 10	0 11
Figs, 6 crown	0 11	0 12
" 9 crown	0 13	0 14
Prunes—		
30-40		0 12
40-50		0 11
50-60		0 10½
60-70		0 10
70-80		0 09½
80-90		0 09
90-100		0 08½
Raisins—		
Choice seeded raisins		0 08
" fancy seeded, 1-lb. pkgs		0 09
" loose muscatels, 3-crown, per lb.	0 07½	0 08
" " 4-crown, per lb.		0 09½
Malaga table raisins, clusters, per box	2 40	5 50
Valencia, fine off stalk, per lb.		0 07½
" select, per lb.		0 08
" 4-crown layers, per lb.		0 08½

Tea.—The China tea market is steady, and values are good. Japan teas are firm, with small stock all over the country of the good grades, which are bound to show an increase before spring.

Ceylon and Indian black and green have further advanced, and in green especially orders have to be placed two or three months in advance to secure delivery. Both Ceylon and India blacks are fully a cent higher than they were two months ago.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—A still higher tendency is noticeable in the coffee market, the advance being now on all low grades, South American coffees, and mild, equal to fully four cents. Of course, the better grades are being influenced by this gradual rise. The question is will it hold? On account of crop reports, which are not unfavorable, most large buyers are following the policy of stocking only for immediate requirements.

Mocha	0 22	30	Santos	0 18 0 21
Rio, No. 7	0 15	0 18	Maracaibo	0 20 0 25
Mexican	0 22	0 30		

Spices.—There is a growing demand for all kinds of spices even at the high prices prevailing, and business in all lines is brisk. Prices remain unchanged.

	Per lb.			Per lb
Allspice	0 13	0 18	Ginger, whole	0 20 0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17 0 20
" ground	0 15	0 19	Mace	0 75
Cloves, whole	0 20	0 30	Nutmegs	0 30 0 60
Cloves, ground	0 22	0 30	Peppers, black	0 16 0 18
Cream of tartar	0 25	0 32	" white	0 20 0 25

Nuts.—As expected, an increase has occurred in Brazils and Grenobles, due to the prevailing scarcity and strong demand. There is an active demand for all grades, no doubt to meet Xmas holiday requirements.

In shell—		
Brazils	0 15	0 16
Filberts, Sicily, per lb.	0 11	0 13
" Barcelona, per lb.		0 10½
Tarragona Almonds, per lb.	0 15	0 16
Walnuts, Grenobles, per lb.	0 16½	0 19
" Marbots, per lb.	0 16	0 16
" Cornes, per lb.		0 11½
Shelled—		
Almonds, 4-crown selected, per lb.	0 35	0 37
" 3-crown " "	0 32½	0 35
" 2-crown " "		0 31
" (in bags), standards, per lb.	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb.		0 65
Pistachios, per lb.		0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	0 32

Rice and Tapioca.—The tapioca market remains firm, and sellers are scarce. The shipment from the Straits Settlement for 1910 to the United States is over 1,000 tons less than last year, and 1,208 tons less than 1908; to Great Britain 950 tons less, and about the same deficit over 1908. To the continent 1,250 tons less, and 800 tons less than in 1908.

As stated in these columns recently, production has been curtailed, owing to the continued planting of rubber. There is no change in the rice markets.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 07

Beans and Peas.—Beans show an increase this week, owing to scarcity in the market. The lack of snow and bad roads are the reasons given for the shortage of supplies.

Peas remain steady, but the quality of those shipped here is doubtful, some peas which do not boil being mixed with the boilers.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

Evaporated Apples.—With prices so high there is but a poor demand for evaps., but dealers look for a favorable change towards Xmas.

Evaporated apples, prime	0 12 0 12½

MANITOBA MARKETS

POINTERS.—

Dates—Reduced.
Filberts—Advanced.
Evaporated Apples.—Scarce.

Winnipeg, Dec. 8.—Local wholesalers expected to have a bigger rush just now then they are getting, but they expect that next week the repeat orders will be coming in to make up for the slight weakness in the demand now. The trade at present, however, is not light, and the ordering is quite good in a wide range of supplies. Dried fruits form a large bulk of the trade at the present time, and are pretty well sold out, and jobbers are waiting for new goods. The merchants are aware that the new goods are coming in, and are holding the orders until they can be filled promptly.

An indication that the trade has been quite satisfactory and is still in good condition, is that there are a large number of scarcities on the local market which cannot be filled until after the New Year. These lines are chiefly shelled walnuts, evaporated apples, coffee and California dried fruits. Some

of these lines will be coming in every week, but there will be a large bulk needed during the remainder of the winter.

Sugar.—The output is heavy for icing and lump sugar, as may be expected, but merchants will soon be satisfactorily stocked in this line. There have been no price changes since last week's reduction.

Montreal and B.C. granulated, in bbls	5 25
" " in sacks	5 20
" yellow, in bbls	4 85
" " in sacks	4 80
Icing sugar, in bbls	5 85
" " in boxes	6 05
" " in small quantities	6 05
Powdered sugar, in bbls	5 65
" " in boxes	5 85
" " in small quantities	6 00
Lump, hard, in bbls	6 15
" " in ½-bbls	6 25
" " in 100-lb. cases	6 15

Foreign Dried Fruits.—Raisins of all kinds are well distributed over the West, and the remaining stocks in Winnipeg are not heavy. The Valencia raisin market is not very strong, but no further reductions have been reported. Prunes are going out well, and a good demand continues. There has been an excellent output of dried pears, peaches, apricots and peel. This demand may be expected to weaken later in the winter. Dates have come on the market in enormous quantities, and although the quality is good, prices locally have been reduced. After the present shipments are moved off, it is probable that the prices will revert back to the former figures.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " cleaned, per lb	0 13
California raisins, choice seeded in ¾-lb. packages per package	0 07½
" " fancy seeded, in ¾-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09
Raisins, 3 crown muscatels, per lb	0 06
" 4 " " "	0 06½

Prunes—

25lb. bx, 90-100, lb	0 07½	Prunes, 50-60 "	0 09½
" 80-90 "	0 08	Prunes, 40-50, lb	0 10½
" 70-80 "	0 08½	Silver prunes, ac. to quality	0 11 0 14
" 60-70 "	0 09½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 07½
" wet, cleaned, per lb	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09

Pears, per lb	0 13½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup and Molasses.—The syrup market is quite unchanged, and as has been the case for some time, there is considerable weakness. At the time of writing, some exceptionally large orders have come in, and judging from the weak ordering in the past, it would seem that merchants are now beginning to stock in what has always been a favorable commodity. Several carloads of syrup are due to arrive this week, and in the face of this and other facts, there is no hope of advancement.

Syrups—	
24 2-lb. tins, per case	2 03
12 5-lb. tins, per case	2 43
6 10-lb. tins, per case	2 26
3 20-lb. tins, per case	2 32
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—The nut market is unsettled, and shelled almonds are weakening slightly, which is due to local competition. The supply on hand is quite large, and the demand has been extraordinary. Filberts are advancing as the quantity is not large, and the ordering is quite good. Walnuts are firm, and although new stuff arrives early this week, all orders cannot be satisfactorily filled.

Almonds, shelled	0 33 0 34	Walnuts, shelled	0 38 0 40
Filberts	0 13½		

NEW BRUNSWICK MARKETS.

St. John, Dec. 8.—Nearly all classes of canned goods advanced last week 2½ to 5 cents per dozen. Roller and standard oatmeal have advanced 20 cents per barrel. Lard has taken a slight drop and is now quoted at 14½ to 14½ for pure and 12½ to 13 for compound. Salt pork is lower, the present prices being: American mess, $25.50 to $26.00; domestic mess, $24 to $25, and American clear, $25 to $27.50.

INFORMATION FOR BUYERS.

Supplied to The Trade by Sellers.

D. Hatton & Co., Montreal, have purchased their present premises, 6 to 18 on Bonsecours Street. They will build a large warehouse and instal an up-to-date cold storage plant. New offices will also be opened and the staff increased, in order to cope with the growing business.



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on page 64

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The WM. RYAN, Limited

Packing House FERGUS **70 Front St. East, TORONTO**

Turkeys are Quoted at Higher Price

Jobbers Inclined to Believe That Supply Will Fall a Little Short of Demand—Stocks Are Found Only in Some Districts —Another Week Should Clear The Situation—Hog Products Slump Again—Cheese Shows More Strength — Review of the Situation—Butter is Firmer—New Laid Eggs Scarce and Higher.

The production of cheese during the season now closed has been much heavier than was expected and in view of the heavy shipments of cream it reached a figure that should satisfy dairymen. It is now believed that there are about 300,000 boxes left in the country. The receipts for the season up to a short time ago were 1,963,064 boxes and the shipments to the same date were 1,892,395 boxes. The difference does not, however, represent the actual amount of present holdings. September and October cheese are in good demand and holders are looking for a higher price. Canadian chese in England has now to meet the New Zealand first arrivals. The quality of the Canadian stocks is good and the first New Zealand goods will give an idea of its quality. It is to be expected that this competition will have more or less effect on the demand from Old Country buyers.

Provisions are easier than last week and lard is again marked down. Prices at country points last week went down as low as $6.25, but packers are not inclined to pay much attention to this. They admit that it was about $6.50 but that the price ruling is around that prevailing a week ago. Conjectures as to where the movement is going to stop are practically useless. Opinion is pretty well divided, some looking for the turn of the tide at any time now, others believing that present conditions are likely to hold for some time. One large United States packer said recently that the consumer is now having his innings and is likely to enjoy it for some time.

The price of turkeys has advanced recently, and a good price is now being offered. Supplies are none too plentiful, according to some houses, who state that only in some districts can the birds be found. There is likely to be a good supply for Christmas, but some are of the opinion that the demand will not be quite met.

Geese and ducks are also a little higher. Another week should clear up the situation as most of the stocks will then have been bought.

MONTREAL.

Provisions—There was no important change in the condition of the market, prices being much the same as they were a week ago, but there is a feeling that the prices for live hogs will come down lower, as it is claimed that supplies in the country are large.

The demand for dressed hogs is quiet, and there is no improvement in the inquiries for hams and bacons.

Pure Lard—	
Boxes, 50 lbs., per lb	0 14½
Cases, tins, each 10 lbs., per lb	0 14½
" " " 5 " "	0 14½
" " " 3 " "	0 14½
Pails, wood, 20 lbs. net, per lb	0 14½
Pails, tin, 20 lbs. gross, per lb	0 13½
Tubs, 50 lbs. net, per lb	0 14½
Tierces, 375 lbs., per lb	0 14
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 11½
" 5 " " "	0 11½
" 3 " " "	0 11½
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 10½
Tubs, 50 lbs. net, per lb	0 11
Tierces, 375 lbs., per lb	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	28 00
Heavy flank pork, bbl	24 00
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 12½
Large sizes, 18 to 25 lbs., per lb	0 14
Medium sizes, 13 to 18 lbs., per lb	0 15½
Extra small sizes, 10 to 13 lbs., per lb	0 15½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 16
" " " small, 9 to 12 lbs., per lb	0 17
Breakfast bacon, English, boneless, per lb	0 15
Windsor bacon, skinned, backs, per lb	0 15
Spiced roll bacon, boneless, short, per lb	0 16½
Hogs, live, per cwt	7 00
" dressed, per cwt	10 00

Butter.—The market continues strong, and receipts this week are somewhat ahead of those of corresponding period last year. Fresh dairy rolls are coming in now, and are bringing a good steady price. New milk creamery shows a further slight advance.

New milk creamery	0 26	0 26½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls		0 23

Cheese—The cheese market remains quiet, no doubt due to the close of navigation and the shutting down of the factories. The demand is fairly active, but prices remain unchanged.

Quebec, large	0 13½
Western, large	0 13½
" twins	0 13½
" small, 20 lbs	0 13½
Old cheese, large	0 16

Eggs.—The supply of eggs is pretty strong, but a big hole has been made in the cold storage stocks already. There is no change in the market, prices being firmly maintained under a good demand for local consumption.

New laids	0 50	0 60
Selects		0 32
No. 1		0 27

TORONTO.

Provisions.—The feeling in regard to hogs and pork products continues easy. Live hogs were quoted slightly lower this week, although some of the bigger packing houses claimed that the higher price of last week was still ruling. Lard took another drop this week, and dealers are trying to figure out when the bottom price will be reached. The decline is in both pure and compound lards. The price of mess pork in barrels is also at a reduction. Opinions are still divided upon the progress and trend of the market in pork products. Some believe that the consumer is going to benefit by the market condtions, others are not so bearish and believe that prices will reassert themselves. There seems to be large numbers of hogs in the country, and for the time being it would seem that the upward movement is not likely to be felt.

Long clear bacon, per lb	0 13
Smoked breakfast bacon, per lb	0 18
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12½
Light hams, per lb	0 16
Medium hams, per lb	0 15½
Large hams, per lb	0 15
Cooked hams	0 23
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18
" pea meal	0 18½ 0 19
Heavy mess pork, per bbl	23 00 24 00
Short cut, per bbl	25 00 26 00
Lard, tierces, per lb	0 13
" tubs "	0 13½
" pails "	0 13½
" compounds, per lb	0 11½ 0 11½
Live hogs, at country points	6 75
Live hogs, local	7 00 7 10
Dressed hogs	9 00 9 25

Butter—Receipts are fairly free, but the demand is good, the result being that the market is well maintained. The price is firm, and it does not seem likely that there will be any weakening. The tendency seems to be upward.

	Per lb.	
Fresh creamery print	0 27	0 28
Creamery solids	0 25	0 25½
Farmers' separator butter	0 24	0 25
Dairy prints, choice	0 22	0 23
Fresh large rolls	0 21½	0 22
No. 1 tubs or boxes	0 20	0 21
No. 2 tubs or boxes	0 18	0 19

Cheese—This market is firmer. It is stated that the stocks held in this country are lighter than usual, owing to export, and it is due to export enquiry that the strength prevails. Some believe that higher prices will be felt as the result of the condition of supplies.

New cheese—		New twins	0 12½ 0 12¾
Large	0 12¼ 0 12½	Stiltons	0 14
Old cheese	0 14 0 15		

Eggs—New laids are, as usual, decidedly scarce, and an exceptionally high price is being offered by jobbers and is likewise being received by them. This is about the middle of the scarce season and stocks are certainly light. Storage goods are even bringing a good price but the real feature is being supplied by the new laids which are almost worth their weight in gold.

New laid eggs	0 50	0 55
Selects, storage	0 31	0 32
Fresh eggs, doz., storage	0 28	0 29
Pickled eggs		0 27

Poultry—This market is becoming interesting as the Christmas season draws near. The country is being gone over as with a fine tooth comb and if there are any turkeys left, especially after the buyers think they have carefully covered the ground, it will not be because an offer was not made for them. Possibly a few ancients will be left and the stocks necessary to provide for future years, but speaking generally the buyers seem to be able to smell the turkey districts. It is said that there are some localities where no stocks are held and supplies are generally obtained in certain districts. The price has been advanced recently and cheapness is not going to be a feature of the Christmas trade.

Chickens, dressed	0 12	0 13	Geese, dressed	0 12	0 13
Chickens, live	0 10	0 11	Geese, live	0 09	0 11
Ducks, dressed	0 14	0 15	Hens, dressed	0 10	0 11
Ducks, live	0 10	0 12	Hens, live		0 09
			Turkeys, dressed	0 20	0 21

A Pretty Face
Does it sell goods?

"Chocolate Bordo"

You have probably read that article on "Shop Assistants who Travel on Looks."

That is a very old fashioned notion isn't it—getting a pretty girl to stand behind your counter and believing she will sell goods because she is pretty. How is she to "pull" trade?

She can attract customers already in the shop, perhaps, but it is the getting in of the Customers that is the real problem. Once get a customer into your store, and the face behind your counter is not going to make a great deal of difference one way or another if you have the goods.

We can tell you how to get hold of a sure means of attracting Customers from the outside of your store to the inside.

Let it be known that you handle Our Chocolate "BORDO" which is becoming a greater attraction every day and which is drawing more people into stores to buy "BORDO" than any other Chocolate ever placed on the market. Then trade will come to you.

We want you to know more about this specialty too; if not already acquainted with it, it will be a good thing for both you and your Customers.

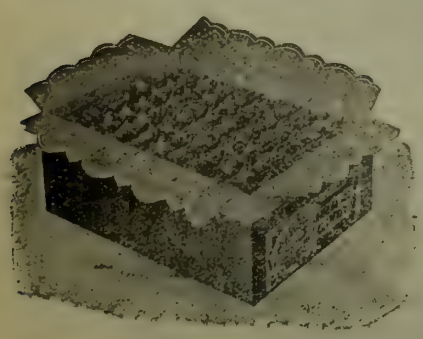
You will find it such a helpful line to have in your confectionery department.

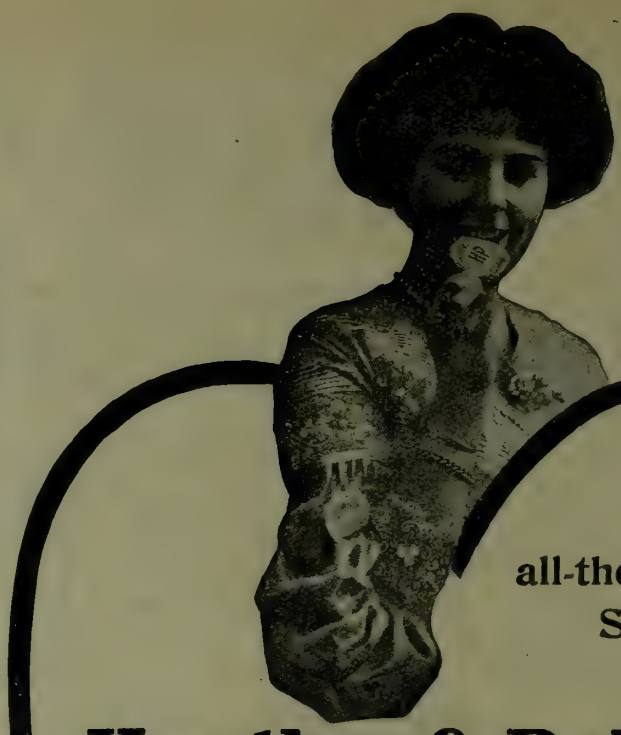
It will pay you to investigate, and get "Bordo" into stock before your competitor gets hold of it.

Send us your enquiry for samples and particulars; it is a pleasure for us to furnish same.

The Montreal Biscuit Co.
(The Originators)
MONTREAL

Attracts Trade





An all-the-year-round Success!

Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but *retain them.*

Huntley & Palmers, Ltd.
Reading
Eng.

Anchor Brand Flour

The extra efforts and care—devoted to everything connected with the making of **ANCHOR BRAND FLOUR**—has attracted the trade of "particular people." 25

LEITCH ANCHOR BRAND OAK LAKE

Manfd. by Leitch Brothers Flour Mills, Oak Lake, Man.

Most Perfect Made



Uniformly Good

No article in a Grocer's stock is so well known as Royal Yeast Cakes. They have stood the test of time, while a score of imitations have come and gone.

ROYAL YEAST CAKES

E. W. Gillett Co. Ltd.

Winnipeg — Toronto, Ont. — Montreal

"KITCHENER" BRAND OF CANNED GOODS

At this time of year this subject should have your consideration.

WE ARE PACKERS of full lines of FRUITS and VEGETABLES, and guarantee the quality of all goods.

Write us before placing your order.

The Oshawa Canning Co., Limited

OSHAWA : : ONTARIO

Don't Let the Butcher

get all the soup trade when you can so easily sell

Clark's Concentrated Soups

(Chateau Brand)

Several varieties in neat tins, with good labels. Whereas such goods usually sell at two tins for a quarter, Clark's Soups retail at only 10 cents a tin, and give you a good profit

Jobbers who are not supplied should hasten to secure a stock. We are advertising these Soups in newspapers and street-cars throughout Canada

Wm. Clark - Montreal

Manufacturer

Y&S

Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins | Lozenges

and a full range of

LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY
MONTREAL, CANADA

BISCUITS
from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

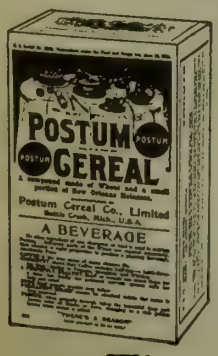
When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods, noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:
RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

Thousands Cannot Safely Drink Coffee

Hundreds of thousands of dollars are paid annually in pointing out the benefit derived from using



POSTUM

In place of coffee

When people quit coffee they drink Postum and the demand is steadily increasing.

The sale of Postum is guaranteed, and it yields good profit to grocers. Keep well stocked to supply the demand.

"There's a Reason"

CANADIAN POSTUM CEREAL COMPANY, Limited, Windsor, Ont.

Flour Markets Merely Marking Time

Prices are Unchanged, Trade is Fairly Active, and Demand Is Maintained—Activity in Cereals—Some of the Topics Millers are Talking About—Bakers' Contracts Practically All Signed Up—One of the Big Mills Gets an Order for 75,000 Bags of First Grade Flour.

Although there are some pessimistic opinions heard now and then in regard to the condition of the flour market, still on the whole it seems to be satisfactory. Bakers have nearly all signed up their contracts for supplies; small dealers are showing an activity, and even the smaller mills are reporting considerable business. There are some who claim that there is but little doing, that export trade is too light, and indeed, until after the British elections the demand for export is bound to be light. At the last election such an effect was noticed, and the present struggle is expected to have similar effects on the trade.

Of late there have been comments upon the erection of a big mill in Toronto. It has been said that already there are more than sufficient mills for the country's requirements, and one prominent flour man stated that there were mills enough to provide for a population of forty million people. This is considered much too strong a statement, but apart from the number of mills, one miller recently stated that it was strange some one did not erect a monster mill in Toronto even before this. The new structure will be large, and will have the double advantage of rail and water connection. This miller stated that while there were a good number of mills, still he thought there was room for another.

The bakers' contracts recall one that was made but a few days ago in which one of the big mills secured a contract from a large Toronto baker for 75,000 bags of first grade flour. The competition between the mills for this chunk of business was of the keenest, and some of the competing mills "would just love" to know what price was paid. While the ruling quotation is $5.40, not a few of the millers would be willing to bet a high hat that the deal was closed under that figure, and they are curious to know just how much it was below the market price, if any.

In passing it might be stated that a baker buys bran for two purposes. In the first place it serves as food for his horses, and in the second it is used in the manufacture of brown bread. This is quite common among bakers, as the bran is really the part of the wheat used in the old way for making brown bread.

The wheat market has been pretty steady of late. The visible supply was last week 10.219.000 bushels, as compared with 12.048,000 last week, and 10.394.000 bushels the corresponding week last year. In the United States last week the visible supply of wheat increased by eleven million bushels.

MONTREAL.

Flour. — The large decrease in the stock on spot caused some comment in the flour market this week. The supply is 28,005 barrels smaller than the previous week, and 27,398 than a year ago. Business was quiet and prices unchanged.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl	....	5 60
" straight patents bbl	....	5 10
" strong bakers	....	4 90
" second "	....	4 40

Rolled Oats.—A firm feeling, following the advance, prevails in this market, and there is a fair volume of business passing.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated "	2 40
Bolted cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb	2 17½
" barrels	4 75

TORONTO.

Flour.—Business seems to be on a fair basis just now. Millers are fairly busy, and the demand is maintained. Christmas season is not particularly beneficial to the flour business. Prices are steady, and the market seems to be pretty firm. However, one cannot always tell.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—The business in cereals is well maintained. Prices are steady at the last advance, mills are busy, and there is no surface evidence of any obstacle to a continuance of present conditions.

Rolled oats, small lots, 90 lb. sacks	2 20
" " 25 bags to car lots	2 10
Standard and granulated oatmeal, 98 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. brls	2 85
" " 5 brls. to car lots	2 75

MACARONI MANUFACTURE.

The Method Employed—Is a Valuable Food.

A writer on Italian cookery recently remarked that the possibilities of macaroni were limited, which goes to prove that his study was at fault. An Italian of the south would dissent vigorously from such a proposition. In his bill of fare macaroni is an ever present substitute for meat foods, and dressed in an infinite variety of ways in combination with cheese, vegetables, fruit and fish, it replaces them very effectively. The Neapolitan who would welcome you to his home says "Come and eat mac-



¶ Think what you lose if you are so short-sighted as not to sell an article for which there is a constant demand!

MOONEY'S
"PERFECTION"
Soda Crackers

are just a little better than the others, because of the extra skill put into their making, and the extra care taken in the selection of materials.

Our methods of packing preserve the individuality of the MOONEY CRACKER and retain its freshness indefinitely.

ORDER TO-DAY

The Mooney Biscuit and Candy Co'y
Limited
Stratford and Winnipeg



MAPLEINE
(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.
26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

A Solid Breakfast Foundation

this wintry weather should be a first consideration with every one of the nation's workers, and YOU are in business to supply this demand!



TILLSON'S

PAN-DRIED

OATS

A FOOD—NOT A FAD

is the best breakfast cereal to recommend! Its nerve, brain and muscle building qualities are unrivalled, and it makes a delectable dish that never fails to satisfy.

Here's a line you can feature to splendid advantage! Our extensive consumer and billboard advertising is creating an active demand for TILLSON'S OATS.

Canadian Cereal and Milling Co., Limited

Head Office: Lumsden Building, Toronto

Put up in Two Sizes
Premium Family Package
Retails at 25c.
Pan Dried Package
Retails at 10c.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver — Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.



Why Grocers should stock CHRISTIE'S Plum Pudding

THE day of the Home-made Xmas Plum Pudding is past. ¶ Few Housewives now attempt to make one, because they realize that the facilities of the Modern Bakery are far superior to that of the ordinary kitchen. ¶ More than that, the baking of the Home-made Pudding is generally deferred and the Festal Day finds it immature. ¶ The Christie Plum Pudding maintains the high reputation of the Big Canadian Bakers for purity and quality. ¶ Every ingredient entering this pudding is guaranteed to be of the highest quality. ¶ You'll oblige many of your customers by stocking this pudding and its rich, delicious flavor will certainly please them.



Put up in 1 and 2 lb. tins and in cloth.

Christie, Brown & Co., Limited

aroni with me," much as the Englishman of a past generation invited his friend to "cut mutton" with him.

Macaroni is a paste made from the granular meal known as semolina, made from hard varieties of wheat grown in the South of Europe, Algeria, Canada, United States, and other countries.

The semolina is made in to a stiff paste with boiling water, and in the hot condition it is placed in a metal cylinder, the end of which is closed by a disc which is pierced with openings which correspond with the diameter or section of the article to be made. Into this cylinder a plunger is introduced, and by powerful pressure it squeezes the stiff dough out through the openings in continuous sticks, threads or pipes, as the case may be; these are dried raipdly by being hung over wooden rods in heated chambers through which currents of air are driven. Only macaroni prepared from hard wheat, which is peculiarly rich in gluten, can be dried in this manner; spurious preparations made from soft wheat have not the requisite tenacity, and will not bear their own weight.

It is this wealth of gluten that constitutes the chief value of macaroni as a food; it is all nourishment, and is absorbed into the system almost in its entirety, and its defficieny in fat is easily made up by obvious additions.

The cooking of macaroni, or rather its preparation for table use, is too big a question to be considered here, but it is safe to say that if this favorite Italian food were better known there would be a vast increase in the demand for it.

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM ESTABLISHED 1871

THE HODGSON GUM CO.
898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.

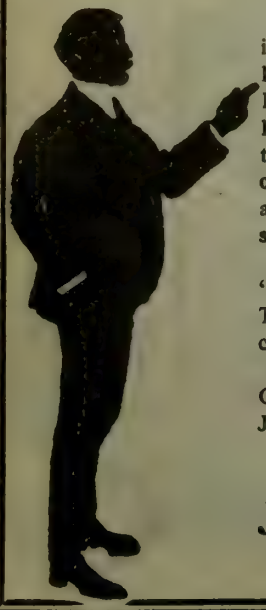
MAPLE SYRUP!
Maple Leaf Brand
is the Standard the world over.
CANADA MAPLE EXCHANGE
Montreal

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

NO CHEMICALS are used in the manufaoture of
EPPS'S COCOA
Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.
Epps's
'MILENIA MILK CHOCOLATE'
Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.
MADE WITH FULL-CREAM MILK.
Special Agents: C. E. COLSON & SON, Montreal
Nova Scotia: E. B. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORRESPONDENCE SOLICITED

MAKING MORE MONEY!
THE GROCER who is handling a full line of
"White Lily" Brand Biscuits



is on the road to greater profit in his business.
HAVELOCK LUNCH BISCUITS have proved a popular favorite to retail at 15c a pound. They are made of the purest ingredients only, and are mixed and baked in a modern, sanitary factory.
'Sogginess' is unknown with 'WHITE LILY' BRAND BISCUITS. They reach you in as crisp and fresh condition as they leave our ovens.
We also recommend WHITE LILY Cream Sodas — Marshmallow Jam Jams and People's Fancy Mixed.
Write for prices
J. A. Marven, Limited
MONCTON, N.B.

Becoming the Housekeeper's Choice
LYNCH'S Quality Biscuits
prove the Grocer's easy seller and profit-maker and sell at favorable prices. We make a specialty of staple lines.
Here are some of our leaders, which always reach you crisp and fresh:

Creamalt Sodas	Seed Sugar
Family Pilot	Fig Bars
Graham Wafers	Crimp Sugar
Ginger Snaps	Lemon Creams

LYNCH'S LTD.
Sydney, N. S.
Manufacturers of Biscuits, Confectionery & Bread
and at
Stellarton — Fred A. Milligan, Manager
Halifax — Frank A. Gillis, Manager

First Make the Sale—Then Count Your Profit!

What *you* pay the maker brings no gain.

It's what your *customer* pays that keeps the kiddies warm.

You must get back your money—*plus!*

So, Brother Grocer, when you buy flour, for your pocketbook's sake *buy in terms of selling.*

Don't be deceived by the wily argument that because the invoice cost of "near-good" flour is *less,* your profit will be *better.*

Only the very inexperienced dealer will bite at that bait.

For, you see, your selling cost is much greater on cheap flour than on FIVE ROSES—each sale demands more time, more energy *lost* in selling talk.

It's hard to sell the first time—harder the second time.

You are forever changing *brands*—your customers forever changing *grocer.*

It cannot give the permanent, consistent, day-after-day satisfaction peculiar to FIVE ROSES sales.

Simply because it is made cheaper, must sell cheaper, seeking shelter under the retailer's reputation, and showing its gratitude by sowing a crop of disgusted users.

But FIVE ROSES sells quickly—easily—*repeatedly.*

Your profits come quicker—oftener—*steadily increasing* through increased sales.

And each pound sold to a new user brings back that customer for "more of the same"—*new profits,* these.

FIVE ROSES creates *quality* customers—the only kind that stay with you, impervious to a cutting competitor.

Sell FIVE ROSES now, Brother Grocer.

Get after your jobber—make him send you FIVE ROSES—that's what he's there for.

Or write *us* if he's obstinate.

Act.

LAKE OF THE WOODS MILLING COMPANY, LTD., MONTREAL

Five Roses Flour

Holiday Fruits, etc.

You will now be considering placing your orders for Christmas Fruits. As usual, we will be able to give you best selections, also best prices on

ORANGES, LEMONS, GRAPEFRUIT, TANGERINES, GRAPES, FIGS, DATES, NUTS, ETC.

Open orders will be billed lowest market price.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

St. Nicholas
Home Guard

PACKER:
FRANC TRACUZZI

Nothing Better

AGENT:
J. J. McCABE, Toronto

Puck

Sharp Increase in Price of Cranberries

Stocks are Short in the Face of an Increasing Demand—Situation in Oranges Shows Some Improvement — Choice Lemons are Inclined to be Scarce, the Present Crop Showing Greater Quantity of Mediocre Fruit—Prospects for Christmas are Bright—Jobbers Import Celery and Cucumbers.

An advance in the price of cranberries is not unexpected but it was hardly thought to be as marked as that which was reported this week. The demand is already good and a heavy inroad is expected as the result of Christmas. The supplies from Cape Cod are light in comparison with the demand hence the high price that is now quoted.

Enquiry for oranges has been much better of late and a good business is expected for the holiday, and it would not surprise some to see oranges begin to demand higher prices as the holiday season approaches.

Jobbers are beginning to import celery and cucumbers which are simply the first of a general importation that will be made during the winter. It all depends upon the demand which the retailers by their own methods help to cultivate among the consuming public.

Apples and potatoes are firm and on the whole the market promises well for Christmas.

MONTREAL.

Green Fruits.—As stated in our last issue the coming of more seasonable weather has given a stimulus to the wholesale fruit business, which is much brisker than recently and promises to be active till New Year's Day.

There is a growing demand for oranges, the latest arrivals of Valencias, proving of splendid quality.

Cranberries as predicted in recent issues, have gone up $2 per barrel. The seasonable weather and scarcity of supplies from Cape Cod best explain the rise. The demand, as is natural at this time of the year, is strong and a further increase of one dollar may take place around Xmas. There is a big decline in lemons.

Apples, bbl.	5 00	6 00
Bananas crated, bunch	2 00	2 25
Cranberries, bbl.	10 00	12 00
Cocoanuts, bags.	4 25	
Cali. Malagas	2 00	
Lemons	3 00	
Holly, case	4 00	
Wreaths, bale	1 65	
Oranges—		
California, late Valencias	4 00	5 00
Pineapples—		
Floridas, case	4 50	
Plums, crate	2 00	2 25
Pears, bbl.	7 00	10 00

Vegetables.—As is usual at this time of the year things are dull in the vegetable markets. United states beans are still bringing $12. No move is expected till the week before Xmas as the retailer will not stock up perishable lines till then. A good demand for all lines is expected and will be maintained till after the New Year, which marks another period of inactivity.

Beans, American basket		12 00
Beets, bag	0 75	0 90
Carrots, bag	0 75	0 90
Cabbage, doz.	0 40	0 50
Cabbage, bbl.	1 00	1 50
Celery, crate	4 00	4 25
Cauliflowers		3 00
Cucumbers, doz.	1 50	2 50
Garlic, 2 bunches		0 25
Green Peppers, small basket		0 75
Green Peppers, large basket		2 50
Leeks, doz		1 50
Lettuce—		
Curly lettuce, box	1 30	1 40
Boston, doz.		1 35
Onions—		
Spanish, cases	2 75	3 00
Potatoes, bag	1 00	1 10
Sweet potatoes, basket		1 75
" " bbl.		4 00
Parsley, dozen	0 25	0 30
Parsnips, bag	1 00	1 25
Radishes, dozen bunches	0 50	0 60
Spinach, bbl	3 00	3 50
Tomatoes, crate		4 00
Tomatoes, hothouse, lb.		0 25
Turnips, bag	0 75	0 90

TORONTO.

Green Fruit.—Local fruit jobbers are displaying a quality of fruit that in appearance is most tempting. Navel oranges are arriving in good condition and it is said have seldom been better at this time of the year. The crop has been a heavy one and supplies should be ample. In regard to oranges it is generally noticed that during the Christmas season prices advance on account of the extra heavy demand. This may be expected within the next few weeks as everything is pointing to a heavy business this year, thanks to a feeling of prosperity that seems to be more or less general. On the whole there is an improved enquiry for oranges. Cranberries have taken a big jump due, the jobbers say, to an increased demand, actual and anticipated. While the crop was known not to be quite as heavy as usual the deficiency was not considered serious. Cranberries have shown a decided firmness from the Thanksgiving season when trade assumed quite a figure. The requirement for Christmas is bound to be large. Apples are continuing at a strong figure and prices if anything seem to be firmer. Lemons are arriving freely, but the quantity of select stock is comparatively small this year. The result is that it is not so easy to get the best stock.

Apples, bbl.	3 50	6 00
Apples, Canadian, basket	0 25	0 35
Apples, California, box		2 00
Bananas	1 50	2 00
Citrons, doz.	0 60	0 75
Cocoanuts, sack	4 00	4 50
Cranberries, bbl	9 00	11 00
Cranberries, case		3 50
Grapes, case		2 25
Malaga bbl.	5 00	6 00
Almeria, bbl.	4 50	6 00
Grape Fruit—		
Florida per case		4 00
Jamaica, case		3 50
Lemons—		
Messina	3 00	3 50
Limes, box		1 25
Oranges—		
Tangerines, a strap	5 50	6 00
Florida	2 75	3 25
Navels	3 00	3 75
Mexicans	2 10	2 40
Pomegranates, doz.	0 75	
Pears, Canadian basket	0 40	0 75
Pineapples crate	4 00	4 50
Quince, basket	0 35	0 50

Vegetables.—New California celery and hot-house Boston cucumbers are being offered this week and from now the amount of imported goods should gradually increase to meet a limited but sure demand. Potatoes are firm and on the retail market are bringing around the dollar mark.

Canadian beet, bag	0 60	0 75
Cabbage, case—		
Canadian	0 75	1 50
Cabbage, per 100		3 50
Carrots, Canadian, bag		0 50
Cauliflower, dz.		0 75
Celery, dozen	0 30	0 40
Celery, California, case	4 50	5 00
Cucumbers, Boston, doz		2 50
Lettuce, Canadian, head	0	0 30
Boston head lettuce, doz.		1 50
Onions—		
Spanish, large	2 50	2 75
Spanish, ½-cases		1 50
Yellow, per bag	1 25	1 35
Persimmon, case		2 25
Potatoes, Ontario, bag	0 85	0 90
Sweet, hamper.	1 25	1 50
Sweet, barrel		5 00
Parsley, per doz bunches	0 25	0 30
Parsnips, bag		0 60
Red pepper	0 50	0 75
New turnips, per 11-qt. basket		0 50

TRADE NOTES.

Trade with the Barbados in Canadian fish and flour is steadily increasing, while the former country is finding a satisfactory market in Canada for its sugar and molasses.

WEEKLY TRADE CHANGES.

Business Notes Regarding Grocers Throughout the Country.

Ontario.—R. Anderson, grocer, Ottawa, Ont., is succeeded by Mrs. R. Richard.

Mrs. L. Flynn, grocer, Ottawa, Ont., succeeded by Wm. Rodney.

James and Fred Robinson have opened a grocery store in Brantford, Ont.

R. E. French, grocer, Toronto, has assigned.

Quebec.—C. Guay & Cie., grocers, Montreal, have registered.

Jos. Comeau, grocer, Lachine, Que., has assigned.

Armand Amyot, grocer, Montreal, demand of assignment.

Lafontaine & Frere, general merchants, St. Paul de Chester, Que., have registered.

New Brunswick.—Geo. Irwin, grocer, St. John, passed away recently.

Western Canada.—Mrs. L. J. Woodrow, grocer, Dauphin, Man., has sold to Sargent Bros.

D. Lyons, general merchant, East Selkirk, Man., has sold to Geo. Vincent.

E. Cloutier has opened a grocery and flour and feed business in Winnipeg.

The John Watson Grocery Co., Ltd., have opened a grocery business in Winnipeg.

J. W. Redgewick, Melville, Sask., has opened a general store at Bangor.

N. Peterson, general merchant, Garson, Man., has sold to M. Paterson.

W. T. Howard, grocer, Winnipeg, succeeded by D. M. Braden.

J. B. Whiting, general merchant, Carmel, Sask., has sold to R. Wallace.

L. Coates has opened a grocery business in Calgary.

R. J. Warrend, grocer, Vancouver, B. C., has sold to Conn Bros.

E. Pook, grocer, Vancouver, B. C., has sold to Grant & Drysdale.

Thos. Rontlodge, grocer, New Westminster, succeeded by Munro Bros.

E. G. Hipwell, general merchant, Arden, Man., succeeded by Forman & Son.

P. A. Wood & Co., grocers, Winnipeg, sustained loss by fire.

HEATED CARS

The question of safe delivery this cold weather is a most important matter. Our arrangements with the railroads enable us to ship in heated cars to most points. This with the fact that we ship only the best

FRUIT FOR XMAS

are reasons why we solicit your business.

ROYAL CREST BRAND NAVELS

GUARANTEED RIPE

Holly and Wreathing, Cranberries, Nuts, Lemons, Grapes, Pineapples, etc., etc.

WHITE & CO., Limited

Branch at HAMILTON TORONTO

HEADQUARTERS

FOR

Fancy Navel Oranges

GRAPE FRUIT,
ALMERIA GRAPES,
BANANAS, LEMONS,
CRANBERRIES,
OYSTERS, NUTS,
FIGS, DATES

Write, phone or wire your orders.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

BUSTER BROWN



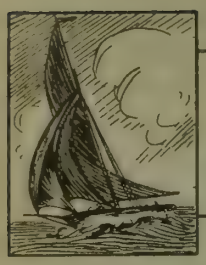
LEMONS

We ask you to order our Lemons because we know you will be satisfied with them. The wholesales are increasing their orders because their business in our Lemons is growing. Your business will increase, too, your customers will always ask for more. Mention the name.



W. B. STRINGER,
Canadian Agent, Toronto

FOLLINA BROS.,
Italy



Fish - Oysters



Higher Prices are Quoted for Fish

Big Demand From Upper Provinces and From United States Centres, Together With Stormy Weather Interfering With Fishing, Have Resulted in Strengthening Prices — Business is Generally Reported Good, and the Season is Expected to be A Fruitful One—Active Dealing in Oysters.

Strength is apparent in the various fish markets. One of the principal reasons is the demand that is always realized at this season. Activity seems to be general, and while prices are holding firmly in some places, the tendency is upward, some markets showing considerable movement in that respect. The weather has not been the best of late, and has hampered some of the fleets. Lobster fishing has already begun, earlier than usual, because of the poor results to the sardine fishers.

QUEBEC.

Montreal, Dec. 8.—The demand is good at present. The unsuitability of the weather and the scarcity at the moment of salt prepared fish are the chief causes for the boom in the frozen fish trade. The outlook is for a big trade all through the winter season . On account of stormy weather on the east coast this week, haddock is somewhat scarce, and shows a tendeney to rise. Contracts placed for delivery now cannot be fulfilled.

Luckily there is enough market cod, which is used as a substitute. The oyster trade is good, and a little better than this time last year. From now on till Christmas there will be a big demand both for bulk and shell. Stocks of the latter are showing weakness, and there is no doubt that after the New Year the supplies of first hands will be greatly reduced.

New smoked and salted herring show a increase, as do haddock and haddies, while a downward tendency is noticeable in the frozen pike and smelt market.

FRESH

Perch	0 10	Sea bass	0 15
Steak cod	0 06	Smelts	0 12
Market cod	0 04 0 05	Haddock	0 05 0 06
Sturgeon	0 10	Halibut	0 10
Sea trout	0 12 0 14	Bullheads	0 09

FROZEN

Codfish	0 04	Flounders	0 08 0 10
Dore, winter caught, per lb	0 08½ 0 09	Pike	0 07 0 08
Haddock	0 04½ 0 05	Salmon, B.C., red	10 0 13
Halibut, per lb.	0 08 0 09	Gaspe salmon, per lb.	0 20
Herring, per 100	1 70 1 80	Smelts, 10 lb. bxs	0 09 0 12
Market cod	0 04	Whitefish, large, lb.	0 09 0 10
Steak cod	0 05	Whitefish, small	0 07
Mackerel	0 12½		

SALTED AND PICKLED

Green cod, No. 1, bbl.	7 50 8 00	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" " ½ bbl	3 25	" " pink, bbl	12 00
Labrador sea trout, bbls	12 50	" Labrador, bbl	16 00
Labrador sea trout, half bbls.	7 00	" " ½ bbls	8 50
No. 1 mackerel, pail	2 00	" " trcs., 300 lb.	22 00
½ bbls.	9 50	Salt eels, per lb.	0 07½ 0 08
No. 1 pollock, bbl	6 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, No. 2, bbl.	4 50	Scotch herring	6 50
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 25
Haddies	0 07 0 07½
Boneless haddies	0 10
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 25
Kippered herring, per box, large	1 40

SHELL FISH

Shell oysters, bbl., choice	10 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 30
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 60 2 00
" bulk, selects	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	5 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

NEWFOUNDLAND.

St. John's, Dec. 8.—Fish has again advanced. Herring advanced 10c per bbl; although reported fairly plentiful here, it is scarce on the United States markets. Cod oil still remains at its present high price. Cod liver oil (refined cod oil) has advanced to 75c per gallon. The weather here for the last 2 months has been the worst for the last 20 years, it being a continuous fall of either rain or snow. This has hampered the fishery business very much, the vessels being unable to land their cargoes. Some merchants are paying a little above the ordinary prices in hopes of obtaining cargoes already sold in Europe.

Codfish, large and medium merchantable, per qtl.	6 90
" small " "	5 90
" large Madeira "	6 90
" small " "	5 90
" large and medium West India	3 70
" small " per qtl	3 20
" Labrador "	4 40
Haddock "	3 20
Herring, No. 1, large and medium, barrel	2 30
" small	2 10
Ling	3 20
Lobsters, No. 1 flats, case 48 1-lb. tins	16 00
Salmon, No. 1, large and medium, tierce	20 00
" No. 2, large	18 00
" No. 3, large	16 00
" No. 1, small, "	18 00
" No. 2, small	16 00
" No. 3, small	14 00
" tinned, case	5 50
Cod Oil, hardwood casks, tun	102 00
" softwood " "	95 00
Cod Liver Oil, gallon	0 75

NOVA SCOTIA.

Halifax, Dec. 8.—There is a general scarcity of fish, and all the markets are firm. There is a good demand for both salt and fresh. On the local market there is little fresh fish offering, the receipts being far below the average. Of course, the stormy weather on the coast has hampered operations to a considerable extent, but the fishermen report that when they do reach the fishing grounds fish are found to be scarce. There is no fresh halibut offering on the local market, and there is only a limited supply of frozen stock.

With the arrival of large quantities of herring from Bay of Islands, N'fld., there is some improvement in the supply of kippered herring. The Nova Scotia dealers say that there is a good demand for finnan haddies, and that they can sell more than they can prepare. The orders for this class of fish come principally from Upper Canadian points.

Smelts are scarce this season, and the run of the fish that is being marketed is small. With the opening of the lobster season, the fishermen along the coast and the packers and dealers will be kept busy. The indications are that high prices will prevail.

Three cargoes of dry codfish arrived here last week, all having been purchased before the fish were taken out of the stores at Lunenburg.

At Gloucester this week the highest price since the civil war was paid for salt codfish.

ONTARIO.

Toronto, Dec. 8.—Demand for fish is steady and trade quite satisfactory. Local jobbers are reporting a fair business and look forward to a good season. Prices are holding firmly. The demand is pretty much unchanged, frozen fish and smoked and boneless being asked for most.

FRESH CAUGHT FISH

White fish	0 12 0 13	Steak cod	0 08
Herring	0 06	Perch	0 07
		Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	6	Smelts, No. 1	0 12
Halibut	0 09 0 10	Smelts, extra	0 16
Pike	0 07	White fish, pan frozen	0 10
Salmon trout	0 12		

OCEAN FISH (FROZEN)

Herring, per 100	2 00

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb.	0 05
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb.	0 12
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3 25
Acadia 3-lb. bxs per crate	5 40	Haddie, Finnan	0 08½ 0 09
Shredded cod	2 25	Kippers, box	1 30
Bloaters, box	1 25	Oysters, extra selects, gal	2 25
Boneless Digbys, box	1 00	Oysters, selects, gal	1 85
Codfish, Bluenose, "	1 40	Oysters, standard, gal.	1 65
Cod steak, per lb	0 07	Pickled lake herring, 100 lb. kegs	4 00
		Quail on toast, per lb.	0 06

NEW BRUNSWICK.

St. John, Dec. 8.—Heavy gales, rain and sleet storms interfered with the fishing in this section last week and as a result the supply was short, much below the week previous. The smelt season opened December 1 and a number of shipments have been received here from the north shore. A few flounders have also been caught.

The government has allowed the lobster season to open on Dec. 1, three weeks earlier than last year. The principal reason for the change was that the fishermen at Grand Manan and along the coast have had a poor season with the sardine fishery.

According to the regulations the fishermen are not allowed to catch lobsters

OCEAN BRAND FISH

Distinctive Flavor

WHY

IS THERE A CONSTANT DEMAND FOR

OCEAN BRAND FISH?

Because extreme care is exercised in their selection and packing. Successful merchants declare that the lines are most profitable.

SOME OF THEM

OCEAN BRAND { Kippers, Bloaters, Finnan Haddies, Boutilier's Smoked Fillets, Canada Strip Boneless Cod, Special Fat July Salt Herring

If your wholesaler cannot supply you, write us direct

Halifax Cold Storage Co., Ltd.

SELLING BRANCH

45 William St. Montreal

Guarantee OF Purity

Leaders IN Quality

Flavor, Firmness, Cleanliness, Weight

Some of the points that sell

"COAST-SEALED" OYSTERS

Many grocers have already discovered that "Coast-Sealed" Oysters are pre-eminently the line to make more people eat more oysters.

With the "Coast-Sealed" line you can always get the biggest trade at the highest prices because, in the long run, quality MUST win out.

Every paekage of "Coast-Sealed" Oysters is sealed at the Coast after being refrigerated at the proper temperature, and they are properly refrigerated all the way to your store.

Connecticut Oyster Company

88 Colborne Street, - - Toronto



This "Coast-Sealed" Vacuum Insulated Display Cabinet keeps oysters fresh and saves seven-eighths of your ice bill. Price, $17.00, net, f.o.b. Toronto.

under 10½ inches in length. The lobster packers are up in arms against the new regulations and at a meeting held in Moncton last week they appointed a committee to wait on the government and ask that the new laws be not enforced for one year. A resolution to this effect was passed unanimously.

Association Favors Contract Selling Plan

Grocers' Section of R. M. A. Thinks That Soap and Charcoal Prices Ought to be Protected to Prevent Cutting—Resolution Against Proposal to Advance Telephone Rates — Cutting Prices on Sugar to Attract Trade, is Criticized — Talk on Salesmanship at Next Meeting.

Toronto, Dec. 8.—The Grocers' Section of the Toronto branch of the Retail Merchants' Association transacted considerable business at their last regular meeting last week, J. F. Holloway presiding.

The subject of the conditions of the soap trade in the city was discussed at length, and the consensus of opinion was that the price of five cents a cake should be the fixed minimum retail price, and that manufacturers should endeavor to protect the price at this figure. F. C. Higgins conveyed the information that the manufacturers were desirous that the price should be maintained at a figure assuring the retailer a profit of 90 cents a box, and also that it was the intention of the manufacturers to use every legitimate means at their command to protect the retail men at the price of five cents a cake.

In regard to the effect of the increase members cited numerous instances of soap price-cutting now prevailing throughout the city, and that frequently the cutting was due to the possession of stock purchased before the advance. It was anticipated that when this was exhausted the cutting would likely disappear. A conference with the manufacturers it was thought would be benefital to the trade in general. The retailers want to point out that they are in sympathy with the desirability of a restricted price contract for the sale of soap. In other words the association favors a Contract Selling Plan.

It was moved by Mr. Lyonell and A. B. Griffin that a committee be appointed to arrange a conference with the soap manufacturers. The personnel of the committee is D. W. Clark, A. B. Griffin, F. C. Higgins, J. F Holloway and P. Whitelock.

It was moved by Mr. Griffin and Mr. Spooner that the Toronto Retail Grocers' Association be invited to attend the meeting and to co-operate in the work.

The Charcoal Question.

J. F. Holloway then dealt with the charcoal situation. Some manufacturers, it was claimed, are engaged in a price-cutting campaign from which the grocers are receiving a temporary benefit. It was advanced that one firm was trying to put another out of business, and then to advance the price to $1 per dozen bags. The opinions expressed were that it was desirable to have the two firms in operation, that the wholesale price should be fixed at 90 cents a dozen, and the retail price be ten cents a bag; also that this price be protected by the manufacturers. This protection could be extended by the manufacturers refusing to supply goods to price cutters.

It was finally moved that a committee be appointed to endeavor to bring about a meeting with the charcoal men. The members of the committee are Messrs. J. S. Bond, Lyonell, Spooner, Hall, Matthews and Lowney.

Telephone Rates.

The section decided to protest against the contemplated advance in rates as announced by a telephone company. The following resolution was adopted, moved by A. B. Griffin and J. S. Bond, that "we, the members of this section, believe we are now paying an exorbitant price for our telephone service, and we hereby request our executive board to assist the city council and other bodies in opposing the proposed advance in rates."

Mr. Spooner urged the section to go on record as favoring government ownership of telephones, and instanced the satisfaction which exists in Manitoba and the territories west, where the telephone systems are owned and operated by the government. A motion to this effect applying to the Ontario phone systems was then adopted.

E. M. Trowern asked that the provincial committee be permitted to attend the conference being arranged with the soap manufacturers, and the matter was left with the committee in charge of the arrangements.

A. B. Griffin spoke on the cutting of the price of sugar, frequently heard of among the trade as a means of attracting business. He pointed out the foolishness of such action, and the demoralizing effect on business.

The next meeting will be held on Monday, Dec. 19th, at which it has been arranged to have W. J. Irwin give an address on "Salesmanship"—a subject of interest to the retail trade.

Breakfast Bacon and Lard Price Changes

Comparisons Between 1909 and 1910 Quotations Show Varying Markets—Pure Lard Prices at Their Height Last March When Price Was 17 Cents—A Gradual Decline Since—Bacon Highest Early in September.

In view of the present feeling in regard to prices of foodstuffs, a glance over the record of lard and bacon should be of interest. It will be remembered that early in the present year public interest was focussed upon what was universally called the "High Cost of Living." The prices given herewith are jobbers' quotations and it is noticeable at a glance that the difference between the prices two years ago and those ruling now, while showing an increase in each case is hardly more than might be expected when it is considered that values in general have gone up to an appreciable extent in that time and also when the circumstances affecting these markets are considered apart from the whole.

The hog market is not remarkable for its regularity, and during one year prices are subject to many ups and downs. Pork products as a rule depend to a large extent as far as prices go upon the supply of hogs. Demand also has an effect and several other influences are noticed from time to time.

Breakfast Bacon Prices.

In the following table the prices are in the first list for smoked breakfast bacon per pound in Toronto. It will be seen that the advance since Jan. 1st, 1909, has been gradual, but none the less sure. Breakfast bacon is generally in good demand at any time during the year, but it has its best seasons like practically all groceries.

Jan. 1, 1909	14½.
Jan. 29, 1909	15.
March 19, 1909	15½.
April 30, 1909	16.
July 30, 1909	17.
August 20, 1909	16½.
Sept. 24, 1909	18.
Nov. 19, 1909	16.
Dec. 3, 1909	16½.

The 1910 Quotations.

Jan. 7, 1910	18.
Jan. 14, 1910	18½.
March 2 , 1910	19.
May 20, 1910	20.
June 3, 1910	19½.
June 10, 1910	20.
July 1, 1910	19½.
July 29, 1910	20.
August 12, 1910	21.
Sept. 2, 1910	21½.
Sept. 9, 1910	20.
October 28, 1910	19.
Nov. 18, 1910	18.

Pure Lard Comparisons.

The next list refers to pure lard in tubs per lb. on a Toronto basis. Prices have changed somewhat as might be expected going up steadily from 12½ cents on Jan. 1, 1909, to 17 cents last March. Since then, however, the trend has been downward with the exception of a slight upward movement in October.

Jan. 1, 1909	12½.
Jan. 29, 1909	12¾.
February 26, 1909	13.
March 19, 1909	13½.
May 21, 1909	13⅜.
May 28, 1909	13½.

June 25, 1909	14½.
Sept. 17, 1909	15½.
Nov. 19, 1909	16.
Dec. 3, 1909	16¼.

Prices During 1910.

Jan. 7, 1910	16¼.
Jan. 14, 1910	16½.
Feb. 4, 1910	16.
March 4, 1910	16¼.
March 11, 1910	16½.
March 18, 1910	16¾.
March 25, 1910	17.
May 16, 1910	16½.
June 10, 1910	16¼.
June 24, 1910	15½.
July 8, 1910	15.
Sept. 16, 1910	15¼.
Oct. 7, 1910	15¾.
Oct. 14, 1910	16.
Nov. 4, 1910	15¼.

Compound Lard.

The last comparison is of compound lard prices. The advance over the first figure was certainly heavy almost reaching 100 p.c. at one time. The high price of cottonseed oil one of the ingredients of compound lard has been mostly responsible for the strength of this market.

Jan. 1, 1909	8½
Jan. 29, 1909	8½-11
July 9, 1909	10 -11
July 30, 1909	10 -11½
Dec. 17, 1909	12¼
Jan. 1, 1910	12¼
Jan. 14, 1910	12¾
March 18, 1910	13
May 13, 1910	12 -14½
June 10, 1910	12 -14¼
June 24, 1910	12 -13
July 15, 1910	11¾-12¾
August 12, 1910	12 -13
Sept. 30, 1910	13 -13½
Nov. 18, 1910	12 -12¼

THE SWEET POTATO.

As regards its general composition, the sweet potato differs from the ordinary white or Irish potato chiefly in possessing a little less water and protein and considerably more carbohydrates (starches and sugars). A more important difference is found in the nature of the carbohydrates, sweet potatoes containing considerable quantities of sugar as well as starch, while starch is the characteristic carbohydrate of white potatoes. The proportion of sugar varies with different varieties, the very sweet syrup yams being the more popular in certain regions of the South and the drier starchy potatoes in the northern markets.

When sweet potatoes are prepared for the table about 20 per cent. of the total weight is removed with the skins. Most cooks are agreed that the best results are obtained when they are cooked for a long time, the tubers thus prepared being sweeter and more palatable than those cooked for a short period. In experimental work which has been reported, on this subject uniform tubers of medium size were baked for 20, 40 and 60 minutes. Contrary to a common supposition that long baking makes sweet potatoes dry, it was found that those which were baked an hour were in appearance and to the taste moister than those which were baked only 20 minutes, notwithstanding a greater loss in weight in baking. Those which were baked a full hour in the oven were invariably more palatable than the others. In the first 20 minutes of the cooking period the potatoes lost 5.3 per cent. in weight, in the second 20 minutes 8.4 per cent., and in the third 20 minutes, 11.4 per cent.

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

Donald says:

"There is no alum present in

QUAKER
BAKING POWDER.

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

Report of analysis by Dr. J. T. Donald, Dominion Gov't Analyst.
November 26, 1910.

MATHEWSON'S SONS
WHOLESALE GROCERS
202 McGILL ST., - MONTREAL

Difference Between Tapioca and Sago

Reader Enquires as to Whether They are Manufactured From The Same Article or Not—Various Kinds of Each—Seed Tapioca Sold as White Sago, Which Actually Doesn't Exist—How Sago and Tapioca are Manufactured.

The Canadian Grocer.—Will you kindly answer through The Grocer whether Pearl Tapioca and Small Sago are manufactured from the same article; if Pearl Tapioca is the same article as is called Large Sago in England; and please describe what the Tapioca of the Old Country is like?

B. J. SHEPARD.

Dauphin, Man.

Editorial Note.—The Dauphin merchant has raised an exceedingly interesting question and one on which few have definite views. The Grocer interviewed several retail and wholesale grocers and brokers and found differences of opinion, but taking all our sources of information into consideration we come to the conclusion that Pearl Tapioca and Small Sago are not manufactured from the same article. One informant stated that both were made from the roots of a tree, tapioca from the interior and sago from the exterior of the root. Dictionaries and encyclopaedias, however, do not substantiate this opinion.

Webster's dictionary says that tapioca is the starchy substance secured from scraping and washing the roots of the Cassava plant, while sago is prepared from the mealy piths of the trunks of various kinds of palm trees, commonly known as sago-palms.

There is no White Sago.

There are four kinds of tapioca known to commerce. These are: Bullet, Pearl, Flake and Seed. The different kinds of sago in commerce are: Brown, Granulated, Pearl and White, although in reality there is no white sago.

Wholesalers frequently have orders for "White Sago," and these are all filled with "Seed Tapioca," which resembles very much "Medium Brown" sago in everthing but color. In fact one wholesaler said that when he gets an order for simply sago he fills it with seed tapioca. Brown sago is, of course, sometimes bleached to improve its appearance, but in reality it remains "brown sago."

The answer to question No. 2 is that in some parts of England, Pearl Tapioca is frequently termed Large Sago. This is the information given by an experienced Old Country grocer now in Canada. He also says that the tapioca of the Old Country is the same as the tapioca here only there is more flake used there.

Law's Grocer's Manual in summing up the differences says: "On the other hand many grocers have been fined for serving granulated or seed tapioca when small white sago has been asked for; it should be easy to remember that sago is always brown and that the small white seed-like pearls are really tapioca."

The Manufacture of Sago.

While on this subject it may be interesting to note some things about the manufacture of sago. As has been said, it is made from the soft inner portion of the trunks of the sago-palm. The trunks are cut into pieces about two feet long which are split into halves and the soft centre extracted and pounded in water till the starch separates. It is then washed and becomes soft meal. This is shaken in a bag till it becomes granulated, or pearled sago. Six or eight hundred pounds of sago are made from a single tree. All sago is made from the same thing, the different kinds as in the case of tapioca, being produced by a different manufacturing process. Sago is obtained chiefly in India, Ceylon, Borneo, Sumatra, Singapore, Philippine Islands, etc.

Cassava Juice Crystalized.

Tapioca is made from the knotty roots or tubers of two species of South American plants—the bitter and the sweet Cassava. The tubers resemble large parsnips. When washed, peeled of their dark rinds, they are grated into a pulp which is subjected to pressure in a screw-press under water and in a kind of bag made of rushes. The crude juice forced out contains a poisonous amount of prussic acid. This poison evaporates when exposed to heat or even to the open air for two days. When all the juice or starchy matter has settled to the bottom of the water it is removed and again washed and dried in the sun. It is then roasted and stirred well with an iron rod, and finally dried off on warm plates. The heat partly bursts the grains. When sifted the four grades or sizes above m
The powder left
flour. Countries o
Settlements, Pena
the Mascarine Isla

Easy Loop for De Bu

New York, Dec.
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This law was decla
by the Court of App

to meet the reasons assigned by the Court of Appeals in declaring the law was unconstitutional, the Legislature enacted another law similar to the one which had been declared unconstitutional, but meeting the objections that had been pointed out by the Court of Appeals.

The decision in question, it is stated, seems to nullify the objects of this last act, giving the dishonest debtors an easy loophole. The court said in part: "That if the third retailer was required to go further and show compliance with the statutes in the transfer between the second and first retailer, no matter how many prior transferers there may have been, he would have been required to show the same as to each, and if the rule of evidence as to the presumption of fraud is to be so interpreted, it appears to us that the present statute would be as susceptible to the criticisms made by the Court of Appeals in Wright vs. Hart, 82 N. Y. 330, as the statute here under consideration. We do not think that the statute can be so construed."

It is admitted that the facts justified the court in holding that the transaction was an honest one so far as the third retailer was concerned, yet in view of the court's opinion in any case wherever a sale of this kind is made through an intermediary, and the intermediary has no creditors, the last purchaser is not compelled to give any notice to any creditors of the original seller.

The trial showed that the second re
tailer made affidavit that he had no



REGISTERED TRADE MARK

If you were lucky enough to get Beacon Brand Haddie last week, we are satisfied it pleased you. We have had compliments by the hundreds and a great many customers have given us standing orders. We would like to say that Beacon Brand Haddie is not a cheap Haddie. Last week's special price was simply to introduce the line to new trade outside of Toronto and was sold at less than cost. Our price this week is 8c. per pound; considering quality, it is a cent better than any other Haddie.



The Haddie with the Guarantee Tag attached to each fish.

This is the actual size of Metal Tag, without which no Finnan Haddie is genuine Beacon Brand.

The F. T. JAMES COMPANY, Limited

Wholesale Fish and Oyster Distributors

CHURCH AND COLBORNE STREETS - - - TORONTO



It's knowledge that directs the successful grocer in stocking up with

Brunswick Brand Sea Foods

—a knowledge born of experience that it only pays to handle canned fish that has "made good."

You will always be on the safe side if you sell "Brunswick Brand" because that is the "quality" brand, and we leave no stone unturned to maintain the high standard we have attained. Order to-day.

CONNORS BROS., Limited

Black's Harbor, N.B.



AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

Selling Power of Service Illustradted

How a Banker Tested a Merchant's Progressiveness—Development of Service Among Auto Makers—A Great Stimulant to Trade and Confidence—Needed in a Business as Well as Quality.

By F. E. Dayton.

Several years ago a very keen merchant started a gentlemen's furnishing goods store in a small town. Being without large funds and starting a business which required a considerable sum of money, he made application to a bank. The president of the bank took the question of the loan under advisement. Later he dropped into the store and bought a pair of gloves. Purposely and deliberately he cut them with a knife and went back to this store with an injured air.

He made known his complaint to the proprietor who mechanically reached for a second pair without a moment's hesitation.

"We always sell a piece of satisfaction with our goods and you just didn't get your satisfaction. Let's hope that it is in this pair, although gloves do not always run uniform, etc."

The incident was the beginning of what developed a very large banking business, for the bank president returned to his bank and reported the incident to the board of directors.

A Hat Incident.

This is a local application of the service question but it is even more important with national advertisers. A young man bought a Knox hat against his judgment that a derby hat could really be worth $5, the price of a Knox. He wore the hat for the regulation period of wear without incident. It may have been a longer or shorter length of wear than he got from $3.50 hats which he had been wearing. This is unimportant. Along in the spring he found himself in Rochester, N.Y., just two weeks before the straw hat season opened, though straw hats were being worn by advanced stylists in New York.

The restaurant where he lunched became crowded and a gentleman was seated with this young man and, because the young man was reading at the time, failed to notice the approach until the stranger had sat upon this Knox hat in the seat of the opposite chair. Here was a dilemma. To buy a straw hat and wear it would be to invite ridicule in so provincial a section. To buy another stiff hat was to have an investment in a hat which could not be worn through the summer and which would be out of date in the fall. So the young man decided to do the only other thing open—buy a soft or felt hat.

Now it happened that he dropped into a Knox hat store. The spring season is not a good season for a large supply of felt hats and there was nothing to suit the young man. The hat salesman was made acquainted with the situation just as it was outlined above. First, he loaned the visitor a new hat to wear during the afternoon and fixed up the old hat in the meantime so that it gave a fine service through a long life. He had to put a new sweat band in the hat loaned for it was a hot day and he charged 50 cents for repairing the damage.

"The incident taught me that it is economy to buy a Knox hat," says my friend. "They provide an added element of service to the intrinsic worth of the hat and they convinced me that I couldn't afford to wear anything else." Here is a concrete example of the value of service brought right home.

Useful in Any Business.

There is hardly a commodity that a service campaign cannot be added to. It can be made a virtue whereas if not so planned to be a real service it is merely fulfilling the obligations of sale. The motor car has borne this out exceedingly well. As soon as automobiles began to have a wide sale and were bought by persons who lived a long way from factories, troubles began to develop. The customer complained to the factory and the factory answered the complaint with a general letter. The letter generally stated that the makers would correct the damage if the owner would send the car to the factory, and pay freight on it two ways. This was, of course, unsatisfactory. It tied the owner up with the use of his car in which he had a considerable investment, and the owner either had the damage repaired at his own expense or he made so much noise that the factory sent a man to repair the damage, often at considerable distance, and at some expense.

After this system had disgusted early owners of cars there was a change. Service corps began to be organized. All the real good makers—the people who are in the business to stay and who will be doing business when the fly-by-night sketch teams are out of the running—looked the thing fairly in the face. No matter how much attention the local agent for the sale of the car gave, the factory gave better service. They sent a man who knew every detail of the car to call upon the owner once a month. It wasn't only the owner who

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

McDOUGALL'S

CLAY PIPES

THE BEST IN THE WORLD

D. McDougall & Co, Ltd., GLASGOW, SCOTLAND

SPRAGUE

CANNING MACHINERY CO.,

CHICAGO, ILL., U.S.A.

Black Watch

The Big Black Plug Chewing Tobacco

"A Trade Bringer"

Sold by all the Wholesale Trade



was in trouble but the whole list of owners were seen once a month.

This service corps is a great institution in the motor car field. In the first place, the visit of the repair patrolmen are so frequent that a defect is caught before it communicates itself more seriously to other features. Then the owner has to sign a receipt covering the gratis work of the repairman or stating the owner's satisfaction. Twelve of these statements at the end of the year will tell any manufacturer whether or not he is entitled to ask for and get a renewal order from the same prospect. Twelve of these reports make the safety or the unsafety of the purchase of a second-hand motor car apparent. It is a maxim as old as automobiling to "never buy a second-hand car of which you do not know the history."

Appreciated Service.

Now this is a kind of service that is appreciated. The auxiliary force engaged in repair work gives powerful aid to the selling organization. Salesmen are recruited from this available material and fine salesmen, too. It is just as potent that this kind of inspection and repair service is applicable to the machine tool and printing machinery trades and others as it is valuable in a merchandising way in the motor car field. A record for service is quite as important as a record for merchandise quality.

A western brewer had worked up quite a business in a malt tonic, a regular make, bottle and sell proposition. For nine years a woman had bought one dozen bottles of this tonic and then one year the dealer sold a case of stuff that was too highly charged with gas and when the wires were removed the bottled contents geysered in fifty directions, and the contents of each bottle was lost. Now the woman wrote the makers who were on the other side of the continent and they wired their representative to call and make good. He found a claim for damage to a dress and the wall paper. He offered to settle. The woman was surprised. The season for the tonic was passing. Her kick was dissipating its energy and the stains were evaporating from the wall paper. Her dress, which had been spotted, was an old dress, anyway. She was so appreciative that she had no kick, especially when the brewer sent a case of perfect goods with his compliments. Now she is a booster for the tonic, has learned a lot of its good qualities from the service man who called, and instead of taking it only in the summer season, is now a year-round customer.

The manufacturer who hasn't learned that there is a subtle something which he should attach to his merchandise besides its good quality is losing one of the best merchandising opportunities. Of course, he will be gouged and imposed upon by an unreasonable, unheeding and unappreciative people, but for the most part he will be honestly met.

BROKE AFTER 50 YEARS.

English Grocer Explains His Insolvency In Court.

A grocer residing near Gloucester, Eng., stated recently in a bankruptcy court, that he is now 77 years of age and he has been in the grocery business ever since he was a boy. His father had conducted the store in the first place and on his retirement 50 years ago the son took over the business, book-debts and good-will and had carried it on ever since with the exception of three or four years ago, during which he had a nervous breakdown, his son then taking charge.

During the past seven years the business has been steadily declining due, largely, to increased opposition. In August last the business was sold to his wife, and he was now assisting her. "For over sixty years," said the debtor, "I have worked 12 hours and more a day." Now his assets are nil and his gross deficiency is about $1,500. Comment is unnecessary.

The Weyburn Grocery Company, Weyburn, Sask., have incorporated with a capital stock of $100,000. They are building a large wholesale warehouse.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

FOR SALE in the town of Amherstburg, Ont., an old established corner grocery store. Good business. Reason for selling. Address Box 243, Amherstburg, Ont. (49p)

COMMISSION LINES WANTED.

WANTED by a responsible, energetic firm about to open an agency business in Calgary, lines on commission, or will buy outright if necessary. Address Room 37, Herald Block, Calgary, Alberta. (1p)

WANTED—Side lines for grocery trade for New Brunswick and part of Nova Scotia. Address Box X, CANADIAN GROCER, Toronto. (49p)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BY paying a small amount each month you can buy a first-class rebuilt Typewriter from us at bargain prices. Stock-taking is only a month away. We do not want to carry any of these machines over. We can give you any make. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Resumel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "R." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

A BOOK-KEEPING STAFF IN ITSELF—DOING the work with machine-precision and accuracy, the National Cash Register. Write for demonstration literature. The National Cash Register Co., 285 Yonge St., Toronto.

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

POSITION VACANT.

OWING to the retirement from business of the present agent, a well-known, old established English firm of cocoa manufacturers is open to appoint a new agent on a commission basis. A good firm with a connection amongst the wholesale and retail trade in Nova Scotia. Reply, with references, to Box 41, CANADIAN GROCER, 88 Fleet Street, London, England. (49)

POSITION WANTED.

TRAVELER, grocers' specialties, 14 years connection in Maritime Provinces, open for engagement. Apply Box 367, CANADIAN GROCER, Toronto. (50)

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

When writing advertisers kindly mention having seen the advertisement in this paper.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.



Ontario and Quebec Prices.

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz.	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz }	Percase
1 "	12 " }	$6 00
1 "	15 " }	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER



Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ½-lb	1 40
" 8 oz	1 95
" ½-lb	2 55
" 12 oz	3 85
" 1 lb	4 90
" 3 lb	13 60
" 5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz		
No. 1, 1-lb.,	4 doz	2 40	
No. 1, 1-lb.,	2 doz	2 50	
No. 2, 5-oz.,	6 doz	0 80	
No. 2, 5-oz.,	3 doz	0 85	
No. 3, 2½-oz.,	4 dz	0 45	
No. 10, 12-oz.,	4dz	2 10	
No. 10, 12-oz.,	2 dz	2 20	
No. 12, 4-oz.,	6 dz	0 70	
No. 12, 4-oz.,	3 dz.	0 75	
In Tin Boxes—			
No. 13, 1-lb.,	2 dz.	3 00	
No. 14, 8-oz.,	3 dz	1 75	
No. 15, 4-oz.,	4 dz.	1 10	
No. 16, 2½-lbs		7 25	
No. 17, 5-lbs		14 00	



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $1.92.

The King's Food, 2-doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
Gooseberry	1 75	Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa— Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate— Supreme, ½'s & 1's, cakes, 12-lb. bxs	0 35
Perfection chocolate, 20c size, 2 dozen b xes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate— Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0 4
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ¼ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ¼ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desiccated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut— Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$8 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

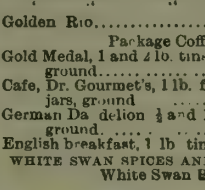
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Da delion ¼ and 1 lb. tins, ground	0 22
English breakfast, 1 lb tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb

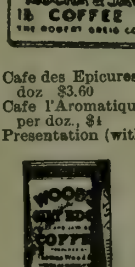
Mo-Ja, 1-lb. tins 23c lb.

Mo Ja 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1-lb. tins	$ 33
"Gilt Edge" in 2 lb. tins	0 32
Canadian Souvenir 1-lb fancy lithographed canisters	0 30

Cheese.— Imperial.

Large size jars, doz. $ 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	3 40
Small size, doz.	1 40



Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40

Cream



FUSSELL & CO., LTD London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream 8 doz. 15c. size, cases $11.50

Coffee.



Ground or bean,	W.S.P.	Ret. P.
1s	0 33½	0 50
1s	0 30	0 40
1s	0 25	0 33
1s	0 20	0 25

Packed in 30s and 50-lb. case
Terms—Net 30 days prepaid

Confections

IMPERIAL PEANUT BUTTER

Small, cases 72 lbs.	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

	Mapleine	Per doz
2 oz. bottles (retail at 50c.)		4 50
4 oz. bottles (retail at 90c.)		6 30
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb.	0 07½
7 wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails, per lb.	0 07

Compound Fruit Jellies—

12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb.	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No 1, $10; No. 2, $13 dz.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.



BLACK KNIGHT STOVE POLISH

will earn for you that most desirable of all business assets—the good-will of the ladies. It comes quickly and goes slowly, and will not stain the hands. Be sure you are handling this profitable line.

F. F. DALLEY CO., Ltd.

Hamilton, Can. Buffalo, N.Y.

BUY

Star Brand

Cotton Clothes Lines

AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.

BLACK JACK

QUICK, CLEAN HANDY

TRY IT



SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.

MOLASSINE DOG and SUPPLY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON

91 YOUVILLE SQUARE, MONTREAL

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

Canadian Agents ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B
CECIL T. GORDON, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

The Line for Profit!

Save money, by avoiding waste

Why handle Molasses in bulk, which entails mess and waste?
You can avoid this waste by handling

KITCHEN BRAND MOLASSES

in tin pails. "Kitchen" Brand is especially selected for cooking purposes, and is best for Baked Beans and Gingerbread.

Put up in a new, sanitary and up-to-date factory.

Imperial Syrup Co., MONTREAL



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8 oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.
"Shirriff's" (all flavors), per doz ....
Discounts on application.

Jelly Powders

IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices Ontario and Quebec:
Less than 5 cases $5 50
Five cases or more 5 35

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11¼
½-bbls.	0 12
Tubs, 60 lbs.	0 12
20-lb. Pails.	2 45
20-lb. tins	2 35
Cases 3-lb.	0 12½
" 5-lb.	0 12½
" 10-lb.	0 12½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 11¼
Tubs	0 11½
20-lb. pails	0 11¾
20-lb. tins	0 11¾
10-lb. "	0 12
5-lb. "	0 12¼
3-lb. "	0 12¼
1-lb. cartons	12½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulc, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case	
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

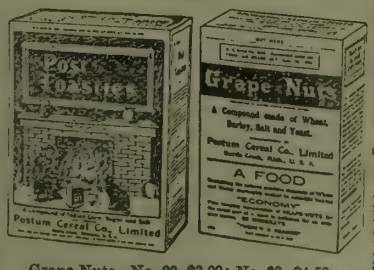
"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Cereals.



Grape Nuts—No. 22, $3 00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel	3.75
Silver Cow Milk	4.25
Purity Milk	4.25
Good Luck	4.00

Mustard

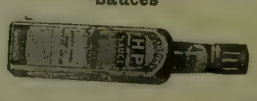
COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, 4-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Sauces



Per doz

H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Cas- of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

	Per case
No. 1, cases 60 1-lb. packages	$2 60
No. 2, " 120 ½-lb. "	2 60
No. 3, " {30 1-lb. " / {60 ½-lb. "	2 60

No 5 Magic soda—cases 100—10-oz. pkgs.

1 case	$ 85
5 cases	3 85

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. Montreal

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box $3 60

6 doz. to box $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4 15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 06
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 60

Milk.



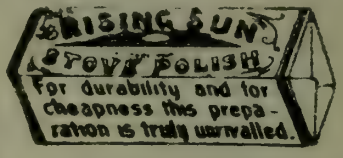
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$3 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03⅞ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 5
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

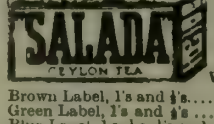
(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s.	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1's and ½'s	0 23	0 40
Brown Label ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.	0 25
Princess Louise half case 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s.	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 70	1 00



		Wholesale	Retail
Pink Label	1's and ½'s	30c.	40c.
Gold Label	1's and ½'s	35c.	50c.
Lavender Label	1's and ½'s	45c.	60c.
Green Label	1's and ½'s	50c.	75c.
Canisters			
Gold Tins, 5's		35c. 1.75	50c. 2.50
Gold Tins, 3's		35c. 1.05	50c. 1.50
Gold Tins, 1's		36c. each	50c. each
Gold Label, ½'s		18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s		35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s		18c ea. 72 lb.	25c ea. 1.00 lb.



HELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ⅛s	0 .0	1 00
" " ¼s	0 55	0 80
" " ½s	0 44	0 60
" " 1 lbs. & ½s.	0 40	0 60
" " ½s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20	
Black Label, ½-lb., retail at 25c	0 21	
Blue Label, retail at 30c	0 24	
Green Label, retail at 40c	0 30	
Red Label, retail at 50c	0 35	
Brown Label, retail at 60c	0 42	
Gold Label, retail at 80c	0 55	



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

Gum.



Cream Tartar.

GILLETT'S CREAM TARTAR.

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 30
10 lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 4½s and 12s	46
Stag, 6 2-3s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	36

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5-cent packages.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce



NO MAGIC

just a harmless chemical action which absolutely dissolves every particle of grease, tar, paint or dirt. That's

SNAP

the great hand cleaner, which will not hurt the most delicate skin.

What a chance of profit-making lies open to you in "Snap."

WHY NOT TRY A PARCEL?

Snap Limited, Montreal, Que.

Brunner, Mond & Co.'s

WASHING SODA

Drums,	336 lbs.	Barrels,	336 lbs.
"	224 "	Bags,	224 "
"	112 "	"	112 "
"	100 "	"	100 "

Concentrated Sal Soda

Casks, 560 lbs.

Winn & Holland

Montreal

SOLE AGENTS FOR CANADA

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK

HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited

Manufacturers of

Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

SALT

and SALT only, and the best, is what we handle. All enquiries given our prompt personal attention.

Verret, Stewart & Co.
Limited
Montreal

THERE IS MORE

WETHEY'S
Condensed Mince Meat

(IN CARTONS)

per capita, used in St. Catharines, where the goods are manufactured, than any other point in Canada.

The Reason is plain

Our locally well-known sanitary methods, together with the equally well-known quality of our ingredients, cannot help but invite the patronage of the good people of St. Catharines.

What About Your Trade?

3 doz. to a case. All jobbers.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

The Canadian Grocer has for some time been making an average net monthly circulation gain of over 100. : : :

Do you realize what that means?

One hundred more good merchants reading this paper in December than in November; one hundred more readers in November than in October, and so on.

To be conservative in the extreme, let us estimate the average annual purchases of these merchants at $10,000.

In only an odd case would the figure be so low as that, and in many instances it would run as high as $25,000 to $30,000.

One hundred new readers buying annually $10,000 worth of goods means an increased annual buying power behind this paper of $1,000,000 every month.

And that is equivalent to $12,000,000 per year.

Increase, remember!

Now these merchants do not subscribe to The Grocer for any other reason than that it helps them in their business—helps them to make more money.

That insures for our advertisers a *quality of interest* they can secure in no other way.

Just think over the fact that an advertiser in this paper influences an annual buying power of fully $200,000,000, and that he can do it through a *full-page space every week* for about the same price paid an ordinary clerk in his office.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, DECEMBER 16, 1910 NO 50.



ROBINSON'S PATENT BARLEY

You, Mr. Grocer, are the right man to handle all food products, and our Patent Barley is a ready seller which in many parts is handled only by the druggists. Get to work selling it! There's money in it for you. Write for particulars and sample.

Agents for Dominion

FRANK MAGOR & CO., 403 St. Paul Street, **MONTREAL**

Every live grocer is now selling Syrup. Syrup is seasonable and a good seller. Of all brands on sale there is ONE that makes for satisfaction and profit to dealer all the time.

"CROWN BRAND" CORN SYRUP

For table use, made from the finest selected white corn. A suggestion to your customers for a trial tin will make steady business. For sale by all jobbers in Canada.

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St James St., Montreal

MACONOCHIE'S
PAN YAN SAUCE

A PERFECT APPETIZER

DELICIOUS WITH—FISH
MEAT
GAME
SALADS
AND
SOUPS

SMALL SIZES (6 oz.) CASES 4 doz. $1.80 doz.
MEDIUM " (10 ") " 4 " 3.00 "

IN 12 DOZEN LOTS 5 CENTS A DOZEN LESS





MACONOCHIE'S
PAN YAN PICKLE

A PREPARATION OF A MILD, PIQUANT CHARACTER
UNSURPASSED FOR HOT AND COLD LUNCHEONS

GLASS STOPPERED BOTTLES, MEDIUM, CASES 4 DOZEN. $2.30 DOZ.
" " " LARGE, " 3 " 3.30 "
IN 12 DOZEN LOTS 5 CENTS A DOZEN LESS

FOR SALE BY ALL FIRST CLASS JOBBERS

ALSO MACONOCHIE'S—PICKLES, PEELS, FISH, WORCESTER SAUCE, BLOATER PASTE, JAMS, MARMALADE, Etc., Etc.

Canadian Representatives

MacLaren Imperial Cheese Company, Limited

MANUFACTURERS AND IMPORTERS GROCERS' SPECIALTIES

TORONTO :: :: :: :: CANADA

No Spoiled Pastry

TRADE  MARK

COCO FRUITINE

A pure tasteless extract of Cocoanut Oil in solidified form---without moisture or admixture of any kind whatever, most nourishing and wholesome. Superior to animal fats and admixtures.

PURE
PROFITABLE PALATABLE

First---It is superior to Butter, Oil or Lard, owing to its extremely delicate taste and flavor.

Second---It is peculiarly nourishing, being superior to any other similar product.

Third---It is extremely easily digested and assimilated by the most sensitive stomachs.

Will send sample free on application.

ARTHUR P. TIPPET & CO., Sole Agents

MONTREAL TORONTO



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

—

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers, 34 Yonge St., Toronto

On Spot Gallon Apples and Marrowfat Beans

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines

Recognized headquarters for Evaporated Apples, White and Lima Beans.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A.B.C, 5th edition, and private

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1865

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

ON SPOT. Finest 4 and 5 Crown Table Figs, 10 lb. boxes.

New Selected 3 Crown Shelled Almonds

Prices Right.

Lind Brokerage Company

73 Front St. E., Toronto

WANTED

A live firm in each of the Provinces of Canada to take the selling control of Invalid Fluid Beef. Address replies to (Invalid Oxvil)

309-311 King Street West, Toronto

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 181

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Room 16 Morin Block

Quebec City, - Canada

Open for one or two more agencies.

Black Tea Agency Wanted.

Good Openings here for Lard, Oats, Boiling Peas.

HAVE YOU ANY TO OFFER?

The last call for Christmas trade---

CAMEL BRAND **ELEME FIGS** DIANA BRAND

4 crown, 5 crown, 6 crown, 7 crown—10-lb. boxes.

LOCOUMS - 2 and 5-lb. boxes. MONTE CARLO - 2-lb. baskets.
WASHED - - - 5-lb. boxes. 9 Crown Umbrella boxes.

We are clearing all lines of

TABLE RAISINS

Our assortment is unbroken—from $2.00 to $5.00 box.

You should see our

JAPAN JUMBO PEANUTS

Finest Quality—Rock Bottom Prices.

ALL ORDERS SHIPPED SAME DAY AS RECEIVED.

EBY-BLAIN, LIMITED

WHOLESALE GROCERS : : : : TORONTO

It Will Pay You to Handle

"RAM LAL'S PURE TEA"

The Consumers will like it, because it is reliable, and is a firm favorite when once used.

Ram Lal's Pure Tea Co., Limited

MONTREAL, P.Q.

OVER

30%

CLEAR PROFIT

Have you stopped to consider what profit you will realize by selling ∴ ∴ ∴ ∴

"CANADA BEST"

At Five Cents Straight?

STUDY THESE FIGURES:

WHAT IT COSTS YOU

25 Boxes "Canada Best" at $3.90 - -	$97.50
Rebate - - - - -	1.50
	$96.00

COST TO CONSUMER

25 Boxes "Canada Best" at 5c a bar, $125.00

Profit---$29.00, or over 30%

We want you to learn about our REBATE and "C.B." Premium Systems.

Write immediately and ask for our free 1911 Calendar at the same time.

The United Soap Company of Canada

Montreal



Canada

Contain More—Cost Less

IN these four words you have a very strong selling point for RED CROSS BAKED BEANS.

The tins contain more beans than the 3's flats, which are sold at a higher price.

There is a green sticker on the top of each can of RED CROSS BAKED BEANS that calls your customers' attention to this fact and tells them how to verify it.

RED CROSS BEANS are hand-picked, prepared by a special process and packed solid, either plain or with Chili Sauce.



All the spices and sauces used in processing RED CROSS BEANS are very carefully selected with an ideal of absolute purity in view.

Dominion Canners Limited
Hamilton . ∴ Canada

We can supply Simcoe Brand in place of Red Cross if preferred.

Grocers of Northern Saskatchewan!

You save freight when buying from our new Prince Albert Warehouse—

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

PACKERS OF
"TRIAN"
BRAND

PURITY
GUARANTEED

You get the full advantage of the carload rate on all your purchases—small and large.

Figure out how much freight charges add to your cost of doing business.

Then communicate with us at our Prince Albert Warehouse and see what a big saving you can make by placing all your orders with us at this point.

YOUR INQUIRY WILL RECEIVE OUR IMMEDIATE ATTENTION

CAMERON & HEAP, Limited

Importers and Wholesale Grocers

REGINA, SASK. | FORT WILLIAM, ONT. | KENORA, ONT. | PRINCE ALBERT, SASK.



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.S.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

Solid Aluminum Scoops Free!

WITH

COMFORT SOAP

"It's All Right."

These Solid Aluminum Scoops are the best in the world. They are not only the most attractive in appearance, giving a touch of brightness and neatness to your store that customers appreciate, but they are practically indestructible and positively have no equal. They do not bend, split, break or corrode nor have any of the objections common to ordinary scoops. Secure these Solid Aluminum Scoops **FREE WITH COMFORT SOAP.**

IMPORTANT

To prevent mistakes, be sure to mention "ALUMINUM" when ordering these scoops, as we carry cheaper kinds in stock.



No. 0

SIZE - - 3 x 8½ inches
CAPACITY - ¾ pound



No. 1

SIZE - - 4 x 11 inches
CAPACITY - 1¾ pounds



No. 2

SIZE - - 5 x 12 inches
CAPACITY - 2½ pounds

These Capacities are in relation to Granulated Sugar

No. 0 is given FREE with 5 boxes Comfort Soap.

No. 2 is given FREE with 10 boxes Comfort Soap.

All three Scoops, Nos. 0, 1 and 2, given FREE with 25 boxes Comfort Soap.

(Note---No other combination of sizes can be given with a 25-box lot.)

Send For Our Illustrated Price List.

Address:—

COMFORT SOAP, Toronto

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

"THE BEST" FOR THE LEAST MONEY

ONLY Seven more shopping days. Be ready for the big Xmas rush. We are in a good position to fill your Xmas Stock. GET BUSY.

New Walnuts
New Almonds
New Brazil Nuts
New Filberts
New Large Italian Chestnuts
Roasted Peanuts
New Smyrna Figs, "Camel Brand"
Best Quality Malaga Grapes
"Maple Leaf" Brand New Lemons
Navel Oranges
Grape Fruit
Mexican Oranges
Golden Dates
Natural Italian Figs, Fancy Wicker Baskets

Don't Delay---Send us your order to-day.

YOUR ORDER WILL HAVE OUR BEST ATTENTION AND WILL BE PROMPTLY ATTENDED TO

Enquiries from Ontario to our Toronto office.

The Charles Ciceri Company LIMITED

Enquiries from all of Canada outside of Ontario to our Montreal office.



You Do Need This!

Every grocer needs the "Ideal" Fruit and Vegetable Rack.

It's a space-saver, a business-getter and a preventer of waste.

The story of the

"IDEAL"
Fruit and Vegetable Rack

is told by the picture. It is a neat little appliance that is nailed to the ends of original fruit boxes, allowing the boxes to be stacked, thus saving floor space, and giving your fruit and vegetable stock exceedingly attractive display.

PRICE, ONLY FIFTY CENTS EACH

Cash with Order. F.O.B. Toronto. Order some to-day.

EUREKA NOVELTY CO., 88 Colborne St., TORONTO

Handle Satisfaction-Givers! SELL



Here's the full line of Richards Profitable Soaps

Richards Pure Soap—Quick Naptha Soap—Snowflake Soap Chips—
Ammonia Powder—100% Pure Lye—Toilet Soaps

They will increase your business and hold the best class of trade for you.

The Richards Pure Soap Co., Limited
Woodstock - - Ont.

Agent for Hamilton and Toronto:
A. HUTCHISON, Omand Mfg. Co.
76 Colborne Street, Toronto

The Lines in Constant Demand!



ROWAT'S PICKLES

AND

PATERSON'S SAUCE

Are you handling these ready sellers?

Rowat & Co.

GLASGOW, - - - SCOTLAND

Canadian Distributors:

Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E. Jarvis & Co., Vancouver, B.C.





It isn't a question of any kind of Condensed Milk!

It is for you to supply your customers with the ***best*** and ***most perfect.*** To do this it must be

BORDEN'S BRANDS

that you offer. Indisputably the best sellers are

"Eagle Brand" Condensed Milk
and ***"Peerless Brand" Evaporated Cream.***



Borden's Condensed Milk Company

ESTABLISHED 1857

WILLIAM H. DUNN, Montreal and Toronto

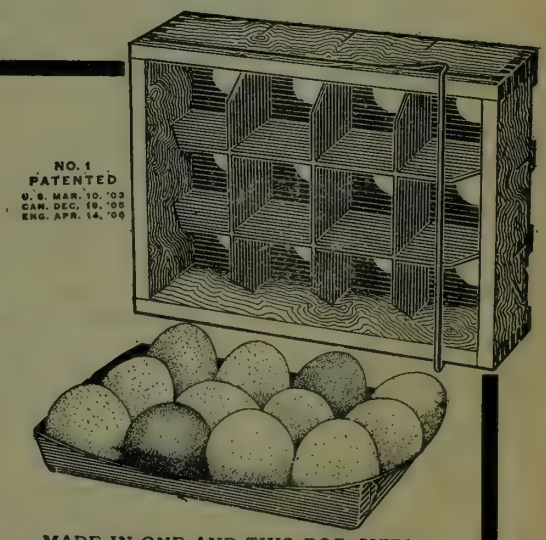
Mason & Hickey, Winnipeg, Man.; Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary.

No Broken Eggs

The right title for our book about

Star Egg Carriers and Trays

For Safe Egg Delivery



MADE IN ONE AND TWO DOZ. SIZES

NO BREAKAGE. NO MISCOUNTS
SAVE TIME. SAVE MONEY.
NO SETTING-UP (Always Ready).
TAKE NINE SECONDS TO FILL----ONE TO EMPTY.
STAR EGG CARRIERS LAST A LIFE-TIME.

ONE CENT (per dozen eggs delivered) CHEAPER TO USE THAN PAPER BAGS OR BOXES.
ASK YOUR JOBBER, OR WRITE US.
YOUR AD. ON EVERY STAR EGG TRAY WINS TRADE.

LYONS & MURPHY, COREY, PA., write:—
"We have used your Carriers and Trays for the past three years and they have given us the best of satisfaction. We have not broken an egg in the three years. We consider the carrier a good egg seller, as the customers can always depend upon getting the number of eggs they order, in good shape."

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

CENTURY

Ho!

Mr. Grocer.

The Salt your Customers will call for again and again---if you'll just stock it---is the purity-sure

CENTURY SALT

We're advertising it brightly. We're shipping it promptly. Just get our price list and try us.

Dominion Salt Co., Limited

Manufacturers and Shippers

SARNIA, - ONT.

SALT

A FOOD LUXURY

IS BOUGHT FOR ITS QUALITY

¶ Flour, meat, sugar and salt are staple necessities, but pickles, condiments and sauces are luxuries.

¶ No one buys these luxuries except to make food taste better and add zest to appetite. Hence, if the quality does not please, there will be no repeat orders.

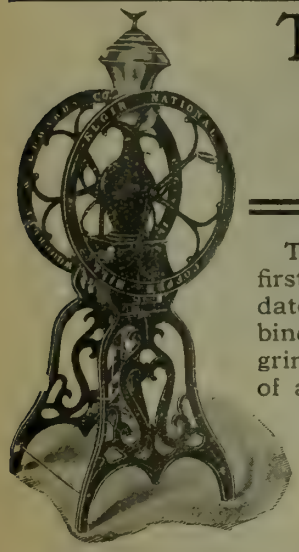
HEINZ 57 VARIETIES
PURE FOOD PRODUCTS

have been approved by the public for forty years and their popularity is growing. Superior quality is the reason.

¶ Heinz Products are free from Benzoate of Soda and all other drugs. They are safe to sell and guaranteed to please your customers, or money back.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products



THE ELGIN
National Coffee Mill

The "Elgin" Mill is easily first favorite with the up-to-date grocer, because it combines easy running and rapid grinding qualities with beauty of appearance and finish. It is very durable, and is fitted with a special adjuster for regulating the grinding.

Equipped with the new style force feed steel grinders. Investigate this grinder carefully. Its price is very reasonable.

Ask any of the following jobbers for our descriptive catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd.; Wm. Braid & Co.
HAMILTON—Jas. Turner & Co; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST. JOHN, N.B. G. E. Barbour Co.; Dearborn & Co.
REGINA, SASK.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches.)
EDMONTON, ALTA.—The A. MacDonald, Co.

Woodruff & Edwards Co.
ELGIN, ILL., U.S.A.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario

BIG SALES ⟷ BIG PROFIT

For every grocer who is handling **BJELLAND'S**

Smoked Herrings in Bouillon

Your Particular Customer will welcome your recommendation to try this line! None but small, selected, summer-caught herrings are canned in these patent tins, and none but pure delicate spices are used. Scrupulous care and cleanliness are observed in the various processes, and the line leaves a 'real' good margin of profit for YOU. Try a case. Ask your wholesaler.

JOHN W. BICKLE & GREENING (J. A. HENDERSON) HAMILTON
Canadian Agents

Donald says:

" There is no alum present in

Quaker Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

Report of analysis by Dr. J. T. Donald, Dominion Gov't Analyst.
November 26, 1910.

MATHEWSON'S SONS
WHOLESALE GROCERS
202 McGILL ST., - MONTREAL

Your particular customers
will be delighted with their flavor and freshness.

QUEEN QUALITY PICKLES



They are a line that reach you always in perfect condition, and are made from the finest vegetables and other ingredients **only.** Put up in 10-oz. and 20-oz. bottles. Send to-day for discounts and prices.

Taylor & Pringle Co., Ltd., Owen Sound, Ont.

BOYD & CO.

(formerly Watson, Boyd & Co.)

Port of Spain,
TRINIDAD, B.W.I.

Are prepared to receive and handle to best advantage all classes of Canadian Produce, including Hay, Oats, Fish, Flour, etc., etc.

Correspondence Invited. **All Codes Used.**



Branches:
TORONTO HAMILTON WINNIPEG FT. WILLIAM

ALWAYS REACH YOU FRESH

You can't be too particular about the freshness of your biscuit stock—stale biscuits will antagonize your most friend y customer. Protect yourself by ord:ring

TELFER'S GRAHAM WAFERS

and other plain and fancy biscuits. We GUARANTEE every tin to reach our customers fresh, crisp and wholesome.

TELFER BROS., Ltd., = Collingwood, Ont.

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

Protect Your Merchandise

from water, damp and damage

by shipping it in

"H and D"

Corrugated Fibre Board Boxes

They are five times as strong and have greater carrying power than the best wooden cases, and in every case are guaranteed to save freight, save packer's time and save storage space.

Why not insure the arrival of your product in the same clean, fresh and attractive condition that it leaves your factory? An "H and D" packing box will do this for you! Write to-day for details.

Ask for free Booklet
"HOW TO PACK IT"

THE HINDE & DAUCH PAPER COMPANY, Limited

TORONTO, CAN.



Absolute Safety

is a leading feature of our Gasoline Lighting System, the light being instantly put out or lit by a pull of the chain. Gives a splendid, steady, white, brilliant light.

Is cheaper than coal oil and better than electricity or city gas. Investigate this proposition. More light means more business!

Write now for circular and special price to merchants direct.

MacLaren & Co., Merrickville, Ont.

GOOD AGENTS WANTED.



NATION'S CUSTARD POWDER

Noted for its Flavor and Purity.

Attractively Packed in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND CO TORONTO

You'll Hit the Bull's Eye

on the "Popular Taste" Target if you are selling

AURORA COFFEE!

The distinctive quality, aroma and flavor of "AURORA" Coffee have made it a prime public favorite, and its retailing price of **40c.** leaves you a "well-worth-while" profit. See to your stocks.



W. H. GILLARD & CO., Hamilton, Ont.

BRANCH—SAULT STE. MARIE

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C., Edmonton and Calgary, Alta., and Winnipeg, Man.

McLean's Cocoanut

ALWAYS SELLS WELL BECAUSE IT IS PURE AND OF EXQUISITE FLAVOR.

The **Canadian Cocoanut Co'y**



Sole Makers, Montreal, Quebec



Talking to the Point

CLASSIFIED WANT ADS get right down to the point at issue. If you want something, say so in a few well-chosen words. Readers like that sort of straight-from-the-shoulder-talk, and that is the reason why condensed ads are so productive of the best kind of results.

CLASSIFIED WANT ADS are always noticed. They are read by wide-awake, intelligent grocers, who are on the look out for favorable opportunities to fill their requirements.

TRY A CONDENSED AD IN THIS PAPER

DO YOU KEEP THE BEST?

Some merchants make the mistake of handling a second-class sugar because they can buy it a little cheaper. This is not good business. The consumer is dissatisfied and the merchant afterwards loses custom.

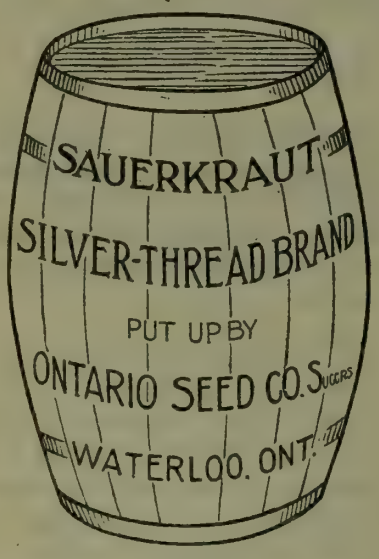
ST. LAWRENCE GRANULATED

is the standard of high quality. You can always rely upon its being absolutely perfect.

ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL

The Demand for **SAUERKRAUT** *is daily Increasing*

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT

ONTARIO SEED CO., Successors, WATERLOO, ONT.

We Wish Our Friends and Customers

A Merry Christmas

and a

Happy New Year

THE

Dominion Molasses Co.

LIMITED

HALIFAX, NOVA SCOTIA



The Festive Season Shortly Due

is the time of many extra dishes for the housewife, in which essences play an important part! How are your stocks?

SHIRRIFF'S ESSENCES

Combine purity and strength; they will help to obtain and retain the family trade for you. Order to day

Imperial Extract Co., 8, 10, 12 Matilda Street TORONTO

If your Jobber can't supply you, write us direct.

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKART & CO., Ltd., London, Winnipeg

Wake Up!!! and Sell Baird's Sauce

"The Best



of All Sauce"

Agents :—Maclure & Langley, Ltd., 12 Front Street East, Toronto —604 Lindsay Building, Montreal ; W. L. McKenzie & Co., Winnipeg ; R. Robertson & Co., Vancouver and Victoria.

ASEPTO SOAP POWDER

THE ENEMY OF DIRT

Recommends Itself for 5 Reasons

1. It saves labor. There's not half the rubbing required.
2. It prevents disease. It is thoroughly antiseptic.
3. It is odorless.
4. It is harmless. It will not damage the most delicate fabric.
5. It is economical. A 5c. packet makes 4 gallons of liquid soap.

Try a case. You will be astonished to find how soon it is gone.

Order from Your Jobber.

THE ASEPTO MANUFACTURING CO.
ST. JOHN, N.B.

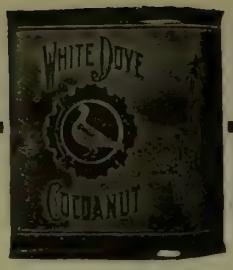
Is Your Time Precious?

Would it be worth $1.50 to you to be able to figure the cost price of your estimates and invoices in one-third the usual time, and to know that all the work was correct?

Baughman's Buyer and Seller Cost Tables

is a cost book for everybody having cost to figure by the piece, pound, foot or ton, from 2½c per 100 to $10.00 per 100. It figures cost right, and to the fraction of a cent. The range of tables compressed into this volume can hardly be described. The tables comprise nearly every price used in buying and selling, running from 25c. per 1,000 to $100.00 per 1,000. **Price, $1.50**. All orders payable in advance.

TECHNICAL BOOK DEPT. MacLEAN PUBLISHING CO.
143-149 University Avenue, Toronto



Earn the cook's goodwill by recommending the Cook's Friend

White Dove Cocoanut

Impossible to beat it at any price

W. P. DOWNEY
MONTREAL

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal
Agents

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.

KINGSTON, - - - JAMAICA

A Drop in
Maple Syrup
Compound

See Advertisement of
Canada Maple Exchange

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order our expense

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, MANAGER

WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

J. N. WARMINTON
207 St. James St., - MONTREAL

ATTENTION, MR. GROCER!

Will you permit yourself to be subjected to the losses, errors, disputes, delays and many other vexations arising from antiquated methods of handling credit customers? Or will you join the ranks of progressives and adopt the ONE WAY to avoid them?

Allison Coupon Books

point the way to safety. They guard against loss they hold the credit customer in check; save time, money and trouble.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

A. C. LANDRY

STE. FLAVIE STATION, QUE.

Jobber and Wholesaler in

Groceries, Flour, Grain and Provisions

Open to buy Timothy, Red, White and Alsyke Clover Seeds.

CAMMEMBERT CHEESE

Le Gaulois Brand

$3.00 a dozen, or $2.75 per crate of 5 dozen.

CAMMEMBERT — CAMMEMBERT
Le Gaulois

THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

THE HODGSON GUM CO.

898 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORRESPONDENCE SOLICITED

'2 in 1' JELLY POWDER

is a rapid seller because, apart from its delicious flavor, the package contains a powder for sauce to be served with the jelly.

This unique feature has had a big influence on the sale of "Club" Jelly Powders! Send along a trial order and give "Club" Jelly Powders prominence.

They pay well to sell!

S. H. EWING & SONS

Montreal and Toronto



CHINESE STARCH

HAVE YOU A STOCK?
GREAT SELLER ALL THE TIME.

GET PRICES

OCEAN MILLS
MONTREAL

When writing advertisers kindly mention having seen the advertisement in this paper.

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

425,000,000 SOLD IN ONE YEAR!

Have YOU Tried

PAT-A-CAKE

BISCUITS?

May we send you our Illustrated Album?

PEEK, FREAN & CO., LTD.

LONDON ENGLAND

The Mill They All Want

AND THE REASON WHY



No. 40—D.C.—$65.00
No. 45—A.C.—$75.00

Because it represents the greatest real Value of Material, Quality and Workmanship at the Lowest Price.

Every Mill is ready for immediate use by simply attaching it to your lamp socket. Grinds two lbs. a minute and can be adjusted while the Mill is running. Grinders are of the best quality cast steel. It is furnished with detachable hand crank for use in emergencies, so that the grocer is never without his Mill if the current gives out.

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.



Pickles that Please he Palate!

All agree that Pickless add a zest to the plainest fare, but too little care is often taken of the pickle quality.

The trade mark

STERLING BRAND

on pickle bottles, is your guarantee, Mr. Grocer, of Purity, Quality and Skill in Manufacture.

Our process is one long tale of care, cleanliness and up-to-date methods, and the result, "STERLING BRAND," is a line that you can recommend without hesitation.

Send for prices.

THE T. A. LYTLE CO., LIMITED

STERLING ROAD - TORONTO

AT LAST!

FUSSELL'S PURE RICH CREAM

THE REAL THING!

THE REAL THING AT LAST

Fussell's Cream is *not* a makeshift nor a substitute, but PURE Mountain Pasture CREAM. Put up in Sterilized Tins. Guaranteed Quite Pure. Contains no Preservative. Keeps good anywhere.

Samples and particulars of:—

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.
C. Fairall Fisher, 22 St. John St., Montreal, for Quebec.
W. H. Escott, 137 Bannatyne, Avenue, Winnipeg, for Manitoba, Saskatchewan and East Alberta.
The Harry Horne Co., 309 King St. West, Toronto, for Ontario.
J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia.
W. A. Simonds, St. John for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument St., LONDON, Eng.

ONE PACKAGE MAKES SIX FULL QUARTS

If you want a rapid seller - one that will appeal to your women customers all the year around, just order

MINUTE TAPIOCA

You couldn't have a better selling line than Minute Tapioca. It requires no soaking, and in fifteen minutes a delicious pudding can be made, ready to serve. Minute Tapioca is made in a factory that is unequalled in its sanitary construction, by a process that assures a product of absolute purity

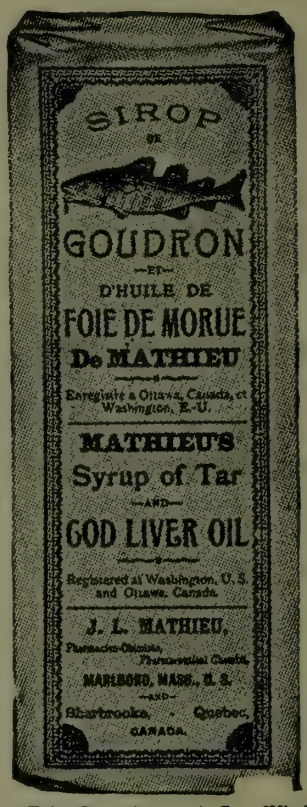


Ask your Jobber for Minute Tapioca

Minute Tapioca Co.

ORANGE, MASS.

Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada..

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.

CANADA FIRST EVAPORATED CREAM

THE RICHEST

BY GOVERNMENT TEST

See Bulletin No. 208, Dept. of Inland Revenue





Manufactured and Guaranteed by Canadians

THE AYLMER CONDENSED MILK CO., Limited, - AYLMER, ONT.



GAZELLE

The Brand of the Very Finest

CANNED VEGETABLES

and

CANNED FRUITS

Hudon, Hebert & Co., Limited



Montreal

The Most Liberally Managed Firm in Canada.

ESTABLISHED A.D. 1839

GOODS OF HIGH QUALITY

HUNT BROS., SAN FRANCISCO

JUST RECEIVED INTO STORE

150 CASES PINEAPPLES "HAWII"

Sliced and Grated. 2s and 2½s tins.

APRICOTS AND PEACHES

In rich, heavy syrup. 2½s tins.

LARGE VARIETY

BEVAN'S TABLE RAISINS AND CAMEL FIGS

Just drop a line for prices. We have the largest assortment without exception. PRICES RIGHT.

L. CHAPUT, FILS & CIE.

Wholesale Grocers and Importers, :: MONTREAL



A DROP IN

FLAVORED AND **MAPLE** SYRUP MIXTURE



PREPARED CAKE ICING



We are now packing a Maple Mixture and Maple Flavored Syrup under "Habitant" and "Pancake" Brands at a price to compete with cheap Mushroom Brands that are sure to spring up when Sugar and Glucose are cheap. HABITANT BRAND is of a heavy texture, rich reliable, high grade in every respect. Prices are delivered to all Railway Points in Canada East of the Soo THROUGH JOBBERS' ONLY.

"HABITANT" BRAND MIXTURE.

Quart bot., 12 to case ..	$2.30	Half-gal., 12 to case ..	$4.60
Pint tins, 24 to case	2.40	1-gallon, 6 to case	4.30
Quar.-gal., 24 to case ...	4.60	2½-gallon, 2 to case ...	3.80

"PANCAKE" BRAND FLAVOR.

Quart bot., 12 to case ..	$2.30	Half-gal., 12 to case ..	$4.55
Pint tins, 24 to case ...	2.40	1-gal., 6 to case	4.25
Quar.-gal., 24 to case ..	4.55	2½-gal. Imp., 2 to case.	3.75

CANADA MAPLE Exchange Ltd.
MONTREAL
Molasses and Syrup Refiners.

The following Brands are Standard world over for past 32 years. No change.

"SMALL'S SELECTED PURE."

Quart bot., 12 to case ..	$3.40	Half-gallon, 12 to case ..	$7.25
Pint tins, 24 to case ..	3.90	1-gallon, 6 to case	6.50
Quar.-gal., 24 to case ..	7.25	2½-gal. Imp., 2 to case..	6.50

"SMALL'S STANDARD"

Quart bot., 12 to case ..	$2.35	Half-gal., 12 to case ...	$4.70
Pint tins, 24 to case ...	2.50	1-gal., 6 to case	4.40
Quar. gal., 24 to case ..	4.70	2½-gal. Imp., 2 to case..	3.90

Opening New Accounts

Your business will not grow unless you do add new customers constantly. The old ones will drop out with surprising regularity and those that remain will not increase their purchases materially.

Have a good live talk about your goods in THE GROCER every week. All the best grocers in Canada will read it, and if what you say is worth while, they'll steadily be influenced in your favor.

You will find THE GROCER the most powerful agent at your disposal in the cultivation of new accounts.



North, East, South & West

Campbell's

SOUPS

Sell the best

Extensive and persistent advertising, added to the absolute purity, fine flavor and high food value of CAMPBELL'S SOUPS, has made them wonderful sellers everywhere. What are you doing to take advantage of this established demand? Do you realize that all the trade you secure on CAMPBELL'S SOUPS will stay with you? It will, because CAMPBELL'S SOUPS will please your customers. Our guarantee of "satisfaction or money back" is as much a part of every can of CAMPBELL'S SOUPS as if it were printed on the label.

Joseph Campbell Co., - Camden, N.J.

"21 Kinds—Look for the Red-and-White Label."

ROSE & LAFLAMME, Limited, 400 St. Paul St., Montreal, Sales Agents for Provinces of Quebec and Ontario.

INVALID OXVIL

Used in large Hospitals and recommended by all the leading Physicians.

Invalid Oxvil is in a class by itself, and as a stimulant it is superior to any seasoned Fluid Beef.



THE PERFECT FLUID BEEF

INVALID OXVIL is made from fresh Beef only, and contains the albumen and fibrine, together with the soluble extracts.

INVALID OXVIL is now being sold by all the leading grocers and chemists in Canada on the strength of its Purity and Genuine Beef Flavor.

Manufactured and Guaranteed by

The F. L. BORTHWICK CO., Kingsland Rd., London, England

Write for Illustrated Price Lists to our Canadian Agents:

THE HARRY HORNE CO., 309-311 King St. W., TORONTO



This Carton Answers The Only Objection

How many customers do you sell dates to? Probably not one out of 25. This though dates are delicious, healthful and generally liked.

Do you know why? Because dates in bulk *cannot* be made to look clean and sanitary. A bundle of dates from which some have been broken away looks pretty unappetizing.

When you sell **Dromedary Golden Dates,** you answer the only objection anybody can possibly have against dates. They are packed in cartons, are selected, clean and sanitary and will keep moist and fresh indefinitely.

We are advertising these goods to your customers. Help yourself to this trade.

All jobbers sell **Dromedary Dates.**

We also pack **Royal Excelsior** and **Anchor** brand package dates.

The Hills Brothers Company

Beach and Washington Streets, :: New York

For the Holidays

You should be prepared to meet the demand from the most exacting trade by keeping in stock a full line of the following standard products:

PIPER-HEIDSIECK Champagne
The best vintage. First of all, unexcelled.

Mitchell's Irish and Scotch Whiskies
The best product of Ireland and Scotland distilleries.

Sherry of Diez Hermanos
The most select wine of the sunny land of Spain.

Clarets and Sauternes
From the cellars of the castle of Vigneau & Cambours.

Port Wines
From the Real Companhia Vinicola of Portugal.

Table Water "Sun Ray"
A crystal, pure, spring water.

Brandy "Ph. Richard"
A brandy made from pure wines.

"Gold Finch" Gin
A liqueur with the exclusive guarantee of Schiedam authorities.

Burgundy Wines
From the celebrated vineyard of Morin, Père & Fils.

Miller "High Life"
A select lager for select people.

Ginger Ale *(Imported)*
Trayder's Brand.

Garnier Liqueurs
Liqueurs from France are pure and superior in quality to any.

WISER'S RYE

We have a few cases of the 1895 production. No other distillery can offer such old rye. Our "Red Letter" Rye is always standard and a favorite everywhere.

We offer the best prices on all these standard products.
Write, wire or 'phone for quotations at our expense.

LAPORTE, MARTIN & CO., LTD.

Wholesale Groceries, Wines and Liquors

568 ST. PAUL STREET .·. MONTREAL

Telephone Bell: Main 3766

At South River—"his first lesson in successful merchandizing."



The Lesson is simple.

Stock only goods of undoubted quality.

Buy often—and in small quantities.

Put your goods out where they will suggest purchase.

In tea—sell "SALADA."

"SALADA" packages have standardized value.

"SALADA" has made possible small stocks—quick turnovers—frequent purchases.

"SALADA" is sold quickly—conveniently—profitably.

You know what you are *selling*—your customer knows what she is *buying*. Satisfaction and confidence are established.

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Is the "Library Voting Contest" a Fake?

Letter From Retail Merchant Who Places It Under Trading Stamp Act—How the Scheme Is Worked—Piano Contest Arranged to Counteract it in Uxbridge —The Value of These Contests to the Promoters.

Editor of the Canadian Grocer.—Allow me a small space in your journal to say a word about a scheme that is being exploited through Ontario at present, and which is without doubt a very profitable one to the promoters. It is called a "Library Voting Contest." An agent canvasses a town for 25 or 30 merchants to subscribe about thirty dollars each for which they are given small ballots that entitle the customers free of charge, to mark for any church, institution or hospital that they wish.

The promoters give two bookcases or one, according to the size of the town and the amount subscribed, comprised of three sections, and containing from 100 to 150 miscellaneous books. This bookcase and books are to go at a certain time to the winning institution with the highest number of ballots. The total cost of bookcases and books would be to the promoters from $75 to $100, leaving a net profit of say $500 on a week's work; and yet it is said there is no profit in the book business. Think of it: five hundred per cent., and yet in every town where it has been offered, so far as is known, the merchants have entered the scheme and put up their good money to establish what is nothing but a trading stamp business, a thing that they all complained of bitterly until the government had it stopped and made a criminal offence. I should say that this "Library Voting Contest" is an infraction of the law, and that those using it must lay themselves open to a charge and fine for doing it. If any of these merchants would buy thirty dollars' worth of books and give part to a church and part to a hospital I am certain they would derive more benefit and business than by this profitable scheme to the promoters.

This letter is written with the hope that merchants in Ontario will give it a cold shoulder, as it is without doubt a very profitable one to the men getting it up, and exactly the opposite to the merchants in it. Thirty dollars spent in good advertising would be far better and would keep away that old trading stamp iniquity that the business men suffered from for years.

RETAIL MERCHANT.

This letter should call a halt to those who have been contemplating entering this proposition. The promoters are gradually extending their operations over Ontario and reports have come in that already Ingersoll, Newmarket, Burlington, Oshawa, Uxbridge and North Bay have been canvassed.

It is a question whether this is a legal undertaking or not. Whether it is or isn't, merchants should proceed slowly or they will find themselves in a hole.

Opposition in Uxbridge.

A Grocer representative was in Uxbridge during the week where, as noted above, the Library Voting Contest is in progress. The promoters secured the co-operation of 9 merchants in their project, each of whom advanced about $25 in support of the library. That would amount to $225. Some of those who are not in the scheme say that the libary will be worth to the individual or institution getting it about $25 or $30. Apart from the cost of the library, ballots and probably a book case, who gets the balance? Does it remain in Uxbridge? Supposing the entire cost of the books and paraphernalia is $50, do the merchants get any benefit from the other $175? You say the nine may, but what about the town taken as a whole?

To counteract this scheme on the part of the nine in conjunction with the promoters, the other merchants claim to have hit upon something novel. They joined together and bought a piano for some $250—a piano made in Uxbridge. It didn't cost each as much as $25. There is a voting contest on this piano now going on, and since the recipient gets $250 value—almost 10 times the value of the library—everybody is much more interested in it than in the library. The piano is being shown in one of the windows. Since it is made at home, the money all remains at home—none of it goes to enrich any promoter from another country.

Trading Stamp Act.

The question is whether the scheme is illegal or not. It was stated some time ago in these columns that in the estimation of E. M. Trowern, secretary of the Retail Merchants' Association, and the city solicitor of Ingersoll, it came under the Trading Stamp Act passed by the Ontario government in 1901.

The Statutes of Ontario of that year refer to this Act as follows:

TRADING STAMPS, COUPONS, ETC.

41. For prohibiting the giving, selling, distributing or receiving of trading stamps, coupons, or other similar devices, and for prohibiting the giving, selling or dealing therewith by any person, firm, or corporation engaged in trade or business.

(a) No such by-law shall apply to any merchant or manufacturer who places in or upon packages of goods, or delivers to the purchasers of goods sold or manufactured by him, tickets or coupons to be redeemed by such merchant or manufacturer either in money or merchandise."

This law came into effect on January 1, 1902.

Test Case Necessary.

No person, of course, can say definitely that this Library Voting Contest is illegal until a test case has been made. The expression of an opinion is the limit, and until some person or municipality decides to test its legality, these promoters will have a free hand in their operations.

Apart from the legal point of view, is it good business? A merchant gives away $30 to aid in the purchase of a library, and to pay the promoters who have little or no interest in the well-being of the town. The merchant expects to get more business from the interest created in the coupons. Let us suppose he makes a net profit of 6 per cent. on his turnover; what value of goods must he sell in order to get back in profits his $30? This makes a simple question in mathematics—$6 is the profit on $100 sales; $1 is profit on $16 2-3 sales; therefore, $30 is the profit on $500 in sales. Remember that this $500 worth of goods must be sold to new customers—customers who are buying from the merchant in consideration of the fact that he is carrying library coupons.

Is it worth it? Supposing that the $30 had been spent in advertising, to create a good-will — a reputation—for the business; or that it had been used to purchase a better assortment of goods for the Christmas trade! Wouldn't it have done more good than giving these promoters say 80 per cent. or $24 of it?

If the merchants of a town or city desire to stamp out any such scheme as this, how are they to do it? The solution lies in a committee to deal with all advertising propositions which might be called a "Fake Advertising Committee." This is the method used in Winnipeg.

Let every merchant think over the matter.

CONTEST ON IN GUELPH.

Guelph, Ont., Dec. 15.—The library voting scheme has reached this city, and firms representing almost every line of business, including grocers and hardwaremen, dry goods and druggists, have taken up the scheme. The voting has been fairly heavy, but from an outsider's point of view, it does not seem very attractive, especially during the regular Christmas trade, when variety of offerings, with quality, seem to be better trade getters.

Christmas Window a Picture or Salesman

Reasons Why the Merchant Should Aim to Make the Window Talk for Him Rather Than Have It Simply Shout A "Merry Christmas"—In Order to Make It Pay for The Labor and Expense in Designing, It Ought to Get Business.

By Victor Lauriston.

Was that elaborate Christmas window worth the trouble?

That's the question you'll likely ask when the rush is all over, and from the doldrums of January you look back upon the time and labor—and money—you spent in designing that Christmas Eve display, putting it together, and making it the most gorgeously Christmassy thing of its kind in town.

And the answer to that question of yours will depend entirely upon what you got out of that window display; and that in turn will depend upon what you put into it.

Merchants have told me, time and again, that the beautiful, elaborate and generally admired Christmas displays have as a rule proven more trouble than they're worth. They have given hours to the task of devising window displays that were not merely window displays, but veritable panoramas of Christmas, with Santa Claus, the reindeer, the sleigh, the snow-flakes, the chimney, the holly, the evergreens, in fact, the whole tradition of Christmas depicted to an accompaniment of Christmas trees a Christmas bells—and at the end of all, they've asked: "Was it worth trouble?" and answered: "No." A there's a whole mountain range of tr in that.

Should be a Business-Getter.

After all, what is a window-display—what is its basic purpose? You've long since flung away to the four winds of heaven that o'd idea that a show window was merely a place to store goods for which you couldn't find room upon the shelves. That window, you know, as every merchant nowadays knows, possesses big possibilities as a business-getter. But have you grasped the conception of your window display as an extra salesman for your business—a hustling clerk, standing always at the front of your store, telling passers-by what they ought to purchase, and what you have to sell—and convincing them that now is the time, and here is the place to buy?

Just here many Christmas windows fail; elaborate, beautiful windows, too. Your Santa Claus display tells the wayfarer that this is the Christmas season—but who in Canada doesn't know that mid-December is the Christmas season? What the display tells him is superfluous. And it goes no further than that. It does not tell him what he would like to know—what he should buy for Christmas, and what you offer to satisfy his needs.

Make Appeals Specific.

Just as in your newspaper advertising, your special Christmastide letters and printed booklets, so in your Christmas window display, you chat with the present and prospective customer. The more specific, definite and appealing your line of talk, the more effective its results. Don't be satisfied merely with talking Christmas. Talk Christmas goods as well. What is more, be specific. Talk your own Christmas goods. Make your window individual in its distinction from all other Christmas windows; and make it convincing. If you have a Christmas specialty that the other fellows aren't featuring, feature it yourself. If you've a new Christmas line of goods, push that line to the front.

Don't be content with a Christmas window display that just shouts "Merry Christmas!" to the passers-by. Put in something also which says: "Come in and see me."

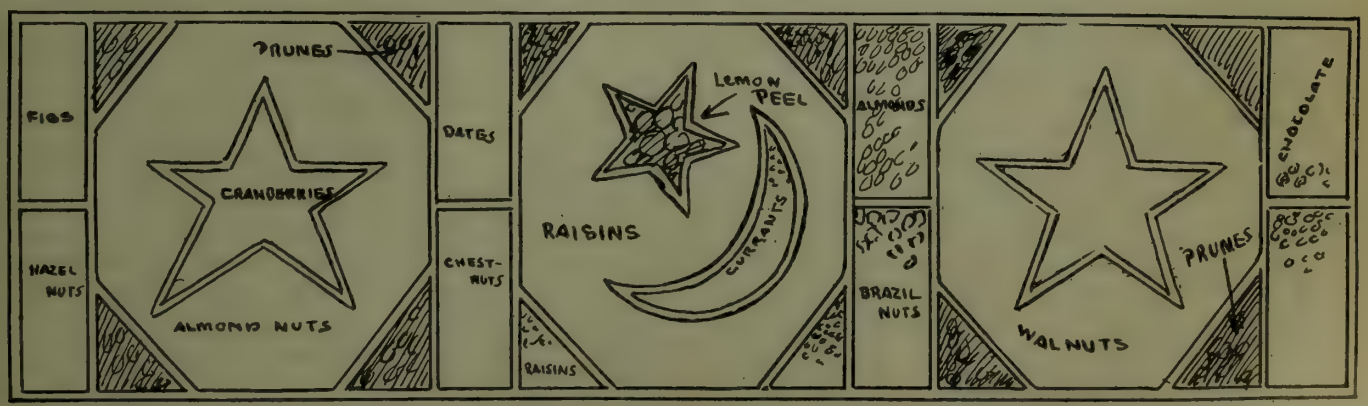
That's the ideal of a Christmas window display, or of any other window display. Not just a picture; but a suggestive chat with the man in the street, and an irresistible invitation to him to come in and purchase. That's the ideal. It's for the window-designer to spell out his arguments in goods, show-cards and price tags, in such a plain, appealing and convincing way that all who run may read, and cannot help but halt and buy there.

Chas. Rishor, wholesale grocer, Peterboro', Ont., was in Toronto during the week.

A jury in a district court at Des Moines, U.S.A., recently returned a verdict favoring a woman creditor and gave her judgment of $142 against the Des Moines Retail Grocers' Association for the wrongful suing out of an attachment. The jury held that the action of the Grocers' Association was wrong and that she should be given damages for the value of the furniture which had been taken from her and sold.

A retail concern advertised that every twentieth sale would be given free to the lucky purchaser, regardless of the value of the purchase made. As a special feature of the sale a loud gong on top of the building was wrung whenever the twentieth sale was made. While some of the sales donated were large, the total increase in business was so great that it became a permanent feature of the firm's advertising policy.

DRIED FRUIT AND NUT WINDOW.



The above drawing illustrates an outline for the floor of a Christmas window. The partitions are made from slats measuring 1 x ¼ inches, and cut to suit the different lengths.

The centre star is filled with lemon, orange and citron peel, and the moon with currants, both being surrounded with a bed of raisins. The corners contain Sultana raisins. The outside stars contain cranberries, and are surrounded with almond nuts on one side and walnuts on the other, the corners being filled in with prunes. The long strips forming the partitions are filled with figs, dates, Brazil nuts, hazel nuts, shelled almonds, chocolates and chestnuts. The rear of the window may be arranged with oranges, grapefruit, etc., so as to make an attractive background. A few price tickets would also be acceptable. A window of this character was arranged for the Xmas season by J. W. Island, Toronto.

Practical Methods in Retail Stores

Montreal Retail Grocery Firm Packs Cases of Christmas Goods Which are Purchased by the Wealthy and Given to Poor Friends — New Brunswick Dealers Advertise Goods to be Sold at 25 Cents — Ottawa Grocers Charge Frauds in Apple Packing—Merchants Fined Under New Food Standards—London Dealer Uses Blackboard in Front of His Store.

Pack Cases of Xmas Foods.

Montreal, Dec. 15.—Last year at the request of a number of the customers of Fraser, Viger & Co., that firm placed on the market special holiday cases of groceries and provisions to sell at certain prices. These were sold to those who had friends not in a position to spend a large sum in the Christmas goods that bring good cheer into the home.

The idea worked so well that Fraser, Viger & Co. are doing the same thing this year, and advertise the list of goods that go to make up the case. For instance, Case No. 4 at $5.50, contains a plum-pudding, tea, coffee, table raisins, mixed nuts, crackers, figs oranges, jam, extract of beef, basket of apples, salmon, cocoa, sugar and pickles, the quantity in each case being named.

Cases are also sold costing $10 and $15. These cases are delivered free by express to any point in Quebec, Ontario and the Maritime Provinces.

In their ad. they say: "There is many a poor family who would greatly appreciate getting one of these cases of groceries and provisions about Christmas time."

Advertise a 25 Cent List.

Moncton, N. B., Dec. 17. — In the course of a well-written ad. in a local paper, The Two Barkers, Ltd., retail dealers, give a lengthy list of articles which they offer for sale at 25 cents. In the list are the following: 3 cans fresh clams; 6 cans domestic sardines; 6 packages assorted jelly powder, etc. There were 28 articles in all mentioned, each for 25 cents.

In the section of the ad. referring to cigars, they say: "If you want a box of cigars for either yourself or your friends, see our line and get our prices. We can save you about one-half on cigars by the box." This was followed by the prices, making a good advertisement.

Criticism might be made of the manner in which the ad. was set; heavy, large black type used at the top, one side and bot- announcing an auction sale. Smaller type and straight rather than wiggly rules would tend to make the entire appearance more dignified.

Frauds in marking of Apples.

Ottawa, Dec. 15.—At the last meeting of the local Retail Grocers' Association, members voiced complaints against the marking of apples, alleging dishonesty. A McNeill, head of the Fruit Division, Dept. of Agriculture, Ottawa, was present, and listened to the statements made.

The law requires that all barrels of apples must be marked: Fancy; No. 1; No. 2; or No. 3, as the case may be.

F. W. Forde remarked that almost every day the grocers are buying apples marked No. 1, which when opened would not grade above No. 2.

The number or classes of the apple is supposed to be placed on the outside of the barrel by the packer. However, one grocer stated that he bought a barrel on the market marked No. 1. When it came to the store and he began to open it the paint with which the number was stamped rubbed off, showing that it had only been put on a few hours, certainly not when the apples were packed. Inside were small inferior apples, which would not pass as No. 2's.

Other grocers gave similar experiences of being the victims of dishonest marking, where apples marked No. 1 were sold to them at high prices this year and were not No. 1 by any means.

The high price of apples this year makes any fraud in marking an important feature, and the Grocers' Association will further discuss ways and means of protecting themselves and the public against it.

Report Good Results.

Owen Sound, Dec. 15.—While it may be rather late to refer to the question of exhibits of retail dealers at the fall fairs, yet the experience of Prentice & Sproule, of this town, will be interesting to those who have had such advertising under consideration and who have never tried it out.

"We have had good results from our exhibit," say Prentice & Sproule. "We might add that we have sold goods and had enquiries for others which we exhibited at the fair and which prior to that time had never been asked for.

"In fact some of our customers have told us that they had no idea we handled some lines we demonstrated."

Blackboard for Advertising.

London, Ont., Dec. 15.—Harry Ranahan, Richmond street, is one of the few if not the only grocer in London who uses a blackboard outside for advertising. It carries a large heading: "Quality Store," and being about four feet high has plenty of room for bulletins of special offerings or seasonable goods. In the absence of anything very special it announces: "Our prices are right;" "No trouble to show goods or quote prices," and other little statements of the kind.

French & Co., fruit and confectionery dealers on Dundas street, near Richmond, make a practice of cutting layer figs across the rows with a common knife, displaying sections about six inches long, one row wide, and as deep as the figs are packed in the box. These cross-sections make an inviting display of an aritcle which is not always of an attractive appearance, and it is always easy to find a section that will be of the size a customer wishes. The computing scale tells at a glance what the value is.

Food Standards Violated.

St. John, N.B., Dec. 15.—The retail stores of the city have taken on their Christmas garb and are very attractive. Many of the grocers are handling a larger line of fancy confectionery, Christmas crackers and cosaques, etc., than ever before and these vari-colored packages give the show windows and store interiors a bright appearance.

The first cases of violation of the new food standards for meats to come before the court in St. John were heard last week. As a result of information laid by Dr. Murray, inspector, of Ottawa, a meat and a grocery firm were fined $200 each. The offence in the first case was for exporting uninspected pork to the West Indies and for wrongfully using government labels on the shipment, and in the second case for attempting to ship uninspected pork and labelling it as fish.

Early Closing in Berlin.

Berlin, Ont., Dec. 15.—There was some real "early closing" in Berlin last Saturday. Almost every store closed at exactly 10 o'clock, and the remainder a few minutes later. Merchants on King street report that business was transacted considerably earlier, and that it might not be impossible to close at 9 o'clock. Chief of Police O'Neill announces that the early closing by-law will be enforced in future.

GODERICH GENERAL DELIVERY

In last week's issue there was an item regarding the establishment of a General Delivery in Goderich, Ont., in which it was stated that some of the grocers had to resort to their own deliveries on Saturday night on account of the rush. A reader in Goderich writes to say that there was a slight error in this. The facts are that those in charge of the General Delivery, wishing to use an extra horse, secured one from a merchant. The new system, he further states, is giving good satisfaction.

A. J. H. Phasey, grocer, Toronto, has assigned to J. P. Langley.

Geo. E. Bristol, Hamilton, Ont., with Mrs. Bristol, has gone on a two or three months' holiday trip to Florida and the West Indies.

SHORT TALKS TO CLERKS

By An Ex-Clerk

The personal appearance of the retail clerk is important enough to cover the space I am going to use in this Journal; in fact, important enough to cover many times the space.

Since I was a retail clerk and went into another line of commerce, I was compelled to take a schooling. At first I naturally thought I knew a good deal about taking care of myself and my appearance etc.; but by making comparisons with others, I concluded that I had simply been conceited—and I had this all knocked out of me.

Among the first instructions I received were:

A shave every morning.
A shine every morning.
Clean linen, cuffs and collar.

Many of you who read this little talk realize how important personal appearance is. I have gone into retail stores almost daily, and many a day I have seen clerks with a two days' growth on their face, soiled aprons, soiled collars, and an excuse for clean cuffs.



A Shave Every Morning, Among the First Instructions.

Do you ever stop to think what an impression this must make—what an advertisement it is for you? I mean a BAD advertisement. Well, I will tell you. You wait on probably one hundred people a day. You have just made one hundred bad impressions! Do you think that is a good thing? I don't.

Now, I know that I am talking to a body of men who have to work, and not to a bunch of Bank Presidents and other members of the high-hat-and-frock-coat brigade. However, that does not make the question of personal appearance any less important to you.

Now, on reading this, ask yourself the question, "How many of the boys in the store had a shine this morning? "How many are wearing linen that rightfully should be reposing in the laundry bag, instead of exhibiting itself behind a grocery counter where particular ladies are buying things to eat?"

How long since you had a hair-cut? Does your face show that it has recently had a nice, clean shave? Some of you say, "What has that to do with selling groceries?" Well, let me tell you it has a lot to do with it.

Mrs. Blank, who happens to be of a particular disposition, enters the store and wants half a pound of your best cheese. She probably stands and watches you cut it. Remember she has to eat this cheese—not you! And she cannot help noting your dirty apron, dirty linen, the two days' growth on your face, and whether your hands are clean or not, and whether your nails were ever clean.

Her sense of delicacy will prevent her from passing any comment. She will take the cheese, pay for it and walk out. It would be worth a good deal of money to your employer could he be a mind-reader and analyze that lady's thoughts.

People make a mental memo of bad impressions—a much stronger memo than they do of good ones. The motto is, avoid the bad ones!

Now, don't think that this applies only to the purchase of cheese. It might in your mind, but it won't in hers. She will think the whole store is run on the same plan. She will think your delivery boxes and baskets are dirty; she will think you are careless with your wrapping paper. She will think the shelves are covered with fly-specks. Well, she will just think so many things about it that probably she won't come back, and she may mention her experience about your store to her friends.

I have heard these comments myself. I have been fortunate enough to be able now to mingle with people of the class which I have described, such as the particular housewife. I have a wife of my own who is somewhat particular—in everything, possibly, but her choice of a husband. However, I have heard her many times comment on the unclean appearance of clerks in certain stores.

Now for a comparison. You go into a store where every clerk has the interests of the store at heart. You meet a clerk with a clean collar, a clean apron, clean face and hands, and tidy looking. That makes a good impression.

Remember, you never know who is looking at you; you never know who is watching you. There is one man watching you all the time, although a great many of you seem to think he does not. That is your employer. He sees everything.

A tidy appearance helps to hold trade, is pleasing to the eye,—so that personal appearance is a very important thing in the life of any retail clerk. You may argue that your employer would refuse to pay for the laundering of clean aprons, or a white linen coat if you happen to use one in the store—and it is a good thing to use. If he does, he is a shortsighted employer. He will spend in advertising hundreds of times the cost of laundry, and not get the same result.

Now, boys, you will have to agree with me that your personal appearance is a very important thing in the life of the retail clerk. And more than that, let me tell you that the greatest educator in the world to-day is HABIT. You create a habit, and it will follow you all your life.

And don't forget one thing: The first impression is often the lasting one. A new customer walks into the store. Probably she has just moved into the neighborhood. The first impression she gets is the one that will stay with her, and on that impression depends whether she will stay with the store or not.



The Particular Customer Will Scrutinize Your Personal Appearance.

Don't let it make any difference to you how the other clerks look—just you take care of yourself; and if the rest are negligent, you will stand out so prominently in comparison that not only will the others be ashamed of themselves, but your employer will take quick notice—and most likely some other employer as well. Good business men are always looking for ambitious employes.

Whom do you think would be picked out first for a better job than what you have?—the untidy clerk, as described, or the clean and tidy clerk as described?

If it pays any merchant in the world to advertise, it will pay YOU to advertise—and your best method is your appearance.

Differences in Special and Cut Prices

Story of a Price Cutting Incident Which Reflected on the Originator—Washing Powder Had Regular Price of 25 Cents—Cut to 22 and 20, and Eventually 18 Cents—Profit All Given Away—Ads. Suggested Illustrating Special Prices.

By Henry Johnson, Jr.

Special Prices.

Special prices and cut prices are two different things. Special prices are right, correct, legitimate; cut prices are demoralizing to merchant and customer alike. Let me illustrate.

When I went behind the counter in 1878 I think I remember a certain brand of washing powder as a staple, and I know that B——'s was there. These were in small packages, designed, I think, to sell at 10 cents each. But it is like yesterday that I recall the day in about 1883, when I saw G——t washing powder for the first time. Here was a package of "Washing Powder" of such generous size as to carry the impression that there was enough for a wash, and to scrub with, and to use for cleaning, without necessitating a continual running to the store for more. In other words, this was a package that seemed really worth while. And the selling price, as the salesman so well put it, was the popular figure of 25 cents —easy to learn, to remember, and to make change for. It seemed all right, and we stocked it and sold a lot of it. I should premise here, however, that, as I have said before in these columns, our business was of a staple character, far removed from fancy fruits, shelled nuts and olive oils; and the elder Johnson had some old-fashioned notions about selling at legitimate prices, irrespective of what might be called "regular" prices.

How the Prices Were Cut.

Hence it was not long before G——t was sold by us at 22 cents; in fact I think that was the price at which we started it. Well, the result was that almost immediately everybody was selling at 22 cents; then those who did not know, as the elder Johnson did know, just what was a legitimate, businesslike margin, cut the price to 20 cents, then 18 cents, and the profit was a minus quantity. That is price-cutting.

Use of Special Prices.

Now here is the difference. Special prices are legitimate, and a valuable feature for the advertiser, because the concession is made on goods and brands under his own individual control. When you advertise Smith's 30 cent coffee for a week at the special price of 28 cents, 5 pounds for $1.15, you are advertising Smith and only Smith. You are not demoralizing anybody's business. You are not working up any demand on which the other fellow can trade. You are not trading on anybody else's work or good will. Your neighbor cannot gain any advantage from what you do, for obviously he cannot sell Smith's goods, nor even say his goods are "the same as Smith's," because the densest competitor will see that thus he would only be playing your game for you. So the special price, named for a certain definite time, or on certain quantities, applies to your business only. The reduced or special price has its proper uses, and the live merchant will use it regularly in building his trade.

Suggestion for Coffee Ad.

I have told you that "Mother" knows values, and she certainly does. She may not, however, have tried your service in certain lines—probably coffee, as coffee is one of the things about which she is characteristically conservative. You may have got her to try your cranberries, and uncolored Ceylon tea, and various other things, by your snappy little ads.; but she still holds off on coffee, because coffee either makes or unmakes the breakfast, and "Father likes his coffee just so, or his day is spoiled, etc." As you progress in this work of planning out little catchy evening readings for the family, you will inevitably get around to your coffee department; you will kind of wake up to the fact that the coffee trade should be yours, and that you can get it if you go after it. Thus you will say:

> Smith's Bokava Coffee at 30 cents a pound is really out of the ordinary; rich, mild, full "bouquet," very flavory. This week, per pound, 28 cents. By all means try it.

And as "Mother" reads that over—and goes back over it a second time, as she has got used to looking for your talks by this time, she concludes to take the plunge, and next morning she does try it. It is up to you, then, as a good merchant, to see that the coffee is right; and, if you do, you will have added one good customer to your list.

Retain Purchaser's Confidence.

The right way to do this is to offer one coffee at a time, at a special price, for the period stated, and never be guilty of extending the time by a day, nor give anybody the special figure after the time has expired. This will gain you the confidence of your readers, who respect a man in just the proportion as he shows plainly that he means just what he says.

Say:

> Smith's pure Ceylon tea, regular 60 cents, special at 54 cents this week. You, who are familiar with Smith's teas know how cheering is the cup of pure Ceylon, when properly selected for flavor and body—not for looks. This is the kind you want. Order it this week.

All of which does not mean for a minute that you shall not quote a company's tea you are selling; no, not at all. But when you quote such a brand, name the price fixed on it by the company, and back up the work those people are doing to give you an assured, legitimate margin. When you name prices on such things you are indicating to all the "Mothers" in your town that "Smith has everything." And you are also taking proper advantage of the money the importer is spending to establish a demand of which you are entitled to reap your share of benefit. You can greatly increase your share by backing up the importer's general advertising by your own local advertising in this way.

In this way you build your business on legitimate demand, honestly cultivated. Your house is not founded on sand, but on the rock of solid facts. You are in a position to make good any time on your representations. And you are not harming a single legitimate business interest. This is a good deal to say, when you come to think of it. It contravenes a good deal of what we hear about it being impossible to get business unless you offer "inducements" — "inducements" in this case meaning cut prices. For really the man who depends on that kind of inducements to his trade is working on sorry lines. He will have no following but the chronic bargain hunter; and the bargain hunter never did any grocer any lasting good.

Enforcing of Fixed Prices.

It is a question both of law and of ethics, to what extent it is feasible, practicable and good public policy to enforce the maintenance of prices such as the manufacturer or producer names on his brands. I feel very strongly that the manufacturer should be backed up by every grocer. I am satisfied, too, that I can show that the owner of a trademark or trade-name, can protect his goods against the cutter.

But simply as a matter of farsighted business, the retailer will fare best who adopts the policy of upholding the established price on every article on which the maker is broad enough to fix a price. Think over the case of a certain company's brand of tea, as sketched above. Think of the careful planning and thought which has gone into the establishment of a demand based on quality at the prices named by the importer. Think of the skill behind the blends. Is not such a line entitled to your support; and will it not pay you to support it?

When a new catalog comes in, or a new number of a trade journal, have the head clerk go through it and mark the things he thinks ought to be considered by you. You will get a new point of view in that way.

Nothing in the way of selling helps is cheaper than price tags, and not one merchant in a thousand uses as many of them as he ought.

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - PRESIDENT

Publishers of Trade Newspapers which circulate in the Provinces of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick, P.E. Island and Newfoundland.

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WINNIPEG - - - 511 Union Bank Building Telephone 3726

VANCOUVER, B.C. - - H. Hodgson, 11 Hartney Chambers

ST. JOHN, N.B. - - - W. E. Hopper

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LONDON - - - 88 Fleet Street, E.C. Telephone Central 12960 E. J. Dodd

FRANCE—

PARIS - - - John F. Jones & Co., 31bis Faubourg Montmartre

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Great Britain, 8s. 6d. - - Elsewhere, 12s.

PUBLISHED EVERY FRIDAY

THE TIME TO ACT.

This week a delegation of 500 western Canadian farmers call upon Sir Wilfrid Laurier and his Cabinet at Ottawa. Today, Friday, is the time appointed.

These farmers will make five requests. Among the number is: "The passing of a law to permit the formation of Co-operative Societies." They are out after the Retail Merchants' Association, says a despatch, which was the most active body in having the Co-operative Bill knocked in the head at the last session of Parliament.

This deputation represents 28,000 farmers in that powerful organization known as The Grain Grower's Association.

What will likely happen?

Can it be that the merchants of Canada have tarried too long a time on this Co-operative Bill question? Do these farmers realize the effect on the building up of western towns should a bill go through giving special privileges to promoters of co-operative societies? Would it not mean the depletion of towns, the removal of the backbone of commercial centres if these privileges were carried to the extreme?

How easy it is for some firebrand promoter to incite those unfamiliar with trade conditions to an antagonistic feeling against the merchants by preaching "robbery," "hold-ups," etc., on the part of the middleman!

When the fact is learned that the merchants of the country are just as important to the general welfare as the farmer; that the importance and value of a community is dependent upon its proximity to a thriving town or city and that the thrift of the town or city is dependent upon the merchants, then will there be a better understanding between the two.

Co-operative joint-stock companies not responsible to parliament tend to wildcat promotions where the promoter gets the fleece of the innocents.

The time to act is now. Personally interview or write your member in the Dominion House of Commons and ask him to reflect upon the future results of such a bill.

WATCH THE PARCEL POST.

The Parcel Post fever is again in the air. President Taft, of the United States has stated in his address to the people that the Government would urge a change in the law whereby parcels could be sent by post cheaper than is now the case. It would mean that a great deal of the express business would be eliminated or rather shifted over to the post office.

Looking on the surface of such a change, one is apt to conclude that it is a popular move since those ordering goods by mail would get them cheaper.

But the point is: Who is behind this? And the answer comes through the United States press which makes no bones about it—"The Mail-Order Houses." They are the institutions that will derive the great benefit and at, not only the expense of the retail merchant, but at the expense of the general welfare of the country.

For, looking broadly into the question of Parcel Post, one is bound to come to the conclusion that every extra dollar sent from a certain community to a mail-order house on account of this system, will only injure the community to that extent. That dollar spent at home tends to enrich and build up the community; when it goes to the mail-order house it enriches an institution which has no more respect for the community than the man in the moon and which would bleed it for every dollar there is in it if it had the opportunity.

This is the question our legislators must look squarely in the face if, when they are dead and gone, their names are to be placed on the statesman's roll of fame. "The greatest good for the greatest number" must be their banner and not, "How many votes will this get me if I support it?"

Parcel Post is talked about in Canada again. Mail-order houses want to be able to distribute goods cheaply by mail; they want to have the permission to send a parcel from Toronto to Halifax or Vancouver as cheaply as to Port Hope. They are seeking a national rate.

What are Canadian merchants going to do about it? Stand idle and let it come? No, this must not be. Let every association in Canada oppose it by resolution which will be sent to the proper authority; this resolution must not merely object, but it must state the reasons. Let the question be treated fairly and on a broad basis and those legislators who pride themselves as statesmen and not of the "party-heeler" stripe, will soon see the wisdom of the opposition.

The question will be in Canada for certain—get in your work ahead of it.

SUGAR TEMPORARILY FIRM.

With the visible supply of raw sugar in Europe and America amounting to almost 300,000 tons in excess of last year at this time, yet the refined market went up 20 to 30 cents in New York during the week.

The cause is a temporary scarcity in raws and relief may not come until the first week in January when new Cuba shipments will arrive. In the meantime U.S. jobbers are in a quandary. They have been caught with light stocks in the face of this big advance and do not know just when lower prices will be realized.

Hand to mouth buying is the order of the day and just at present it looks as if ruling prices will hold until the first or second week of the new year.

TO TAKE IN CIVIL SERVANTS.

It is difficult for anyone who thinks, to understand why it is that civil servants are exempt from the responsibility of paying their debts. The Canadian law of garnishment which permits a creditor collecting over $25 of a debtor's wages does not apply to them.

What good purpose does this serve? There is certainly none in sight. It is merely placing a premium on dishonesty on the part of government employes and is something that shouldn't be.

A bill has been introduced into the House of Commons by one of the Quebec members, aiming to place civil servants on the same plane as the remainder of mortals. Every merchant hopes to see it become law and particularly those in such places as Ottawa, Moncton, N.B., etc., who have to suffer the greatest. Ask your M.P. to lend his support.

If you sell plum-puddings of good quality run an ad. in your advertising space something like this:

"Yes, it's delicious—made from the choicest ingredients—couldn't be made finer—ideal Plum Pudding for Christmas. Finest flour, fruits and seasoning, and the utmost care given to every detail in making."

Be sure to quote retail prices.

Markets – Dried Fruits Much Firmer

All Down the List There is a Feeling of Strength in Primary Markets That May Extend to Retailers—Evaporated Apples are Steadily Becoming Dearer—Sugar Market Shows Temporary Strength—Coffee and Spices are Decidedly Firm and New Quotations May be Made in Some Lines Before Long.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

ONTARIO MARKETS

POINTERS—

"Evap" Apples—Prices advanced.

Coffee.—Market firm.

Cloves and Ginger.—Very firm.

Toronto, Dec. 15.—The near approach of the holiday season and the first of the new year finds the wholesale trade beginning to prepare to wind up another twelve months' business and turn over to the unused page of a new year of fresh endeavors. There is still a fairly good amount of business passing, but it seems to be in odds and ends. The twelfth hour purchaser of a supply of nuts or fruit, and the unusual everyday demand for necessaries that must be carried no matter what season is passing.

Dried fruits are all particularly strong. Early in the season when news from the different vineyards and orchards of the world's crops were being received it was felt that the coming year would find prices ruling high. The opening lived up to expectations, but since then currants and raisins have been easier but have come back again with additional strength and are even stronger now than before their lapse.

In this respect evaporated apples are certainly strong and purchases now made at the factory at ten cents are considered good buying. It is not so long ago that these same evaps were quoted to the retailer at that price.

Sugar is temporarily firmer but with the new crop supplies exerting their influence it is expected that it will drop to the level generally felt under this influence.

Sugar.—The winding up of old crop stocks recently, sent prices up 20 to 30 cents in New York, but refined sugars were untouched here. The market is expected to remain about in its present condition until probably the middle of January when the new crop will begin to exert an influence and prices should begin to decline to the usual opening l vel. This is what usually happens, and what is expected this season following the usual course. The market here is steady with a normal activity. From hand to mouth is the character of the most of the business in sugar just now.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 55
Beaver granulated	4 55
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 45
Powdered, brls	4 90
" 50-lb. boxes	5 10
" 25-lb. boxes	5 30
Red Seal, cwt.	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrup.—Jobbers say there is considerable syrup going out just now but there is nothing unusual about the trade. For this season the demand is good and business is considered quite satisfactory.

Syrups—	Per case	Maple Syrup—	
2 lb. tins, 2 doz. in case	2 25	Gallons, 6 to case	4 20
5 lb. tins, 1 doz. in case	2 60	½ " 12 "	5 40
10 lb. tins, ½ doz. in case	2 50	Quarts, 24 "	5 40
20 lb. tins, ¼ doz. in case	2 45	Pints, 24 "	3 00
Barrels, per lb.	0 03½	Molasses—	
Half barrels, lb.	0 03¾	New Orleans, medium	0 30 0 35
Quarter " "	0 03¾	New Orleans, bbls	0 28 0 32
Pails, 38½ lbs. ea.	1 70	Barbadoes, extra fancy	0 45
" 25 " "	1 20	Porto Rico	0 45 0 52
		Muscovada	0 30

Dried Fruits.—The feeling in dried fruits seems to be one of general strength. Prunes are dearer and in regard to all California fruit, European buyers who have already taken half the crop are now coming back for more and are buying at a high price. Seeded raisins are quoted at an advance in the primary markets, but the wholesalers have not yet heard of it as far as they are directly concerned. Peaches are firm, apricots are nearly cleaned up and the whole situation is one of strength. Currants and raisins are both decidedly firm and the advance in primary quotations in each case is accompanied by an interesting bit of news. Not long ago Valencias were dragging along with enquiry dull and business almost at a standstill. Some buyer dropped his quotations a little, others followed and at the lower price buying brightened and there has been since a steady trade, with prices regaining their old position and they are now higher than before the decline. The situation has in fact greatly improved.

Currants are much stronger. The crop was considerably underestimated, consumption is greatly increased as the result of the short crop of other dried fruits, the retention of 35% of the crop under the new law was carried out and for ordinary use the amount of currants left is admittedly too small. The result is that the market is firm and the new law receives its first real test with results that must be gratifying to those who advocated it.

Prunes—	
30 to 40, in 25-lb. boxes	0 12½ 0 13
40 to 50 " "	0 11½ 0 12
50 to 60 " "	0 11½
60 to 70 " "	0 11
70 to 80 " "	0 10½
80 to 90 " "	0 08½ 0 09½
90 to 100 " "	0 08 0 09
Same fruit in 50-lb. boxes ½ cent less.	
Apricots—	
Standard	0 15½ 0 16
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 20
Candied Peels—	
Lemon 0 09 0 11 Citron	0 15 0 17
Orange 0 10 0 12½	
Figs—	
Elemes, per lb.	
1½ inches 0 08 0 10	
2 " 0 08½ 0 10½	
2½ " 0 09½ 0 12	
2½ "	0 11½ 0 12½
2¾ "	0 11½20 12½
Umbrella boxes	0 13 0 14

Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 09½ 0 10
Dried apples	0 08 0 09
Currants—	
Fine Filiatras 0 07½ 0 08 Vostizzas	0 10 0 12
Patras 0 08 0 08½	
Uncleaned ½c less	
Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
extra fancy	0 14 0 16
Valencias selected	0 08 0 09
Seeded, 1 lb packets, fancy	0 08½ 0 09
" 16 oz. packets, choice	0 07½ 0 08
" 12 oz. " "	0 07 0 07½
Dates—	Sairs 0 04½
Hallowees—	Package dates, per 1 lb. 0 06½ 0 06½
Full boxes 0 05½ 0 05½	Fards choicest 0 09½ 0 10½
Half boxes 0 06 0 06½	

Nuts.—The market continues firm. With the exception of a few orders here and there the trade has been rather quiet. Orders have been delivered for the most part and the bulk of the business is now in the retailers' hands.

Almonds, Formigetta	0 15 0 15½
" Tarragona	0 15
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14
" Marbots	0 15
" shelled	0 39 0 40
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 15 0 15½
Peanuts, roasted	0 09½ 0 12½

Spices.—Cream of tartar is firm, and ginger and cloves are also holding a strong position. There has been no material change but jobbers consider that if conditions continue as at present, it will not be long until there will be higher prices quoted.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. ds	¼-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 90
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 18	0 80	0 90
Mace	....	....	75	....	2 75
Nutmegs	....	....	0 30	990	2 90
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Coffee.—The situation in coffee has apparently lost little of its strength. The world's visible supply is now said to be about 3,000,000 bags less than at the same time last year. Some of the big coffee jobbers say that additional advances in some lines are not far ahead and already prices have been boosted considerably.

Rio, roasted	0 18 0 20	Mocha, roasted	0 25 0 28
Green Rio	0 15 0 16	Java, roasted	0 27 0 33
Santos, roasted	0 22	Mexican	0 25
Maricaibo, "	0 20	Gautemole	0 18
Bogotas	0 22 0 25	Jamaica	0 20

Rice and Tapioca.—The market is ruling quietly with but few evidences of briskness.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal 2 90

	Per lb.		Per lb.	
Rice, stand B	0 03½	0 03¾	Sago, medimm	0 05½ 0 06
Pangeon	0 03¾	0 03¾	brown	
Patna	0 05½	0 06½	Tapioca—	
Japan	0 04½	0 05	Bullet, double	0 08
Java	0 06	0 07	goat	0 06
Carolina	0 10	0 11	Medium pearl	0 05½ 0 06
			Flake	0 06
			Seed	0 05½ 0 06

Evaporated Apples.—The price to the retail trade not long ago was 10 cents a pound, now brokers are selling evaps at that price at the factory. The situation in evaps. has certainly taken on new strength and is very firm.

One carload recently sent to Winnipeg cost the buyer ten cents at the factory.

Evaporated apples	0 10½	0 11

Beans. — The situation in beans is firmer. Business is fairly good, demand being about the normal.

Prime beans, per bushel	1 85	1 90
Hand-picked beans, per bushel	2 00	2 10

CANNED GOODS

MONTREAL.—"We are bound to see higher prices," said a dealer this week, when questioned about tomato prices. "There are none now in first hands, in fact nearly every line of canned goods is cleaned up."

Advices from the Pacific Coast report an alarming shortage in salmon, and only 50% of the orders taken will be filled.

Higher prices are looked for after the first of the year.

Peas, standard, dozen		$1 20
Peas, early June, dozen		1 35
Peas, sweet wrinkled, dozen		1 35
Peas, extra sifted, dozen		2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.		
Beans, dozen		0 97½
Corn, dozen		1 00
Tomatoes, dozen (Ontario and Quebec)		1 45
Strawberries, dozen		1 90
Raspberries, 2's, dozen		1 77½
Peaches, 2's, dozen		1 90
Peaches, 3's, dozen		1 90
Pears, 2's, dozen		1 80
Pears, 3's, dozen		2 40
Plums, Greengage, dozen		1 60
Plums, Lombard, dozen		1 00
Lawtonberries, 2's, dozen		1 60
Clover Leaf and Horseshoe brands salmon—		
1-lb. talls, per dozen		2 07½
½-lb. flats, per dozen		1 32½
1-lb. flats, per dozen		2 25
Other salmon—		
Humpbacks, dozen		1 40
Cohoes, dozen		1 60
Red Spring, dozen		1 90
Red Sockeye, dozen		2 10
Lobster Futures—		
½-lb. flats, dozen, $2.75; 1-lb. talls, dozen, $4.25.		
1-lb. flats, dozen, $5.25.		

Compressed corned beef, 1s	2 00	Minced collops, 2s	3 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 80
Ready lunch veal loaf 1s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 85	Sliced smoked beef, 1s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—Gallon apples are firm, owing to the scarcity of stocks. The condition of tomatoes, peas, etc., is about the same. Owing to the lightness of the supply on hand, holders are doing about what they like. A jobber said recently that he intended to go the rounds of the retailers and pick up a few of the bargain snaps that were being offered. By reselling them he knew he could make a profit. Peas going at ten cents and a few other lines almost as easy are particularly enticing to him. On the street it is said the demand continues appreciable and no one is heard speaking of disappointment.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's		1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 92½	0 95
" Refugee Midgets 2's		1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's		1 27½
" " 3's		1 52½
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 97½	1 02½
" fancy, 2's	1 05	1 07½
" on cob, gal	0 77½	1 00
Peas, Standard, size 4, 2's		1 27½
" Early June, size 3, 2's		1 30
" Sweet Wrinkle, size 2, 2's		1 32½
" Extra fine sifted, size 1, 2's		1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 08
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's		1 35
" gals	3 62½	4 02½
Turnips, 3's	1 12½	1 15
FRUITS		
Apples, standard, 3's	1 07½	1 10
" " gal	3 25	3 50
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	8 52½	8 55
Gooseberries, 2's, heavy syrup		1 77½
Lawtonberries, 2's, heavy syrup		1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard gal	7 02½	7 05
" red, heavy syrup 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 82½	1 85
" " 3's	2 27½	2 30
" standard, gal	3 27½	3 30
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05 2 07½	Cohoes, per doz.	1 77½
½-lb. flats, dozen	1 30 1 32½	Red Spring, doz	1 87½
1-lb. flats, dozen	2 22½ 2 25		
Other salmon prices		Lobsters, halves, per dozen	2 65 2 75
Humpbacks, doz	1 20 1 25	Lobsters, quarters, per dozen	1 60
Pinks	1 30 1 35		
Northern River Sockeye			1 95
Chicken	4 00	Soup, 2's	1 90
Turkey	4 00	Soup, 1's	1 40
Ducks	4 00		

QUEBEC MARKETS

POINTERS—

Syrups and Molasses—Good demand.

Dried Fruits—Still firm.

Coffee—Weaker tone.

Montreal, Dec. 15.—In the past month or so there has been a material change in the tone of many grocery markets. One of the principal items displaying weakness was sugar. Among the items which continue high are dried fruits. Cream of tartar is another in which distinctly higher prices prevail.

Generally speaking, the grocery market requires watching and in many lines buyers should be careful.

Sugar.—There is no change in the sugar market and things are quiet. In view of the prospectively larger sugar crop during the present campaign, the buying of sugar in large consuming countries has been of a hand-to-mouth character and this fact coupled with the unsettled feeling in the U.S. and European markets has been responsible for the general easier feeling in raw sugar values. Temporarily sugar is firm on the N.Y. market.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs	5 50
" " " 50 lbs	5 50
" " " 25 lbs	5 70
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 30
" " 100 lb. boxes	5 40
" " 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 05
" " 50-lb. boxes	5 25
" " 25-lb. boxes	5 45
Powdered, bbls	4 85
" 50-lb. boxes	5 10
Phoenix	5 10
Bright coffee	4 55
No. 3 yellow	4 45
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrups and Molasses.—Some dealers are surprised at the fair demand for both syrups and molasses, as there are generally few inquiries for them at this time of the year. The outlook is now more encouraging than anticipated and there will probably be a fair demand for molasses until Xmas.

Fancy Barbadoes molasses, puncheons	0 36	0 36
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	28
Antigua		0 30
Porto Rico		0 40
Corn syrups, bbls		0 03
" ½-bbls		0 03½
" ¼-bbls		0 03½
" 38½-lb. pails		1 70
" 25-lb. pails		1 20
Cases, 2-lb. tins, 2 doz. per case		2 25
" 5-lb. " 1 doz. "		2 60
" 10-lb. " ½ doz. "		2 50
" 20-lb. " ¼ doz. "		2 45

Dried Fruits.—There seems to be a great scarcity of prunes at the present time. Latest advices from California say that the prune crop is practically all cleared up. Prices are now higher than they have been for the past ten years.

Direct importations of Valencia raisins are being well cleaned up and stocks are not large. No change in prices, however, is expected as a new crop will be on hand about January.

Stocks of figs and dates are being reduced owing to heavy Xmas demand.

Currants, fine filatras, per lb., not cleaned				0 06½
" " cleaned				0 07½
" Patras, per lb				0 08½
" Vostizzes, per lb				0 09½
Dates				0 05½
Figs, 4 crown	0 09	Figs, 6 crown	0 11	0 12
" 5 crown	0 10 0 11	" 9 crown	0 13	0 14
Prunes—				
30-40				0 12
40-50				0 11
50-60				0 10½
60-70				0 10
70-80				0 09½
80-90				0 09
90-100				0 08½
Raisins—				
Choice seeded raisins				0 08
" fancy seeded, 1-lb. pkgs				0 09
" loose muscatels, 3-crown, per lb			0 07½	0 08
" " 4-crown, per lb				0 09½
Malaga table raisins, clusters, per box			2 40	5 50
Valencia, fine off stalk, per lb				0 07½
" select, per lb				0 08
" 4-crown layers, per lb				0 08½

Nuts.—Almonds are in a strong position owing to light supplies from the other side and the market is firm with somewhat unsettled but without quotable change. The Pecan crop is turning out shorter than expected and higher prices are looked for. Walnuts are scarce and are firmly held.

In shell—		
Brazils	0 15	0 16
Filberts, Sicily, per lb	0 11	0 12
" Barcelona, per lb		0 10½
Tarragona Almonds, per lb	0 15	0 16
Walnuts, Grenobles, per lb	0 16½	0 19
" Marbots, per lb	0 15	0 16
" Cornes, per lb		0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32½	0 35
" 2-crown " "		0 31
" (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17

Peanuts—		
Spanish, No. 1		0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb		0 65
Pistachios, per lb		0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	0 32

Spices.—Spices still remain high and there does not seem any likelihood of a decrease at present. Cream of tartar is considered to have reached its highest point.

	Per lb.			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 20	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 22	0 30	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	" white	0 20	0 25

Tea.—Little interest is shown in the tea market at present as grocers are paying more attention to holiday goods, which is quite natural. There is quite a good demand, however, for the time of the year, and dealers are quite satisfied.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—There was a poorer tone in the coffee market this week than it has known for some time. The feeling that there has been such a great advance that there should be a material reaction is gaining ground, and it is believed that there will be a drop soon.

The Brazilian supply of Brazilian coffee in and afloat to the United States is said to be 2,978,283 bags, against 4,530.358 last year, and 3,723,340 two years ago.

Mocha	0 22	30	Santos	0 18	0 21
Rio, No. 7	0 15	0 18	Maracaibo	0 20	0 25
Mexican	0 22	0 30			

Rice and Tapioca.—The tapioca market continues firm with a good demand.

There was also a firm tone to the rice market which is expected to continue for some time.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 60
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 07

Evaporated Apples.—There is a small demand for evaps. at these prices and it is not expected to improve until prices go down somewhat.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

Beans and Peas.—A steady feeling prevails in the market for beans, but there is not much business doing.

Evaporated apples, prime	0 12 0 12½

MANITOBA MARKETS

POINTERS:—

Prunes—Stronger.

Evaporated Apples.—Firm and scarce.

Tapioca and Sago.—Higher.

Winnipeg, Dec. 15.—During the last few days the climax has been reached in the ordering from every centre of the West. Although many orders were repeats, yet they were large, and for a wide range of stock. Fortunately local houses were prepared for the rush, and orders were filled satisfactorily. There was great demand for many lines not quoted below, such as jams, spices, and fancy biscuits.

It happens at the present time that the strenuous demand for the full list, and the limited quantity at the disposal of the distributors, worked together to strengthen the general market. Generally speaking, all grocery lines are advancing, and are firm, as will be brought out in the individual items below.

During the past month wholesalers have not been particularly fortunate in making collections, and they are expecting that after the big turnover in the month of December, that the merchants will be in a position to square accounts after the first of the year.

Sugar.—Jobbers have been well satisfied with the demand for all kinds of sugar, and the turnover from the standpoint of the retailer and wholesaler has been particularly gratifying this season.

Montreal and B.C. granulated, in bbls	5 25
" " in sacks	5 20
" yellow, in bbls	4 85
" " in sacks	4 80
Icing sugar, in bbls	5 85
" " in boxes	6 05
" " in small quantities	6 05
Powdered sugar, in bbls	5 65
" " in boxes	5 85
" " in small quantities	6 00
Lump, hard, in bbls	6 15
" " in ½-bbls	6 25
" " in 100-lb. cases	6 15

Foreign Dried Fruits.—There has been a great demand for all lines of dried fruits during the past two weeks. Had it not been that prices were well advanced before the demand was stimulated, it is certain that advances would be made now. Some local wholesalers are dissatisfied with the present quotations of prunes, as they claim prices are too low. It is believed that these houses will see the way clear for advances. Currants, apricots and peel are firm, and are going out in large quantities.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " " cleaned, per lb	0 13
California raisins, choice seeded in ¾-lb. packages per package	0 07½
" " fancy seeded, in ¾-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09
Raisins, 3 crown muscatels, per lb	0 06
" 4 " " "	0 06½

Prunes—

25lb. bx, 90-100, lb	0 07½	Prunes, 50-60 "	0 09½
" 80-90 "	0 08	Prunes, 40-50, lb	0 10½
" 70-80 "	0 08½	Silver prunes, ac. to quality	0 11 0 14
" 60-70 "	0 09½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 07½
" wet, cleaned, per lb	0 08
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09

Pears, per lb	0 13½	Nectarines, lb	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup and Molasses.—There is a better demand for syrup just now than has been experienced for several weeks. There is plenty of stock on hand, however, and there are no probable advances in the prices. The molasses market is good, and the ordering well up to the mark.

Syrups—	
24 2-lb. tins, per case	2 03
12 5-lb. tins, per case	2 43
6 10-lb. tins, per case	2 26
3 20-lb. tins, per case	2 32
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 36

Nuts.—Shelled nuts have formed a very large part of the trade during the past few days. Recent shipments to the city have been distributed in large quantities over a wide area of the West. Walnuts arrived late, and the shipments had to be prompt for the holiday trade. The prices are held firm at the following quotations:

Almonds, shelled	0 33 0 34	Walnuts, shelled	0 38 0 40
Filberts	0 13½		

Evaporated Apples.—These goods continue to be scarce, and buyers are not meeting with very much success in trying to get stocks. The prices have gone up a little, and so long as the demand continues greater than the supply, further advances may be expected.

25-lb box, per lb	0 11½ 0 11½
50-lb. box, per lb	0 10½ 0 11

Beans.—There is not much demand for beans at the time of writing, although the recent orders have been satisfactory. Stocks are plentiful, and altogether the market is in rather a weak condition. There is an attempt to maintain the following prices, and there is little likelihood of an immediate reduction.

3-lb. picker, per bushel	2 12½
Hand picked, per bushel	2 20

Coffee.—The coffee market is firm, but there is nothing to indicate advances on the following quotations. The production this year has not been very heavy, according to reports, and there seems to have been created a remarkable demand for coffee the world over, which has occasioned the stiffness which is now prevailing.

Coffee, standard Rio	0 14	Coffee, choice	0 14½

Tapioca and Sago.—These lines have been advancing for some time, and every quotation that local buyers receive is a few points higher. The prices have been advancing gradually for some months, and it is possible that higher prices will be quoted to the retailer as time goes on.

Pearl tapioca, per lb	0 06 0 06½
Sago, per lb	0 05½ 0 05½

BRITISH COLUMBIA MARKETS.

Vancouver, Dec. 15.—Reductions are at last noticeable in the price of hams and bacon. One brand is now quoted at 20 cents, and another at 18. In bacon the prices are 30 and 23 cents. It is probable that another reduction will be made. The supply is good.

Flour, too, is down another ten cents, standard brands being jobbed at $6.80. On the other hand, eggs are firm. Local eggs of the very best quality are 70 and 75 cents, and retail as high as 80 cents a dozen. Some New Zealand butter is on the market, having reached here by way of San Francisco. It is of good quality, but being put up for the Old

PUBLIC AUCTION OF FREEHOLD CITY PROPERTY

INCLUDING FACTORY, MACHINERY, ETC.

Under and by virtue of the powers contained in a certain mortgage, in which Malta Vita Pure Food Company is the mortgagor, and which mortgage will be produced at the time of sale, there will be offered for sale by public auction on Saturday, the 7th day of January, 1911, at the hour of 12 o'clock noon, at the auction rooms of C. J. Townsend & Co., 68 King Street East, in the City of Toronto, the property described in the said mortgage as follows:—

"All and singular the following described properties situate, lying and being in the City of Toronto, in the County of York, and Province of Ontario, Canada, to wit: That certain parcel or tract of land and premises situate, lying and being in the City of Toronto, in the County of York, and Province of Ontario, Canada, and being composed of Lots One and Two according to Plan "684," filed in the Registry Office for the Western Division of the City of Toronto, together with all factory buildings, shops, dwellings, and other structures thereon or hereafter to be placed thereon, also all railroad tracks to be constructed thereon, and all engines, boilers, belting, shafting, fixed and movable machinery and machines, with their separate parts and attachments, fans, blowers, awnings, steam, gas and water pipes, blast pipes, steam and heating apparatus, gas fixtures, ovens, furnaces, stacks, forges, fire extinguishers, hose and other fire apparatus, electric light, power, heating apparatus, operating machines, with their separate parts and attachments, gearing, dies, office and shop furniture and factory implements, tools of trade and tools used in repairing buildings or machinery, draught animals, harnesses, stable furniture, wagons, carts and trucks, kept for use, and all other fixtures, implements and apparatus, being and intending to include all of the chattels now situate upon said described parcel of real estate, which said parcel of real estate, together with said personal property constitute its factory and plant in the said City of Toronto, used in carrying on its business of manufacturing and dealing in cereal food; also all licenses or letters patent issued by the Dominion of Canada owned and used by said mortgagor in and about its said business or otherwise, and all interest, right or claim of said mortgagor in and to any other letters patent, or in and to any interest, right or claim in any application for letters patent, now or hereafter applied for by the said Company, also all trade-mark or trade-marks registered or otherwise, and all common law trade-name or trade-names used by the said mortgagor in and about its said manufacturing business, including any and everything commonly denominated "good-will," so far as the same relates to the Dominion of Canada; also all plates and designs for labels and cartons, also all the other real, personal and mixed property of which the mortgagor is seized or possessed in the Dominion of Canada. Together with all and singular the tenements, hereditaments, rights, franchises, powers, privileges, immunities and appurtenances to any of the said property belonging or in any wise appertaining, and all the rents, profits, and issues arising or to arise therefrom, and all additions to any of said property when and as the same may be in any manner hereafter acquired, whether the same be for replacing or renewing that now in use or otherwise."

The property is situated on the southeast corner of King Street West and Mowat Avenue, in the City of Toronto, and has a frontage on King Street of one hundred and eight feet four and one-third inches (108' 4 1-3") by a uniform depth of one hundred and twenty-five feet (125'), and there is erected thereon a large three-storey solid brick factory, with a one-storey boiler house in addition. The main building is one hundred feet (100') in length on King Street by forty-three feet (43') on the east side of Mowat Avenue, and the boiler house addition immediately joins the main building on the south and towards the east thereof. The building has a large freight elevator situated immediately to the south of and attached to the main building. On the property is a return tubular boiler, 54' 3" flues, full flush front, with brick setting, and all standard fittings, made by Buckeye Engine Co., Salem, Ohio, and there is also a single eccentric automatic piston valve engine, with 54"x18" belt wheel pulley, made by Taylor Manufacturing Co., Chambersburg, Pa., R. M. Beck's Patent. The factory also contains the necessary working plant for the manufacture of Malta Vita, the well-known cereal food. The factory and equipment are said to be in good condition, and the business is now being carried on and Malta Vita being made therein at the present time in the usual manner.

The property will be sold subject to a reserved bid.

Terms—10 per cent. of the purchase money to be paid down at the time of sale and the balance of the purchase money to be paid within two weeks from the date of sale, after which the purchaser shall be entitled to immediate possession.

For further particulars and conditions of sale apply to the Solicitors of the Mortgagee,

MESSRS. DENTON, DUNN & BOULTBEE,
Solicitors, 20 King Street East, Toronto.

Dated at Toronto this 5th day of December, 1910.

There's a Big Difference Between Thinking a Thing and Doing It



THAT is why merchants and their clerks should write at once for full particulars of The Canadian Grocer's competition on CONSTRUCTIVE SALESMANSHIP.

By entering this contest you will not only have an opportunity to win one of nine medals, but by telling us how you have built up your present business you will understand it better and appreciate more your methods. You will see how these methods can be systematized and perfected.

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The Editor---The Canadian Grocer
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We also carry a full line of TEAS, SPICES, etc.

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The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

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We are in touch with the trade.

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The

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on page 64

will interest you

The Condensed Ads. in this Paper will bring good results

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Broker and Manufacturers' Agent

DISTRIBUTING

Free and Bonded Warehouses

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Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information.

Don't forget to mention this paper.

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IF PROFITS COUNT IN YOUR BUSINESS, it means at least 5% and as high as 10% MORE PROFIT TO YOU, when buying from your Local Jobber. Moreover, it means QUICK DELIVERY and FEWER DISAPPOINTED CUSTOMERS. We have the goods and at right prices.

Write, wire or phone us to-day.

THE YOUNG COMPANY, Limited
North Bay and Sudbury, - - Ontario

Success Makes Imitators

Prominent Firms Copying Red Rose Tea Methods

The other day one of the great public service corporations in Toronto was advertising in big type,

"The____Co.'s service is good service."

A leading dairy is publishing the motto,

"The _____ Dairy's milk is good milk."

A long, narrow store hanger of unusual attractiveness and original shape was issued not long ago by Red Rose Tea, and the idea was promptly copied by a firm well known to the grocery trade.

The phrase "is good tea" appears on every package of Red Rose Tea, and has been for so many years so largely and continuously used in connection with the advertising of Red Rose that in the public mind it has become practically a part of the name. The great success of the use of this phrase has evidently induced another large tea firm to make prominent use of the word "good" in several of their recent advertisements.

It is very encouraging to see the success of our methods so openly acknowledged. It shows you that wide-spread attention is being attracted by the remarkable success of Red Rose Tea. This success has been won by tea of such superior quality it has made the advertising worth while.

Imitation is the sincerest flattery. These imitations of Red Rose methods proclaim to you the honest opinion of these firms that Red Rose Tea is a good leader. It will pay *you* to make Red Rose your leading package tea. Its high quality will help you increase your business.

Red Rose Tea

Branches Toronto, Ont. Winnipeg, Man.

"is good tea."

T. H. ESTABROOKS
ST. JOHN, N.B.

Country market is slightly deficient in salt. It is finding good sale, however, If this butter could be brought direct from New Zealand it would be imported in large quantities. It cannot come by the regular boats from Australia, as there is no room, and the Australian government will not agree to a boat calling at a New Zealand port. The reason of this is obivous. With preferential trade relations between New Zealand and Canada, Australia would lose trade, particularly in butter and mutton. The Australian butter, which will commence to arrive soon, will, if it is like what it has been for a couple of years past, be of inferior quality to that of either New Zealand or Eastern Canadian.

Apples, cooking	0 90	2 25	Prunes	0 5½	0 07½
Apples, local Grav.		1 75	Currants	0 06½	0 08½
Beans, per lb.	0 03½	0 04½	Dried apricots	0 11	0 13
Butter, Eastern dairy in tubs		0 25	Eggs, Eastern	0 33	0 35
Butter, Eastern dairy, choice	0 28	0 29½	Eggs, local	0 70	0 75
Butter, local creamery		0 40	Flour, Standard, bbl.		6 80
Bacon	0 23	0 30	Tapioca, per lb.		0 03½
Canned Goods—			Canteloupes, crate		4 25
Peas, Early June		1 35	Evaporated apples		0 06½
Tomatoes		1 50	Ham, cooked	0 18	0 20
Corn		1 17½	Lard, pure		0 17½
Apples		3 42½	Lard, compound		0 17
Strawberries		1 75	Potatoes—		
Raspberries		2 02½	Asherofts, ton		40 00
Canned salmon		6 50	Potatoes, local		32 00
Cornmeal, p. 100 lbs.		2 60	Rice, per ton	68 00	70 00
Cheese, Ontario	0 14½	0 15½	Sugar, standard granulated		5 45
" Manitoba		0 14	Sugar, imported		5 25
Dried Fruit—			Sugar, light yellow		4 60
Val. raisins, lb.		0 05½	Sugar, dark yellow		4 50
Cal. " "		0 07½			

NEW BRUNSWICK MARKETS.

St. John, Dec. 15.—There were few changes in the local markets last week. Lard is lower, pure lard in tubs being quoted now at 14½ cents, and compound at 12¼ cents. This is the lowest figure for some time. Domestic pork is also lower than for some time past, present quotations being $24 to $25. American clear is offered at $24 to $26.

NOVA SCOTIA MARKETS.

Halifax, Dec. 15.—The wholesale grocery jobbers say that business continues good, and the retailers report that the Christmas rush is starting in earlier this season than last.

Some of the Annapolis Valley fruit growers are now putting up apples in bushel boxes for the Christmas trade. The fruit is of good quality, but the supply is scarce, and the price high. Apples in barrels are now coming on the market, and the shipments to England are practically nil. All the dealers report a heavy demand for apples, but they say that this is usually the case when there is a scarcity of anything.

DECLINE OF EGG EXPORTS.

Not an egg has left Canada this year for foreign markets although eight years ago we exported twelve million dozen representing a value of $1,733,242. The gradual decline in export is shown by the following returns:

	Dozens	Value.
1902	11,635,108	$1,733,242
1903	7,404,100	1,436,130
1904	5,780,316	1,053,396
1905	2,601,427	712,886
1906	2,921,725	495,176
1907	2,591,205	556,557
1908	1,365,890	301,818
1909	552,850	124,315

The home demand has developed with great rapidity to the extent of the supply, and it looks as if the hen will have to do overtime to keep this demand satisfied.

Geo. Long, for many years a traveler, has opened a grocery store on Bloor street, Toronto.

A Drop in
Maple Syrup
Compound
See Advertisement of
Canada Maple Exchange

53 Highest Awards In Europe and America
WALTER BAKER & CO.'S
CHOCOLATE
& COCOA



Registered U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.
Established 1780
DORCHESTER, MASS.

THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON
"GLEANER"
might bring inquiries. Better write for rates to
I. C. STEWART, Halifax

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BRADSTREET'S
Offices Throughout the Civilized World
OFFICES IN CANADA:
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Reputation gained by long years of vigorous, conscientious and successful work.
THOMAS C. IRVING, GENERAL MANAGER WESTERN CANADA
TORONTO

Successful
Businesses

are built on Quality, System and Advertising—the three are necessary. These were success elements of Fels-Naptha Soap. And in selling Fels-Naptha Soap (which does all and more than the makers claim) you take a step toward permanent success.



WINNIPEG
CALGARY
EDMONTON
REGINA
SASKATOON

These five cities are the centres of commerce in Western Canada—the points from which wholesale trading can most effectively be accomplished. Manufacturers and shippers in United States, Europe and Eastern Canada who wish to tap the rich markets of this wealthy territory should be represented aggressively in these cities. :: :: :: :: :: :: ::

We maintain track warehouses in all these cities, and we have an unrivalled connection among practically the entire wholesale trade of Western Canada with perfect facilities and sound financial standing. We are open to push the sale of deserving grocery lines in this territory. If you are shipping goods of this nature we shall be glad to communicate with you and give you expert assistance. Write us for full information and details.

Nicholson & Bain

Wholesale Commission Merchants

Head Office - Wipnnieg, Man.

WINNIPEG REGINA SASKATOON EDMONTON and CALGARY

Good Enough for the Government

E D S

is not good enough for us!

We're not "ag'in the Government," but we DO want you to realize that their standard of purity in fruit preserves is not good enough for us!

"E.D.S." Brand Jams, Jellies and Catsup

are ABSOLUTELY PURE, and contain no dyes, no preservatives and no excess of water; these chemicals are present in many other makes, and yet they are pronounced GENUINE by the Government.

Do you realize the value of this PURITY feature when recommending a line of preserves? You can't say the same of any other Canadian make.

Made only by

E.D.Smith

at his own Fruit Farms,

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GUNNS



MADE OF THE CHOICEST
VEGETABLE FATS

Satisfies the æsthetic taste of the vegetarian—and the stomach of the dyspeptic.

EASILY DIGESTIBLE—PURE —SWEET—WHOLESOME

GUNNS, Limited
Packers **Toronto**

CHRISTMAS

Orders should be in not later than this week. Kindly send them in promptly. We would suggest a liberal order for

"STAR BRAND" HAMS
ENGLISH BREAKFAST BACON
and
OLD ENGLAND MINCE MEAT

F.W. Fearman Co.
LIMITED
Hamilton





Talking Points

For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



TRURO CONDENSED MILK CO LIMITED
FACTORIES
TRURO N.S.
HUNTINGDON P.Q.



TURKEYS
GEESE
DUCKS
CHICKENS

We want large quantities of the right kind. Correspond with us.

The WM. RYAN, Limited

Packing House
FERGUS

70 Front St. East, **TORONTO**

A Review of the Poultry Situation

Jobbers Say Farmers Seem to Be Withohlding Supplies, and That There is Likely to be Sufficient Turkeys to Go Around —Price Estimated by Some to Rule Between 20 and 25 Cents to Retailers—Provision Market is Down Again With Lard Dropping ¾ Cent. a Pound During the Week—New Laid Eggs are Dearer.

Poultry has advanced to the centre of the market stage, and will hold the spot-light for the next two weeks. The question of supply at this season is always of concern to the jobbing and retail trade, especially the latter, upon whom customers are depending for their Christmas turkey or whatever the demand centres upon. It is now stated by jobbers who have carefully covered the country in search of the different fowl that in their opinion the farmers are holding back their supplies to unload at the last minute when they would expect prices to be high. Some of the large houses are bringing in their supplies early in order that their customers may get them early. They have no doubt that they will easily dispose of their stocks. Retailers will likely have to pay from 20 to 25 cents for their goods, although some may get them even lower than that.

Geese and chickens are fairly plentiful, and although prices are likely to be a little steep this year, owing to the general high prices ruling, still the supplies are believed to be fairly plentiful, and will be sufficient to meet the demand. The whole question is hard to judge accurately, but jobbers have carefully gone into the matter, and their opinions are worth something.

Provisions are down again this week. Farmers are receiving $6.50 for live porkers at country points. Lard is down another ¾c, and several lines of pork products are also cut again. The whole market is easier, and those in the trade are wondering when the boomerang action is going to begin. There have been no particular indications that would lead one to suspect a change in the immediate future.

Dairy butter is plentiful and easier in price. New laid eggs are scarcer, and they are dearer. Other markets are normal.

TORONTO.

Provisions.—The market is still on the down grade, and during the past week has been traveling at a fairly good clip. The extent of the decline in some pork products may be understood best by a glance at the price of cooked hams. It is now down to 22 cents, as compared with 28 and 29 cents not so many moons ago. Lard dropped ¾ cents during the past week, and live hogs at country points are down to $6.40. Just how long this movement is to continue is more than the ordinary person even guesses at. "Well, I don't think it will go much further," is a remark that has been made more than once, but prices continued sliding with the same measure of speed. It is beginning to look, however, as if the bottom is in sight.

Long clear bacon, per lb	0 12½
Smoked breakfast bacon, per lb	0 18
Pickled shoulder	0 09, 0 11½
Roll bacon, per lb	0 12½
Light hams, per lb	0 16
Medium hams, per lb	0 15½
Large hams, per lb	0 15
Cooked hams	0 22
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18
" pea meal	0 18½ 0 19
Heavy mess pork, per bbl	23 00 24 00
Short cut, per bbl	25 00 26 00
Lard, tierces, per lb	0 12½
" tubs "	0 12¾
" pails "	0 12¾
" compounds, per lb	0 11 0 11½
Live hogs, at country points	6 40 6 50
Live hogs, local	6 75 7 00
Dressed hogs	9 00 9 25

Butter.—The quantity of dairy butter coming in has greatly increased of late, and as a result prices are down a little. The closing of the cheese factories has turned the milk supply into the butter channel, hence the increase in the output of this kind. Creamery prints are firmer. The demand is maintained at a healthy figure, but the stocks have been none too heavy. Creamery is therefore firm, in contrast with the situation in dairy butter.

	Per lb.
Fresh creamery print	0 27 0 28
Creamery solids	0 25 0 25½
Farmers' separator butter	0 24 0 25
Dairy prints, choice	0 21½ 0 22
Fresh large rolls	0 21 0 21½
No. 1 tubs or boxes	0 20 0 21
No. 2 tubs or boxes	0 18 0 19

Eggs.—New laid eggs are still extremely scarce, and holders can secure practically any sum for good stocks. Jobbers find it next to impossible to meet present demands. The past month has brought a greater call for eggs, but the supplies were found wanting. The general price for new laids is 50 cents, although some houses are paying as high as 55 cents.

New laid eggs	0 50 0 55
Selects, storage	0 31 0 32
Fresh eggs, doz., storage	0 28 0 29
Pickled eggs	0 27

Cheese.—The cheese market is firm, but as far as business is concerned it is rather quiet. The demand from consumers is steady, and prices are holding firmly.

New cheese—		New twins	0 12½ 0 12¾
Large	0 12½ 0 12¾	Stiltons	0 14
Old cheese	0 14 0 15		

Poultry.—From now until after the new year's first day the consumption of poultry will reach a great figure. Dealers have practically made all their purchases by this time, although the country has by no means been cleared of stock. After the holiday season, however, the farmers' yards will present a vacant appearance. It seems to be a general opinion among the jobbers that the country people are holding back their stocks, and that next week there should be a pretty fair supply. Jobbers are for the most part securing their supplies early, so that those who want them may get them early. Many large cotnracts have been filled, and it is generally believed that the supply for the holiday will be liberal. The price to the retailer is likely to be about 20 or 21 cents for ordinary stock, but for the choicer goods it will likely go beyond that.

Supplies of geese, which are in demand for New Years, are reported fairly plentiful, all of which is encouraging.

Chickens, dressed	0 13 0 14	Geese, dressed	0 13 0 14
Chickens, live	0 11 0 12	Hens, dressed	0 11 0 12
Ducks, dressed	0 14 0 15	Hens, live	0 10
		Turkeys, dressed	0 20 0 21

Honey—Market is normal, and market is rather featureless. The demand is rather quiet, although dealers state that it is quite healthy.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 07

WINNIPEG.

Eggs. — Guaranteed fresh eggs are selling at 35c a doz., and candled goods at 30c. There is a good demand for eggs, and next week considerably higher prices are sure to be quoted. Most of the stock comes from the South and the East, as the Manitoba production is light.

Butter.—All creamery butter is jobbing at 32c. This includes Eastern Townships and local stocks. Dairy butter is 27c per pound. The prices on creamery and dairy butter will be higher soon, and jobbers claim that the market is sure to go as high as that of last year, when creamery reached 38c.

Cheese.—The market on cheese is good, and prices are gradually getting firm, as the demand has been greatly stimulated within the past few weeks, and local factories have been unable to supply the demand for the Manitoba production. Ontario stocks are not being called for to the same extent as formerly. With price and quality considered, there is no discount on the Manitoba stock.

Manitoba large, lb	0 11¾	Ontario twins, lb	0 14
" twins, lb	0 12	" large, lb	0 13½

McLaurin & Dow, grocers, Fort William, Ont., are selling their business.

In order to impress its customers with the advantages of buying there, a large store has adopted a sales slip with a special column ruled in red and headed, "What you pay elsewhere." A paragraph at the bottom of the slip urges customers to fill in the usual price paid opposite the cash price on the sales slip and then add up and note in a specific way, what they have saved on the bill. Comparisons left good impressions.

Unless you so run your store that the public will have confidence in it, price reductions and special offers will have little effect upon the class of people whose trade you want.

A Pretty Face
Does it sell goods?

"Chocolate Bordo"

You have probably read that article on "Shop Assistants who Travel on Looks."

That is a very old fashioned notion isn't it—getting a pretty girl to stand behind your counter and believing she will sell goods because she is pretty. How is she to "pull" trade?

She can attract customers already in the shop, perhaps, but it is the getting in of the Customers that is the real problem. Once get a customer into your store, and the face behind your counter is not going to make a great deal of difference one way or another if you have the goods.

We can tell you how to get hold of a sure means of attracting Customers from the outside of your store to the inside.

Let it be known that you handle Our Chocolate "BORDO" which is becoming a greater attraction every day and which is drawing more people into stores to buy "BORDO" than any other Chocolate ever placed on the market. Then trade will come to you.

We want you to know more about this specialty too; if not already acquainted with it, it will be a good thing for both you and your Customers.

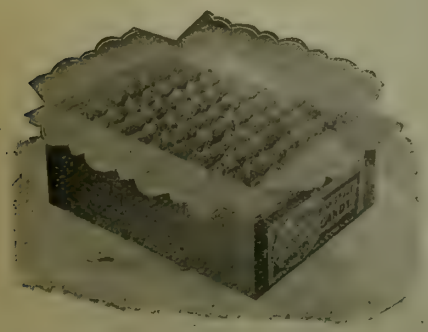
You will find it such a helpful line to have in your confectionery department.

It will pay you to investigate, and get "Bordo" into stock before your competitor gets hold of it.

Send us your enquiry for samples and particulars; it is a pleasure for us to furnish same.

The Montreal Biscuit Co.
(The Originators)
MONTREAL

Attracts Trade



Gallon Eggs in Bulk from China Brought to Canada

Montreal, Dec. 15.—One of the Atlantic liners arrived here recently with a large consignment of "gailon" eggs from Russia and China.

The majority of the eggs brought to the ports of China come from the up-country districts, and it is hardly likely that after the journey on the slow Russian railways the eggs are in the best possible condition. Consequently they are broken by the Chinese and sent here in bulk form. The mixed liquid is called the "gallon" egg and will no doubt be analyzed sooner or later by medical experts. Part of the ten thousand tins shipped has found a resting place in New York which is in the midst of a panic owing to investigations commenced by the Pure Food authorities into what the city's egg supply consists of.

There are about ten dozen eggs in a gallon of the product which sells at from a dollar to a dollar and quarter a tin of four quart measure.

New York, Toronto and other cities have received a supply, the remainder being kept in cold storage here by a Montreal firm.

Although the prices of eggs are high at present, there is no demand for the "gallon" egg as a food stuff, but it is not at all unlikely that bakers and confectioners will snap it up as they can thereby mix eggs with their flour at ten cents a dozen.

Should Russia and China find a steady demand for this mixture in Canadian and United States markets, the demand for eggs in shell will be curtailed while the purity of cakes and other baked wares in which these eggs are used may or may not be improved.



An all-the-year-round Success!

Huntley & Palmers Breakfast Biscuits

A real biscuit novelty.
Welcomed wherever introduced.

Light, crisp, unsweetened and digestive—a highly appreciated substitute for toast or rusk—excellent with butter, cheese or preserve.

H. & P. 'Breakfast Biscuits' will not only win you new customers, but *retain them.*

Huntley & Palmers, Ltd.
Reading
Eng.

THE PROFIT

The experienced Grocer knows that his profit comes from the handling of branded articles with which the public is familiar, and satisfied. The inexperienced Grocer gains this knowledge when he takes stock. : : : : :

ROYAL YEAST CAKES

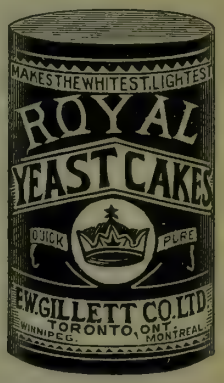
Most Perfect Made.



E. W. GILLETT CO. LTD.

TORONTO, ONT.

Winnipeg Montreal



WHAT OF 1911?

Will you keep books next year in the same manner as did your father and grandfather? Will you permit yourself to be subjected to the losses, errors, disputes, delays, the thousand and one vexations arising from the antiquated methods of handling accounts? Or will you install

Account Register System
The McCaskey Gravity

First and Still the Best

which with *ONE WRITING* will handle every detail of your business from the time the goods are purchased until the money for them is in the bank.

If, next year, you want to stop the leaks and losses in your business, prevent disputes with customers over their accounts, draw new trade, improve your collections and intelligently and scientifically set credit limits on your patrons, write to-day for full and free information.

So you do not forget—we repeat—write that letter or postal card to-day.



Dominion Register Company
Limited
Toronto, Canada

Agencies in all Principal Cities.

Manufacturers of Surety Non-Smut Duplicating and Triplicating Sales Books and Single Carbon Pads in all varieties.

Clark's Concentrated Soups

(Chateau Brand)

While the usual retailing price of high class soups is 25 cents for two tins, Clark's Chateau Brand is to be retailed at only 10 cents a tin, giving the dealer a good profit.

Jobbers not yet supplied should write at once.

A campaign of general advertising to the public, in newspapers and street-cars, has been started. There will be a large demand for Clark's Chateau Brand Concentrated Soups.

Wm. Clark - Montreal

Manufacturer

Y&S

Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes | M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins | Lozenges

and a full range of

LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY
MONTREAL, CANADA



Carr & Co's Carlisle Biscuits

have a world-wide reputation, not only for quality, but also for the way in which they are put up. They are invariably packed for export in air-tight tins, and reach the retailer in the same fresh and crisp condition that they left the factory. Think what this means to you!

ORDER FROM NEAREST AGENT

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

Tear out this Ad. and Mail it to us to-day

Write your name and address in the margin. By return mail you will receive full particulars of a new and better way of selling cereals.

A way that is the "happy medium" between the wasteful, slow-selling bulk system and the advertised carton nuisance.

A way that will give you bigger cereal sales and better profits on each sale made.

A way that makes new customers by giving more for the money with quality guaranteed.

Don't put it off. Don't let a moment's time and a two-cent stamp stand in the way of a profitable possibility. Shrewd men always investigate. Do it now.

QUALITY CANUCK CEREALS

THE CHISHOLM MILLING COMPANY, LIMITED

TORONTO, ONTARIO

The Consumption of Cereals is Heavy

Manufacturers Report a Good Demand—Prices are Steady and Some Millers are Inclined to Look Forward to an Advance—But Indications to That End are not Very Apparent—Flour is Quiet and the Whole Market Does Not Show Much Briskness—Situation at Present not very Clear.

The flour and cereal markets continue rather uneventful. Dealers state that there has been no material change from a week ago and then it was stated that flour was simply marking time. It is not meant that flour is dull or that trading in cereals is quiet. The present season is not the best for trade in flour but at the same time there is a good demand. Mills are busy and flour seems to be pursuing an even tenor that keeps the trade guessing.

The wheat market has been wavering, up and down over a rather confined area, and beginning this week it showed some firmness as the result of rather unfavorable news from India, Argentina and other grain centres.

Whatever the tendency of the flour market actually is, dealers state that they are not looking forward to any reduction of prices just now. From the standpoint of the retailer there is nothing to indicate what way the market is likely to move. The close of navigation is considered an extra expense to the millers and according to them tends to strengthen present quotations.

Rolled oats are firm. Millers are busy meeting present orders and they say an advance in prices would not surprise them. In this connection it might be said that some such statements were made before and the reverse action was the result. This indicates the uncertainty of the market. Millers themselves admit at times their inability to forecast future movements and just at present it is difficult to say what the future will bring. Cereals are moving out well and there is a good general demand.

The surplus of Argentina wheat is estimated all the way from 112 million bushels down to 65 million. It was stated last week that a clique was at work to boost wheat prices but as yet the rise has not been significant.

MONTREAL.

Flour.—The flour market is without any new feature, prices being about steady with only a small volume of business passing, as the demand from local and outside buyers is principally for lots to fill actual requirements. The stock of flour in store on spot on Monday last showed an increase of 19,132 barrels compared with a week ago, and a decrease of 14,198 with a year ago.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl		5 60
" straight patents bbl		5 10
" strong bakers		4 90
" second "		4 40
Fine oatmeal, bags		2 40
Standard oatmeal, bags		2 40
Granulated " "		2 40
Bolted cornmeal, 100-bags		1 80
Rolled oats, bags, 90 lb		2 15
" barrels		4 55

Rolled Oats.—A fair volume of business is passsing in rolled oats and cornmeal, there being a steady demand for small lots at unchanged prices.

TORONTO.

Flour.—Quietness prevails in the wheat centres. Business is fairly good but milers declare that there is nothing indicating a near change. They say they do not expect lower prices just now.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.— Activity is apparent in cereal circles. The demand is good and evidently consumption is heavy. Prices are holding firmly and manufacturers say they would not be surprised at the announcement of higher prices any time now.

Rolled oats, small lots, 90 lb. sacks	2 20
" " 25 bags to car lots	2 10
Standard and granulated oatmeal, 98 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. brls	2 85
" " 5 brls. to car lots	2 75

ADDRESS ON "THE RETAIL CLERK."

At the next meeting of the Grocers' Section of the Retail Merchants' Association, Toronto, an address will be given by W. J. Irvine, on "The Retail Clerk." The meeting will be held on Monday evening, Dec. 19th, in the Association's rooms, 21 Richmond St., west.

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Bovril, Limited, Montreal, have recently sent out a small leaflet to dealers in Canada entitled "Some Bovril Pointers." The leaflet gives some opinions by eminent medical doctors as to the food value of Bovril, and several other pointers that will assist the retail dealer in selling this article.

The Toronto offices of Frank Magor & Co., Montreal, have been moved from 34 Church Street to 30 Church Street, just two doors south. The new offices are attractively and comfortably fitted, and are more commodious than the former. Something that adds materially to the home-like appearance these days is an inviting grate fire. The Toronto representative is E. W. Pyke, and the manner in which he has arranged everything, particularly the Christmas confectionery display, is worth while seeing.

Soda Cracker Logic

Any baker can make an ordinary Soda Biscuit but it requires the specially fitted bakeries of the

MOONEY BISCUIT & CANDY CO.

to produce a "PERFECTION" biscuit.

All Soda Crackers are food, but you want the Soda Cracker that is highest in food values, as well as crispest in freshness.

That Soda Cracker is the

"PERFECTION"

Order from your jobber.

The Mooney Biscuit & Candy Co.
Stratford and Winnipeg





MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Advertising in a Country Village

System Used by One Merchant Where There is no Local Paper But Where Three Outside Newspapers Have Equal Circulations—To Reach Every Prospective Customer He Would Have to Use All Three Mediums He Says—A Circular He Recently Sent out Which Brought Good Results—Some Criticisms.

By J. T. Emmerton.

Editor Canadian Grocer. — Having noticed your note in a recent issue soliciting ads from readers of your valuable journal, I take pleasure in submitting for criticism a plan I have considered wise to adopt, which ought to meet the demands of country stores similarly situated.

The plan so far as I am concerned is original and having done but very little advertising, I shall be pleased to learn as to whether or not my judgment is good or bad in this respect, as I feel ability in this department is a valuable asset. I am also pleased to have the opportunity of being able to obtain the opinions of others in this important part of our labors, for if poor, it is well to know it; likewise if good, encouragement will be the reward.

The Local Conditions.

I wish to mention local conditions necessary to contend with, which are no doubt somewhat similar in many country store localities, by way of the absence of a local paper.

In our village there are three local newspapers coming in from neighboring towns which have almost equal circulations. Therefore to secure anything like a complete canvass of prospective customers it would be necessary to advertise in all three papers. This would be very expensive. To overcome this expense and at the same time to reach directly every prospective customer of the village I purpose to appeal directly by letter, three or four times during the year. I herewith enclose a sample of my letter recently sent out, as well as a blotter, and small bill in an envelope. By this means I am able to directly reach every prospective customer of the village and surrounding country at a cost of less than two cents each.

I have also made use of the same printed blotter as an advertising medium by supplying all of the surrounding schools with all they need. They therefore go in and out of the homes performing a double duty by way of being useful to the scholars and at the same time keeping my ad before the parents and at a mere trifle of expense.

Secured Good Results.

I am very pleased to be able to say that I have already benefited very much from the enclosed sample recently sent out, and have noticed beyond any doubt, that this method of advertising has done good work for me. Having noticed the advertisement from Vancouver recently, suggested the idea of offering mine, which I hope is at least worthy of some notice, and if from a wise advertising method it is considered No Good, it might be the means of helping some other earnest toiler to avoid the rocks and help him as well as myself to reach a harbor of safety in the great ocean of successful advertising.

* * * *

Editorial Note.—The best feature of this circular is the panel in the centre showing the cost of various articles and the amount saved the purchaser in buying at Emmerton's store. The fact that on a $5 purchase $1.37 can be saved would beyond any doubt bring direct business. In this respect the ad. was a splendid one and the writer struck the right key when he placed this information on his circular.

Criticisms, however, might be made of the ad. on the ground that there is too much in it and that the various statements are set up in a broken fashion. Beginning, for instance, with "You are busy, yet there are little things, etc." down to "Emmerton's Store" there are 6 different faces of type used. The copy might be termed jerky and in some cases readers would have difficulty in connecting it up properly.

The most scientific advertisers of the present day maintain that the simpler

---

Good Goods **Emmerton's Store** Right Prices

POST OFFICE - TELEPHONE OFFICE - SAVINGS BANK

You are Busy **BERVIE, ONT.** So are We

Yet there are little things in this great game of life which even the "Busiest of Us" can well afford to

PAUSE AND NOTE

A SUGGESTION—Sample of a BILL OF GOODS

Many Others) BOT AT (Our Store

"Emmerton's Store"

School Supplies · Wall Papers · Papeteries, Etc. IN STOCK

FRESH, CLEAN Up-to-Date Stock of GROCERIES Always on Hand GIVE US A CALL

A LARGE SHIPMENT OF.....

FALL and WINTER **Dry Goods** JUST OPENED UP

A Good Range of Unshrinkable All Wool **Underwear** FOR MEN, WOMEN and CHILDREN

PRICES ... RIGHT

AMOUNT OF PURCHASE	COST	AMOU'T SAVED
6 lbs. Rice	$ 25	$ 05
6 " Barley	25	05
4 " Tapioca	25	05
3 pks. Corn Starch	25	05
3 " Laundry Starch	25	05
4 lbs. Laundry Starch	25	07
3 btls. Extract, any flavor	25	05
3 lbs. Iceing Sugar	25	05
5 " Ceylon Bk. Tea, reg. 25c	1 00	25
5 btls. Cough & Cold Cure, "	1 00	25
3 " Sweet Nitre	25	05
3 lbs. Raisins	25	05
3 " Currants	25	05
3 " Salt Petre	25	05
	$5 00	$1 12
Discount off for cash, 5% on $5		25
Look Amt. of Purchase. Amt. Saved.		1 37

$1.37 Saved on a $5.00 Purchase

NEW STOCK of the **Kant Krack** HEAVY **RUBBERS** ... and ... **Dainty Mode** FINE **RUBBERS** ... for ... **Men, Women and Children**

The "Best Rubber" Made Just Received

PRICES ... RIGHT

For Good Reliable SHOES Give Us a Call ..... We Invite Inspection of Our Stock

A Large Stock of "The Standard Patent Medicines" Always on Hand

We Can Save You Money.

We Sell **Dr. Hess'** { STOCK FOOD, PANACEA, LOUSE KILLER, ETC., ETC. } For Fresh **EGGS** We Pay **25c doz.** We Sell { HARDWARE, S. W. P. PAINTS, HORSE BLANKETS, ETC., ETC. }

Men's Overcoats—Bargains in Men's Overcoats, all good sizes, 10 only left, navy blue beavers, dark grey tweed, Irish freize, in prices from $4.00 to $6.00, entire balance of stock, going for less than cost.

Ladies' and Men's Cravenette Coats—Balance of the stock of Ladies' and Men's Cravenette Coats, going at Cost prices, a few only left.

Underwear—Entire balance of stock of Men's All Wool Unshrinkable Underwear. Medium weight. Regular Price 50c To Clear at 39c—Extra Good Value.

Butter 21c lb. **EMMERTON'S - BERVIE** Your trade Solicited

Reproduction of Circular Used Where There Was no One Newspaper Covering All Prospective Customers.

This Wintry Weather



the laying of a solid breakfast foundation is important to the health of every one of your customers.

Recommend

Tillson's Pan-Dried Oats

Put up in Two Sizes
Premium Family Package
Retails at 25c.
Pan-Dried Package
Retails at 10c.

A Food, Not a Fad

It is the food with the real nourishment value — the genuine builder of nerve, bone and muscle.

TILLSON'S OATS are 'quality' goods right through and never fail to please.

Get the benefit of our extensive consumer and billboard advertising by featuring TILLSON'S OATS.

Canadian Cereal & Milling Company, Limited

Head Office:—Lumsden Bldg., TORONTO

By Royal Letters Patent

NELSON'S POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S Gelatine and Liquorice LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

CANADA: No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

the copy the more will the ad. be read. Therefore, if it had begun somewhat after this fashion—"We want to show you how to save $1.37 on a $5 purchase etc."—the interest of every house-keeper would immediately be secured providing you point out to her how it can be done as in this case. If you can convince her you are sure to get results, that is, if your stock has a quality reputation and your store an inviting appearance.

Instead, therefore, of having the statements scattered about, the majority of advertisers would agree upon having them systematized so that each would appear separate and therefore would be more easily read.

For instance, when one looks at the accompanying ad. his attention is immediately directed to the panel in the centre. Yet to get the exact meaning of the figures in this panel he would have to begin at the first. His attention might then drift to the small panels containin the information about 'school supplies,' and 'fresh, clean groceries,' and the important feature forgotten. The talks about men's overcoats, ladies' and men's cravenette coats, and underwear at the bottom illustrate nicely what is generally conceded to be the proper method to pursue. There is no doubt that, if advertisements are well written and goods and prices are named that will appeal to the people of the community in which the advertising is done, the dealer will find his selling power greatly increased.

Conference on the Cutting of Soap Prices

Body of Retailers Ask That It Be Placed on the Contract Selling Plan Basis—Say That Some Will not Maintain Prices Otherwise—Trouble not so Acute in Brantford and Hamilton — View-Point of the Manufacturer.

Toronto, Dec. 15.—The conference to discuss the soap situation as arranged by the Toronto branch of the retail grocers' section of the R.M.A. was held in their rooms last week. As stated in last week's issue, this meeting had as its purpose the pointing out to soap manufacturers the desirability, so far as the Toronto grocers were concerned, of adopting some policy that would prevent the practice of some grocers here and there who persist in cutting the price of soap. The retailers suggested as a remedial measure the Contract Selling Plan and in making their representations they pointed out that they desired to have the handling of soap placed on a "sound basis."

The conference was attended by members of all three sections of the trade—retailer, wholesaler and manufacturer. Frankness and courtesy in speech was a feature of the discussion and as one prominent retailer stated after the meeting, if the question has done nothing more thus far than to create a better feeling in the trade, it has served a good purpose and he had strong hopes that it would lead to measures which would be entirely satisfactory to all concerned.

John F. Holloway, retail dealer, King St. West, was appointed chairman and briefly introduced the subject at issue by explaining the purposes of the meeting. A number of retailers spoke first, enumerating some of the difficulties that have arisen in selling soap. F. C. Higgins, D. W. Clark, T. Clarke, and D. McLean were among the Toronto grocers who spoke; J. W. Mellen represented the Brantford Grocers' Association; John O. Carpenter represented Hamilton; J. A. Beaudry, Montreal, and Barrie grocers lent their support to the petition by a telegram from S. G. Caldwell.

Organization in Brantford.

It was shown that price cutting in soap was more common in Toronto than in any of the other cities represented. In Hamilton and Brantford where organization is more perfect the price cutters are few, but still there are some. J. W. Mellen, Brantford, thought that grocers should pay more attention to organization than has been evident in the past. He mentioned an instance or two in which trade evils had been eradicated in Brantford simply through the strength of the association and a round of applause showed that the organization in the two western Ontario cities represented, was fully appreciated.

A representative of the wholesale trade supported the contentions of the retail trade that protection of prices by the manufacturer would solve the problem for the grocer who had no wish to cut prices. The manufacturer, he claimed, was in control of the situation and could demand the maintenance of certain prices by those who handled his goods. Price cutters created ill-will among ninety-five per cent. of the trade throughout the country. The manufacturer has the right, he said, to bring action against those retailers who thus injure his business. Some retailers receive soap at the same price as wholesalers. They are in a position to sell at a price which their less favored neighbor can not offer and make money. The manufacturer should make it a condition that these grocers should not sell soap at less than five cents a bar.

The Other Point of View.

In reply one manufacturer stated that his firm had the interests of the retailer at heart, but the latter must not think he alone had troubles. It must not be understood, he said, that no efforts had been made to stop price-cutting. Great efforts had been made but it seemed that there would always be some one ready to cut prices in spite of attempts at prevention. Continuing he said, "The soap business has advanced in recent years and is now on a much better basis. It is rather early to talk of cutting under the new prices; price cutting is really dying out. There are some grocers practicing a cheap philanthropy, giving away profits they might be putting in their own pockets but it is not likely that they will continue. It may last until the end of January, until the stocks now held are exhausted and they have to buy at the new prices; you have not given the new plan sufficient time to work out on its own basis."

At Jobbers' Discount.

D. W. Clark asked if the retailers on the jobbers' list were bound to sell at a fixed price. The manufacturer replied that they were under an agreement to sell at not less than the wholesale price, but at present a plan was being drawn up whereby they would be required to sell at five bars for 25 cents. This will likely be put in force when it is thought the old stocks of soap are disposed of.

Some one remarked that this in itself should settle the whole trouble.

Another manufacturer stated that his firm had instructed their travelers to put the problem to the grocers that they should sell soap at the new price. "One large department store said they would not do so if they had to pay $10 a box. After a kindly talk they promised to sell at not less than six for 27 cents and it was possible that they would sell at five cents straight. I have twelve jobbers in Toronto to look after and have tried since 1891 to stop them from cutting but failed. They have an agreement, but—(a jobber here interposed with; "It is the fault of the agreement; sue one of them and they will soon stop it.") I asked my travelers how the soap prices were operating and they told me 90% of the grocers were selling at five cents. Others who bought previous to the raise in price would, if they have not already done so, fall into line when their stocks declined. The manufacturers are trying to help. The retailers must get together and work for a better understanding. It can then be easily done but give us a little time. When the manufacturers figure their prices they do not intend that the retailer shall work for a pittance. A fair profit is allowed retailers as their agents but it is often the retailer himself who gives this away to his customers."

Seven for a Quarter.

One of the manufacturers told of a grocer who sent in a complaint that a competitor was selling at six bars for a quarter. Upon investigation it was found that the complainant was himself selling at seven bars for 25 cents. He also cited instances of difficulties such as retailers and wholesalers refusing to handle the soap after an advance has been made.

There was, of course, no final decision arrived at but the conference succeeded in bringing about a better understanding between retailer and manufacturer and the soap situation was made clearer to both.

LITTLE FLOUR CHATS FOR YOUNG GROCERS UNDER EIGHTY

LAKE OF THE WOODS MILLING COMPANY KEEWATIN

How Long Did You Say That Flour Lasted?

You don't say—
Now there's Mrs. Brown—very good customer—big family.
Just left this minute, as you came in.
Maybe you know Mrs. Brown—No?
Well, she ordered some FIVE ROSES some time ago, and for the fun of the thing kept careful tab of all the loaves she made.
Such fine, big loaves, too, she said.
However, Mrs. B. came in to-day for more. I asked her what she thought of my FIVE ROSES.
Honest, Madam, you never saw such a pleased look. Said it saved her money, and bother. Lasted a full week longer.
Spite of the fact that her luck was so much better and her folks ate a whole lot more.
Maybe I wasn't delighted!
That's another customer who will always insist on FIVE ROSES.
Imagine one whole week's bread for almost nothing.
Talk of the baker's dozen—I call it solid economy.
FIVE ROSES lasts longer because it's so strong you use less.
You are better pleased with yourself and you save money.
Couldn't possibly take *two* barrels, Madam?
Roads are getting so bad, you know.

Five Roses

Packed to suit your trade—barrels and halves
Bags of 7, 14, 24, 49, 98 pounds
Ask your Jobber

LAKE OF THE WOODS MILLING COMPANY, LIMITED, MONTREAL, "THE HOUSE OF CHARACTER"

EXTRA FANCY CALIFORNIA NAVELS

ROSE, VOLUNTEER and GOLDEN FLOWER BRANDS

CALIFORNIA CELERY, PINE-APPLES, HOLLY

also full lines of all kinds of

FRUITS, NUTS, DATES, Etc. for Holiday Trade.

McWILLIAM Mc. AND E. EVERIST

25-27 CHURCH ST. TORONTO
are Largest Receivers

St. Nicholas Home Guard

PACKER:
FRANC TRACUZZI

Nothing Better

AGENT:
J. J. McCABE, Toronto

Puck

Holiday Trade is Promising Well

Wholesale Fruitmen are Well Supplied With Fancy Stocks, and Have Been Meeting a Good Demand Thus Far—Are Importing Fresh Vegetables From Louisiana—Oranges and Lemons a Little Easier—Cranberries Firm, as Are Potatoes Also—The Outlook.

Christmas is in the wholesale fruit districts, as is evidenced by the wreaths of holly in their open boxes, the heavy consignments of nuts, dates, figs, and seasonable fruits and vegetables. Truly, if the holiday does not find everybody well supplied with the good things which form such an important part of the festive season, the wholesale dealer cannot be blamed. He has shown considerable aggressiveness in collecting a tempting array of goods. Prices are for the most part liberal, and it is expected that stocks will be pretty well stripped by the Christmas demand.

Such is the roseate hue of the dreams the wholesalers have been having of late. There is a chance that they may come true, but the reckoning will not be made until after Jan. 1st. Prices have not changed much. Oranges seem to be a little easier, although recently from New York a report was received to the effect that there was new strength. The holiday demand is expected to boost prices, but as yet the tendency has not been very marked. Cranberries are firm. Pines are quoted at a strong figure. Oranges are in good condition, say the trade, and Santa Claus will find them of the best quality. Wholesalers are also well supplied with nuts, layer raisins, dates, figs, etc. Holly wreaths are offered at $1.25 a dozen. They are exceptionally god in color, and are plentifully supplied with berries.

Imported vegetables are now coming from Louisiana.

MONTREAL.

Green Fruits.—Business in all lines is brisk, and supplies are large enough to meet holiday requirements. Early in the season a shortage of Fameuse apples was talked about. Recently a local dealer stated: "There is no shortage, but the demand is pretty slow. The price is too steep. There are large supplies held in storage."

Cranberries are well maintained at the advance, and there is some talk of a further rise.

Apples, bbl.	5 00	6 00	Holly, case		4 00
Bananas crated, bunch	2 00	2 25	Wreaths, bale		1 65
Cranberries, bbl.	10 00	12 00	**Oranges—**		
Cocoanuts, bags		4 25	California, late Valencias	4 00	5 00
Cali. Malagas		2 00	**Pineapples—**		
Lemons	3 00	4 50	Floridas, case	4 00	4 50
			Plums, crate	2 00	2 25
			Pears, bbl.	7 00	10 00

Vegetables. — Although it was expected that there would be a move in the market this week, things remain dull, and dealers are not at all satisfied. A good supply of Bermuda parsley has arrived, and is in good condition. Tomatoes show an increase of 10c, while cucumbers and sweet potatoes also show an upward tendency.

Beans, American basket		12 00	Boston, doz.		1 35
Beets, bag	0 75	0 90	**Onions—**		
Carrots, bag	0 75	0 90	Spanish, cases	2 75	3 00
Cabbage, doz.	0 40	0 50	Red, bag		1 25
Cabbage, bbl.	1 00	1 50	Potatoes, bag	1 00	1 10
Celery, crate	4 00	4 25	Sweet potatoes, basket		1 85
Cauliflowers	2 50	3 00	" " bbl.		4 00
Cucumbers, doz.	2 00	2 50	Parsley, dozen	0 75	0 85
Garlic, 2 bunches		0 25	Parsnips, bag	1 00	1 25
Green Peppers, small basket		0 75	Radishes, dozen bunches	0 50	0 60
Green Peppers, large basket		2 50	Spinach, bbl	3 00	3 50
Leeks, doz		1 50	Tomatoes, crate		4 00
Lettuce—			Tomatoes, hot-house, lb.		0 35
Curly lettuce, box	1 30	1 40	Turnips, bag	0 75	0 90

TORONTO.

Green Fruits.—The market is running along steadily before a good trade. Everything points to a general demand of the usual holiday proportions, if not even better than in the past. Trade is confined to the seasonable lines that are now on hand, but altogether business is reported satisfactory. Lemons and oranges are about the same in price. Cranberries are decidedly firm, according to the dealers, and other lines are about normal.

Apples, bbl.	3 50	6 00	Jamaica, case		3 50
Apples, box	2 00	2 50	**Lemons—**		
Bananas	1 50	2 00	Messina	2 75	3 25
Citrons, doz.	0 60	0 75	Limes, box		1 25
Cocoanuts, sack	4 00	4 50	**Oranges—**		
Cranberries, bbl	9 00	11 50	Tangerines, a strap	5 50	6 00
Cranberries, case		4 00	Florida	2 50	3 00
Grapes, case		2 25	Navels	3 00	3 25
Malaga bbl.	5 00	6 00	Mexicans	2 00	2 25
Almeria, bbl.	5 00	6 50	Pomegranates, doz.		0 75
Grape Fruit—			Pineapples crate	4 00	4 75
Florida per case		4 00			

Vegetables.—Naturally at this time of the year the demand for the different vegetables takes on a new life. Dealers are now importing carrots, tomatoes, beets, etc., and, as might be expected of these delicacies, they are not being given away. The price is at a delightful feeling, and those consumers who are fortunate in being able to buy them should find them doubly delicious. Potatoes are firm, and following the line mentioned some time ago. The general aspect of the trade is a holiday tinge, and will likely continue thus until after the old year has spent itself.

Beets, Louisania doz.		1 25	Endive, 12 heads		1 00
Canadian beet, bag	0 60	0 75	Lettuce, Canadian, head	0	0 30
Cabbage, case—			Boston head lettuce, doz.		1 50
Canadian	0 75	1 50	**Onions—**		
Cabbage, per 100		3 50	Spanish, large	2 50	2 75
Carrots, Canadian, bag		0 50	Spanish, ½-cases		1 50
Carrots, Louisania, doz		1 00	Yellow, per bag	1 25	1 35
Cauliflower, dz.		0 75	Potatoes, Ontario, bag	0 85	0 90
Celery, dozen	0 30	0 40	Sweet, hamper	1 25	1 50
Celery, California, case	4 50	5 00	Sweet, barrel		5 00
Cucumbers, Boston, doz		2 50	Parsley, per doz		0 75
			Parsnips, bag		0 60
			Red pepper	0 50	0 75
			New turnips, per 11-qt. basket		0 50

WINNIPEG.

Green Fruits.—This week there is not a large turnover in fresh fruit lines, but jobbers and retailers are well stocked with high class lines in anticipation of a good movement from now until after

the holiday season. Apples, grapes, cocoanuts, and cranberries are the chief items on the market this week. The following prices show an advance on cranberries of $2, and a reduction on lemons of $1, and a reduction on pineapples of $1. Apples in barrels are going out well.

Apples—		Cocoanuts, doz.	0 90
Ame. J hnathans...	2 25	Cranberries, Jersey, per bbl.....	12 00
Ontario, No. 1, brl	5 50	Lemons, Cal.	7 00
Northern Spy.....	6 50	Oranges, Navel. 3 75	4 50
Bananas, ...	2 50	Pears, case.....	4 00
Grapes. Mal., keg	6 50 8 00	Pineapples, case	5 00
Grapefruit, Cal., case.....	6 00		

Vegetables. — It is remarkable the large trade that is going on in all kinds of vegetables, notwithstanding the stiffness of the prices. Every item on the following list is much in demand, and even cucumbers at $3 a dozen are moving off well. Potatoes are 90c a bushel, which is reasonable for this time of the year.

Cabbage, new, lb	0 02	Onions, imported.....	0 02½
Celery, doz.....	0 60	Potatoes, bush	0 90
Cucumbers, doz.....	3 00	Parsley, per doz.	0 30
Lettuce, doz.....	0 40	Radish, dozen..	0 40
Mint, doz.....	0 40	Tomatoes, Cal. case.....	4 00
Onions, green, per dozen.....	0 50		

A NEW CLOCK CONTEST.

One merchant tried out a unique clock contest with good results. On Monday of each week for four and a half months a six day clock was wound up and placed in his window. After being in plain view for a short time, the face of the clock was covered and during the week with every 50 cent purchase each customer was given a small card bearing the picture of a clock dial, no two cards showing the same time. At three o'clock each Saturday the dealer removed the mask from the clock and as the spring had run down before that time, the hands pointed to a definite time. The person holding the card showing the time nearest to that at which the clock stopped was awarded the prize.

STANDARD POTATO BARREL.

A bill to amend the Inspection and Sale Act, respecting the size of a barrel of potatoes has been introduced into the House of Commons, Ottawa. The bill asks that when potatoes are sold or offered for sale by the barrel, it should contain 160 pounds.

SPECIALTIES FOR XMAS

Cucumbers, Pineapples, Head Lettuce, Red and Yellow Bananas, Tomatoes, Tangerines, New Beets and Carrots, Strawberries, Cauliflower, California Celery, Mushrooms, Sweet Potatoes, Holly, Holly Wreaths, Wreathing.

ORANGES—Navels, Valencias, Floridas.

We are at your service for prompt shipment. Sorting up orders a specialty this week.

MERRY XMAS TO ALL

WHITE & CO., Limited

Branch at HAMILTON TORONTO

P.S.—Don't Forget to Send Us Your Oyster Order.

HEADQUARTERS

FOR

Fancy Navel Oranges

GRAPE FRUIT,
ALMERIA GRAPES,
BANANAS, LEMONS,
CRANBERRIES,
OYSTERS, NUTS,
FIGS, DATES

Write, phone or wire your orders.

HUGH WALKER & SON

(Established 1861) GUELPH, ONTARIO

BUSTER BROWN

LEMONS

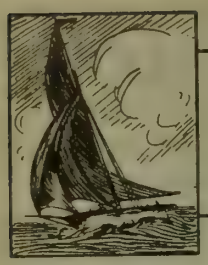


You should always buy because they will show you the maximum profit on your investment. The grading and selection are positive proof of the quality. Order Lemons packed by



W. B. STRINGER,
Canadian Agent, Toronto

FOLLINA BROS.,
Italy



Fish - Oysters



Brisk Demand for all Kinds of Fish

Advent Stimulates the Fish Business — Haddock Becoming More Plentiful, but Halibut is Scarcer — Supply of Oysters Seems to be Decreasing—Better Weather Conditions on the Atlantic Coast—Home Demand so Heavy That Export Trade is Decreased.

Reports from coast points indicate much improved conditions as far as supplies are concerned. Demand is good from the interior, and also from the United States. The result is that export trade is not heavy, for the reason that home demand seems to leave no surplus. Weather conditions have improved somewhat, enabling the fishermen to get on the banks. Prices are firm in all markets.

NOVA SCOTIA.

Halifax.—There is considerable improvement in the receipts of fish this week, mostly cod and haddock. Halibut is scarce, and no fresh stock is arriving. The weather conditions improved somewhat, and the fishermen have been able to get on the banks.

According to reports reaching here, herring have struck in abundantly on the west coast of Newfoundland. The waters are said to be teeming with the fish. The facilities for storing them are limited, and those that are not sold fresh to vessels are salted. The smelt season will open in Newfoundland next week, and it is expected that the season will be a good one.

Everything is now in readiness for the opening of the lobster season on the western coast of Nova Scotia on Thursday, December 15. The canning factories are preparing for a busy season. All prices of fish are firm, but there are no changes of special note since last report.

QUEBEC.

Montreal.—Favorable weather and the Advent season have had quite a stimulating effect on the fish market lately. The demand is now abating, but there has been a rush up to now. Stocks have been much affected and decreased, and the outlook is for scarcity in some lines, and therefore higher prices.

Haddocks and haddies are coming a little more plentifully on account of better fishing on the coast.

There is a feeling that frozen salmon and frozen halibut are going to be a good stock, and higher prices are expected before long.

Stocks of pickled and salted fish are greatly reduced, but prices are just the same as last week, as every dealer has got his supplies for the next two months.

From now on frozen fish will be greatly in demand, but quiet trade is looked for.

Prepared boneless and smoked fish in general are in good demand. The crop of small herring which is used for smoking purposes has been but fair this year. Consequently, stocks are not procurable this year.

Oysters both shell and bulk are in good demand, but the supply is getting short.

FRESH

Perch	0 10	Sea bass	0 15
Steak cod	0 06	Smelts	0 12
Market cod	0 04 0 05	Haddock	0 05 0 06
Sturgeon	0 10	Halibut	0 10
Sea trout	0 12 0 14	Bullheads	0 09

FROZEN

Codfish	0 04	Flounders	0 08 0 10
Dore, winter caught, per lb	0 08½ 0 09	Pike	0 07 0 08
Haddock	0 04½ 0 05	Salmon, B.C., red	10 0 13
Halibut, per lb	0 08 0 09	Gaspe salmon, per lb	0 20
Herring, per 100	1 70 1 80	Smelts, 10 lb. bxs	0 09 0 12
Market cod	0 04	Whitefish, large, lb	0 09 0 10
Steak cod	0 05	Whitefish, small	0 07
Mackerel	0 12½		

SALTED AND PICKLED

Green cod, No. 1, bbl	7 50 8 00	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" ½ bbl	3 25	" " pink, bbl	12 00
Labrador sea trout, bbls	12 50	" Labrador, bbl	16 00
Labrador sea trout, half bbls	7 00	" " ½ bbls	8 50
No. 1 mackerel, pail	2 00	" " trcs., 300 lb	22 00
½ bbls	9 50	Salt eels, per lb	0 07½ 0 08
No. 1 pollock, bbl	6 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, No. 2, bbl	4 50	Scotch herring	6 50
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 25
Haddies	0 07 0 07½
Boneless haddies	0 10
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 40

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 30
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 60 2 00
" bulk, selects	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	5 75
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

NEWFOUNDLAND.

St. John's. — Prices continue strong on account of the weather conditions. Merchants are unable to cure and land their cargoes. It has been snowing of late, and the work has been held up to some extent.

Codfish, large and medium merchantable, per qtl.	6 90
" small " "	5 90
" large Madeira "	6 90
" small " "	5 90
" large and medium West India	3 70
" small " per qtl	3 20
" Labrador "	3 70
Haddock "	3 20
Herring, No. 1, large and medium, barrel	2 30
" small	2 10
Ling	3 20
Lobsters, No. 1 flats, case 48 1-lb. tins	16 50
Salmon, per case 48 1-lb. tins	5 50
Salmon, No. 1, large and medium, tierce	20 00
" No. 2, large	18 00
" No. 3, large	16 00
" No. 1, small, "	18 00
" No. 2, small	16 00
" No. 3, small	14 00
" tinned, case	5 50
Cod Oil, hardwood casks, tun	102 00
" softwood " "	95 00
Cod Liver Oil, gallon	0 75

ONTARIO.

Toronto.—There is every evidence of a good fish trade, but some of the dealers say Christmas will interfere to a certain extent. On the whole, however, the season has been favorable, and it is generally felt that the demand will be maintained. Trade is divided between numerous lines, all of which are doing well.

FRESH CAUGHT FISH

White fish	0 12 0 13	Steak cod	0 08
Herring	0 06	Perch	0 07
		Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	0 6	Salmon trout	0 12
Halibut	0 09 0 10	Smelts, No. 1	0 12
Herring	0 04	Smelts, extra	0 18
Pike	0 07	White fish, pan frozen	0 10
Pink sea salmon	0 09		
Round red "	0 09		

OCEAN FISH (FROZEN)

Herring, per 100	2 00

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb	0 05
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb	0 12
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3 25
Acadia 3-lb. bxs per crate	5 40	Haddie, Finnan	0 08½ 0 09
Shredded cod	2 25	Kippers, box	1 20
Bloaters, box	1 25	Oysters, extra selects, gal	2 25
Boneless Digbys, box	1 00	Oysters, selects, gal	1 85
Codfish, Bluenose, "	1 40	Oysters, standard, gal	1 65
Cod steak, per lb	0 07	Pickled lake herring, 100 lb. kegs	4 00
		Quail on toast, per lb	0 06

NEW BRUNSWICK.

St. John.—There has been a better variety of fish in the local market during the last week than for some time previous. On Friday of last week about 3½ tons of cod and haddock were landed by fishing schooners, as well as a quantity of halibut, both fresh and frozen. Other varieties offered are: smelts, flounders, frozen salmon and bass, whitefish and dore (from upper Canada), butterfish and bluefish (from the United States), and a few frozen herring and mackerel. The cold weather has altered the aspect of things on the Miramichi river. The fishermen are now engaged in setting their nets through the ice. Thus far their fishing has been disappointing. About 200 barrels of a mixed assortment of fish was the reward of last week's operations, and of these the proportion of smelts was small.

When you allow a customer to go away with goods thinking them better than they really are you give that customer a shove towards the other fellow's store.

If you allow yourself to shade prices for certain customers, you make those customers, and all the unfavored ones as well, distrust you.

OCEAN BRAND FISH

It is Good Business

TO BE SURE OF YOUR SUPPLIES FOR FISH TRADE AFTER THE HOLIDAYS

OCEAN BRAND

will be asked for by all. The trade mark stamps it as the acme of perfection.

HOW does your stock stand?

Watch these lines for profit:—

OCEAN BRAND { Kippers, Bloaters, Finnan Haddies, Boutilier's Smoked Fillets, Canada Strip Boneless Cod, Special Fat July Salt Herring

Build up Business

Natural Flavor Preserved

If your wholesaler cannot supply you, write us direct

Halifax Cold Storage Co., Ltd.

SELLING BRANCH

45 William St. Montreal

Cleanly Sanitary Packing



This "Coast-Sealed" Vacuum Insulated Display Cabinet keeps oysters fresh and saves seven-eighths of your ice bill. Price, $17.00, net, f.o.b. Toronto.

Don't Be Only Half Satisfied

with the line of oysters you are handling, A trial order for

"COAST-SEALED" OYSTERS

will convince you that their clean, tempting appearance, their uniform firmness and their delicious flavor, will develop the possibilities of your oyster trade to the limit.

Every package of "Coast-Sealed" Oysters—filled, full weight, with oysters all over four years old—is sealed at the Coast after being refrigerated at the proper temperature. And they are properly refrigerated all the way to your store.

"Coast-Sealed" Oysters win you the big trade at the top prices.

Connecticut Oyster Company

88 Colborne Street, - - Toronto

Tea Coloring in the U.S. Pure Food Laws

After May 1, 1911, if Tea is Colored the Labels Must so Stipulate it—Canadian Importers Say Similar Conditions Exist Here Although Not to Same Extent—They Tell Why Color is Used on Tea—Appearance is Improved.

"We recommend that after May 1st, 1911, all tea imported into the United States, and shipped after that date, both in large and small packages, if artificially colored or faced, shall be labeled on each container 'artificially faced' or 'artificially colored.'"

The above is a portion of a resolution passed by the U. S. Board of Tea Exports, and which will soon be the latest addition to the United States Food and Drug Act, and is of interest to the Canadian trade from the fact that colored teas hold a position in our markets.

Canadian wholesale tea men and brokers assert that the coloring of tea artificially is done for the sole reason of giving it a better appearance, just as one tea is rolled tighter than another sample or tipped a little better. Although they are all the one tea still there is a difference in price because the more closely rolled and tipped looks better when presented to a customer. The loosely rolled sample is thick, unfolds easily and for liquoring purposes is claimed to be even superior to the tea which has received more attention in its appearance. The layman when he begins to understand the facts will likely consider the practice an absurd one. Tea is for drinking purposes and is not intended particularly to please the eye like a rose or lily. Yet it can be easily understood how the "dressed up" tea will enjoy a larger demand among those who are ignorant of the facts and this number practically includes 99 out of every 100 consumers.

Looks to Appearance.

When a woman buys green tea, the greener it looks the greater is her confidence in its quality. To the inexperienced this would seem to be the natural method of judging the tea. The buyer depends on appearance, not being acquainted with the many first facts regarding tea. In the United States it is said the coloring was so pronounced that the tea was almost blue. The Canadian color, say importers, is not so marked, it varying from a brownish green to an olive and silvery green. The coloring matter sometimes rises to the cup after the tea is brewed and a fine foreign dust is noticeable on the inside of containers.

The teas artificially colored are Japan, China, Ceylon and India greens. Of course, natural tea can be bought, but any that are colored artificially are those mentioned. The change of color is secured in the firing. The natural color is "sun-fired," the colored, "pan-fired" and a coloring material is added to enhance the effect.

Those acquainted with the essentials of the tea trade do not say that there is anything really injurious in this artificially colored tea. They do not offer an opinion one way or the other, but they do say that the colored varieties are artificial The natural tea is wholesome; nothing is gained particularly. state the brokers, by coloring except the enhancing of the appearance.

Tea Facings to be Watched.

The rest of the resolution is as follows:—

"And for the proper working of the law we recommend that consular invoices shall thereafter contain the statement that such goods contain artificial coloring matter, or facing. And the Agricultural Department shall in any case where there is reason to suspect that teas are not properly labeled make examination of the facing of such teas in warehouses and shall co-operate with the tea examiners to subject any tea under suspicion to chemical test, but shall not make independent examination or otherwise embarass the present operation of the tea law."

In reference to the above matter, A. McGill, Chief Analyst, Inland Revenue Department, informs The Canadian Grocer that the Adulteration Act under Section 3 (H) provides that the coloring of any food to conceal damage, or otherwise misrepresent the article, constitutes adulteration.

A Wholesaler's View of Getting a Square Profit

By J. M. Mortimer.

A wholesaler asked me the other day what action the retail trade were taking in regard to the new prices of soap. I told him that as far as I knew some were selling at five cents a bar, some were said to be holding to the old price and others were selling at six bars for 27 cents. I added that the tendency seemed to be to get five cents straight but many who wished to do so were held to old prices because some near competitor had not changed to the new prices.

"Well, I have always made it my aim," the wholesaler said, "to get a profit on everything I handled. In the beginning that appeared to me to be a sound business principle, and at any rate I have never regretted it. There is no good reason why a grocer should handle anything for nothing. There is his time and labor to consider, the money invested which should bring a profit, the percentage of the cost of doing business and lastly, the accommodation afforded the customer..

"Every grocer I ever knew went into the business to make money. It is not difficult to realize that cutting prices and doing work for nothing is not going to help in that direction. I have noticed that when a man cuts the price of one article he follows up with another. Once in the habit of that style of business it is not easy to get away from it. I am like that retailer I read about lately. He said he was not brought up in a price-cutting store and had not learned that idea. Neither have I and for the same reason. When an article does not pay a profit I fail to see why a grocer should be bothered with it unless but to accommodate other people who seldom, if ever, accommodate him. Let price-cutters cut. Many people shun low prices under the impression that the price is to cover a deficiency in quality."

The James Bros., of Brantford, Ont., have purchased and taken possession of the general grocery business formerly conducted by J. C. Struthers on Colborne St. B. James has been for some time in New York, while his brother Percy E. James was, till lately, in the employ of the Standard Bank in Toronto. They will carry besides groceries, fancy china, meats and fruits.

Robinson Bros. have purchased the grocery business of W. C. Edwards, 121 Charlotte St., Brantford, Ont. F. B. Robinson has been for some time in Buffalo while his brother, J. C., has been in Toronto.

A Drop in
Maple Syrup
Compound
See Advertisement of
Canada Maple Exchange

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS



"BLUENOSE"

THE BUTTER THAT SELLS

Hunters find it almost indispensable. It is packed in air-tight tins that keep the butter indefinitely. This is the time of year to order.

WRITE YOUR JOBBER,
OR DIRECT TO US.

SMITH & PROCTOR

Halifax, N.S.

Salesmanship Course Free and Liberal Salary

It is generally the person who wishes to take a course in salesmanship who pays for it, but the MacLean Publishing Company pays for your course as well as offers you a very substantial salary, if you write for a position giving references, stating that you are ambitious and capable of handling our business satisfactorily.

What could be more desirable for the young man starting his business career than to become connected with the MacLean Publishing Company, whose circulation organization is the strongest in the country?

What could be more beneficial than to commence his career with an excellent training in salesmanship? The man who has had experience as a salesman is qualified for any business position.

The staff of the MacLean Publishing Company is being increased every week. The best men get the best positions. The best men are invariably those who are ambitious and who have been connected with the firm the longest.

Write at once for full particulars.

MacLean Publishing Company,

143-149 University Avenue, - - - Toronto

Relation of Mace to the Nut

Saskatoon Inquiries Answered—Mace Obtained F Shell of the Nutmeg—Why Nutmeg Supplanted P Years Ago—Better Price Was Secured by the Gr Former—How to Tell When a Nutmeg is Good.

Editor Canadian Grocer — Can you tell me anything about the mace market? Is there any relation between mace and nutmeg? I am told they are produced from the same fruit. Where does mace come from? Any other information you can give me will be appreciated.

READER.

Saskatoon, Sask.

Editorial Note—Grocers are aware of a decided firmness now existing in the spice market, and standing out prominently among the different lines handled is mace. There never was an effect without a cause, the mathematical masters affirm, and the reasons for the present strength in the mace market constitute an interesting bit of spice history.

About thirty years ago, Canadian spice manufacturers had to pay from 50 to 60 cents a pound for nutmegs, which they can procure to-day for about 14 or 15 cents. It must be first understood that mace is the outside covering of the nutmeg. The commercial nutmeg, as the grocer knows it, is first enclosed in a shell much similar to the filbert, although not of the same shape, nor nearly as thick or hard to break. But the nutmeg is loosely contained in this shell as is the kernel of the filbert. Then outside the nutmeg's shell is a covering, an "arillus" as it is more properly termed, entirely enclosing it and fitting it tightly. In this respect it resembles the chestnut. As the fruit ripens, the arillus or outer covering withers, and releases the nutmeg in its harder shell. Mace is therefore intimately related to the nutmeg, and they are strikingly similar when experienced by the senses of taste and smell. The nutmeg is sold principally as it is when freed from the harder shell. Mace is ground. They are both much used as seasonings, and enjoy a regular and healthy demand.

Nutmeg Supplanted Pepper.

As previously stated, nutmegs sold at from 50 to 60 cents a pound only a few decades ago. Pepper was more plentiful at the time, and as a big price was being received for nutmegs, planters decided to root up the pepper shrubs and supplant them with the, at that time, more profitable nutmeg tree. It was about eight years before the real effects of this action began to make themselves felt, and as production of nutmegs increased, their market value fell off, declining gradually to the present figures. Stories are told of how the natives in their desire to maintain a good price burned large piles of nutmegs, but all restrictive methods were of no avail.

The present trend of plantation owners is to deplete the nutmeg groves, and from all accounts this action is being carried out. The demand is being stocks that have be However, mace is more scarce, as it same abundance, lows that if the p is curtailed, mace the same direction.

Such does the s to be, and grocers strength referred market closely.

Manufactu

The nutmeg fruit lowing parts: first or bur, which becon as the fruit reache the red, membrano as mace when grou connected to the har tioned. This second tection to the kernel found in every groc harvested about the nutmegs. It is pee shell over which it and is dried. Form was performed by t built after present day ideas is now used, and gives even better satisfaction than the old method. Mace in drying is first crimson, then blood red, and when completely dried it is a yellowish or golden brown.

The nutmeg is found principally in the Banda Island in the Straits Settlements, but is found generally in the East and West Indies. To tell whether the strength of a nutmeg has been impaired or not, stick it with a pin. If good oil or not, stick it with a pin. If good, oil does not appear, it is likely of a "punky" character, and lacks the full flavor and strength it ought to have.

The tree is much like the ordinary apple tree, and grows to various heights according to the country. The average is about from 20 to 30 feet high.

[N. B.—The Grocer will be glad to answer any such questions for subscribers. Drop us a card.]

ORANGES REPLACING APPLES.

W. A. MacKinnon, Canadian Trade Commissioner at Birmingham, Eng., reports that the receipts of Canadian, Maine and Virginian apples continue rather heavy, being almost equal to the arrivals for the same period last year. The prices are high. Ribston Pippins are selling to the retail trade at about $4.86 and Albermarle Pippins at from $6.80 to $7.29 for good stock. These

doing a little business, but it is nothing as compared with the activity that used to be apparent in that quarter. The business has depreciated from being one of the best in that town to what is called a "scrub store."

This fact would indicate that this so-called good-will is nothing more than the holder's personality, something that cannot be estimated in pounds and ounces or dollars and cents. If the purchaser can hold the trade of that store then the good-will is an asset he should pay for. But as pointed out the element of chance really enters into the question as far as the buyer is concerned, but the holder knows that the good-will he emphasizes is a reality. The question, therefore, is, can the purchaser make use of that good-will? Examples are not few which prove that many purchasers were not able to hold or extend the good-will they had bought. When one has taken over a new store, a good trade has already been built up for him. He had, therefore, paid for and received a tangible something as necessary if not more so than good equipment and fresh stock. The customers in fact were coming to the store; it remained only for the purchaser to win them over to himself. In fact half the struggle was over when he took possession. He himself had to do the other half.

The grocers who have bought businesses and enlarged them have made use of that asset of good-will. As this grocer previously referred to summed it up a purchaser should pay for a merchant's good-will, but it remains with himself to make his purchase a reality. As a last word it must be said that the element of chance is more or less prominent.

BEACON BRAND HADDIE

REGISTERED TRADE MARK

YOUR FISH TRADE

is capable of a most profitable expansion if you are handling the celebrated BEACON BRAND HADDIE.

This Brand is cured from finest Bay of Fundy Haddie by Scotch experts, is unequalled in sweetness and flavour, and is a most profitable line to handle

To protect your interests and to safeguard your customers from fraud and substitution, each genuine "Beacon" Brand Fish is tagged. (See cut below)

Sell the brand with this unique guarantee of purity. Insist on getting a tag on each fish.



The . . .

F. T. JAMES CO.,

Limited

Wholesale Fish and Oyster Distributors

Church Street,

Toronto, Ont.



PERFECTION IN PACKING

POPULAR and PALATABLE

BRUNSWICK BRAND SEA FOODS

THE LINES YOU CAN HANDLE WITH PROFIT

¼ OIL SARDINES
KIPPERED HERRING
FINNAN HADDIES
¾ MUSTARD SARDINES
HERRING IN TOMATO SAUCE
CLAMS
SCALLOPS

Are your shelves stocked with these splendid sellers and satisfaction givers?

CONNORS BROS., Limited, Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

Montreal Grocers' Views on Store Moves

Consensus of Opinion is That Grocers Should Look for New Trade, and Not Depend on Old Customers Remotely Situated —The Latter Do Not Always Get the Best Service in Such Cases, and Gradually Drift Away—Some Actual Experiences Cited.

Montreal, Dec. 15.—Making plans for the new year some grocers will be considering the idea of moving.

Does it pay to move?

The answer to this question will be governed by circumstances surrounding individual cases.

The city or large town grocer and his country confrere are differently situated. When the former finds it necessary to secure premises in another locality, it is essential for him to build up a new trade. At least that is the consensus of opinion.

But the country grocer on moving does not get away from his former customers. He cannot—if he is to stay in the town.

Taking the case of the grocer in the large centre, as being one most affected by removal, it is interesting to learn of the experience of those who have moved from one section of a city to another.

One Profitable Move.

J. Currie, of Currie Bros., Montreal, states that his firm had for years done an excellent trade on what was St. Ann's market (now a strictly wholesale district); but circumstances compelled them to close up business there. Consumers drifted farther north in the city, and Currie Bros. were away from the retail centres.

They found that trade was decreasing, owing to the inconvenience caused customers who had to come to their store from a distance.

So they moved.

There were other grocers in the new section of the city, but they counted on securing some of their older customers and their share of transients and new accounts.

The moving was profitable in their case, they say, and their reason is that they made it so by increasing their selling power in various ways.

Since then they have moved two blocks up the street, but the distance was so short that it made no difference in their trade whatever.

T. J. Stevenson, of Kyle & Stevenson, the Annex grocers, recalled his efforts to retain his downtown connection when he and the late Mr. Kyle, his partner, started in business. Mr. Stevenson had moved up north. It was impossible he says, to retain even 30 per cent. of the old trade for any length of time, as they could not be given the same attention as those in the immediate neighborhood, to whom it was his object to lend all possible attention.

Question of Remote Deliveries.

W. H. Paul, son of Walter Paul, expressed the same views of the above. He believes that it does not pay the average grocer to make deliveries in sections remote from his new basis, and that the strictest attention should be paid to new accounts rather than to old ones, which he considers likely to disappear at any time.

S. J. Geddes, a West End grocer, is convinced that there is a possibility of holding some accounts for a time, but that in the long run the new grocer, if at all energetic, will secure practically the whole trade.

"The public are looking for convenience," remarked Murphy Bros., also carrying on business in the West End. They believe that intimate friends and a number of telephone customers will be inclined to follow their grocer when he moves, but that the inevitable delay in delivery at times will eventually cause them to give part, and finally their whole business to the grocer nearby.

A representative of W. T. Brown & Co., the West End "Imperial Warehouse," stated that he frequently called on customers at a considerable distance from the store only to find that his prospective orders had been telephoned while he was on his round. This waste of time and the necessity of deliveries outside regular hours were sufficient proof of the fact that it could not pay the average grocer, nor was it advisable for him to undertake to cater to people living at a considerable distance from him, unless he had an extra man and delivery wagon to perform this part of his business.

Other grocers interviewed were equally positive that unless a grocer takes up business in his new quarters determined to secure practically an entirely new trade, he will never prove successful. His relying for support from his old clientele will eventually prove disastrous, they maintain.

J. Perks, grocer, Parry Sound, Ont., has recently renovated his store interior. Among the additional fixtures is an oyster cabinet and an electric coffee grinder.

Chas. Hart, of Hart & Tuckwell, Montreal, has been elected a director of the Atlantic Fruit Co., succeeding W. H. Bennett.

A Drop in
Maple Syrup
Compound
See Advertisement of
Canada Maple Exchange

Never Run Short of
SHAMROCK
BIG PLUG
SMOKING TOBACCO
Your client will buy his groceries where he buys his SHAMROCK tobacco

McDOUGALL
Insist upon having them.
D. McDOUGALL & CO., Ltd., Glasgow, Scotland
CLAY PIPES

SPRAGUE
CANNING MACHINERY CO.,
CHICAGO, ILL., U.S.A.

Black Watch
The Big Black Plug Chewing Tobacco
"A Trade Bringer"
Sold by all the Wholesale Trade



BUSINESS CHANGES.

News From the Canadian Trade From Coast to Coast.

Ontario.—Jas. Smale, grocer, St. Thomas, Ont., has sold to H. Francis & Son.

Mrs. A. F. Bennett, grocer, Ottawa, Ont., succeeded by E. Ballan.

W. B. Bradley, grocer, Ottawa, Ont., succeeded by L. H. Borland.

Benn & Robertson, grocers, Grimsby, Ont., have opened a new store.

D. B. Jamieson, grocer, Stratton, Ont., has sold to John McTague.

J. J. McQuarrie, grocer Hamilton, Ont., recently suffered loss from water.

Quebec.—Giraldeau & Frere, general merchants, Rigaud, Que., have registered.

Western Canada.—Jas. Magoffin, grocer, Neepawa, Man., is succeeded by R. Stark.

Gray & Erb have opened a grocery store in Calgary.

J. Nevler has opened a grocery store in Calgary, Alta.

D. B. Reid has opened a grocery business in Edmonton.

Gerard Allen has opened a grocery business in Regina, Sask.

N. McLean, general merchant, Vonda, Sask., has sold to J. Clark.

Mrs. Jno. Glover has started a grocery business in Calgary, Alta.

Yoe & Sinclair have opened a grocery business in Calgary.

S. J. Mitchell has opened a grocery store at White Hawk, Sask.

Harvey & Robbins have opened a grocery business in Calgary.

R. Fysh, grocer, Moose Jaw, Sask., succeeded by W. C. Black & Co.

MacDonald Bros. have opened a grocery business in Vancouver, B.C.

A Fish Combine Heavily Fined in San Francisco

Charged with creating an illegal combination in restraint of trade, and with driving the plaintiff out of business, a number of large fish companies in San Francisco were fined $12,500 recently.

Nearly a year ago the newspapers of San Francisco revealed the workings of a so-called fish trust in that city, claiming that tons of fresh fish were being sent weekly to the fertilizer works connected with the Western Fish Co. Statements were made that the supply of fish was artificially controlled by limiting the amount put on the market, and reducing the rest to fertilizer in order to maintain the prices secretly agreed upon by the combine. It was also shown how the combine had secured control of a large part of the trade, and how by boycotting methods some independents were forced to quit.

TRADE NOTES.

C. W. Coulter & Co., general merchants, Burk's Falls, Ont., have assigned.

The Fink Mercantile Co., Cranbrook, B. C., are enlarging their grocery section.

Andrew Murdock has purchased the business of Templin & McDonald, Kincardine, Ont.

M. J. Fox and F. C. Nugent have purchased the grocery business of Thos. Brady, Lindsay, Ont.

Fire caused considerable damage to the general store of W. B. Morrison, Camrose, Alta. It started at the rear of a near-by drug store.

Burden & King, grocers, Woodstock, Ont., recently installed a display case for fancy biscuits, confectionery, etc.

A law will soon go into force in Massachusetts by which all collection agencies operating within the state are placed under State supervision, and makes them file a bond for $5,000 to do an honest business.

The wholesale produce commission men of Utah propose to limit credit to retail men to just one week. The State Retail Association vigorously oppose the plan, and ask for a 30-day credit instead. A week's credit does not seem long in the face of present extensions, but if a retailer had to pay his wholesaler weekly he would in all probability put similar pressure on his customers.

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

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Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

BUSINESS CHANCES.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (52)

COMMISSION LINES WANTED.

WANTED by a responsible, energetic firm about to open an agency business in Calgary, lines on commission, or will buy outright if necessary. Address Room 37, Herald Block, Calgary, Alberta. (1p)

WANTED.

WANTED—Second-hand meat cutter. Address Box 370, CANADIAN GROCER, Toronto. (52)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BY paying a small amount each month you can buy a first-class rebuilt Typewriter from us at bargain prices. Stock-taking is only a month away. We do not want to carry any of these machines over. We can give you any make. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Beaumel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MISCELLANEOUS.

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

ERRORS AVOIDED, LABOR SAVED—Using the "Shou-perior" Autographic Register. Three copies issued at one writing. 1st, Invoice; 2nd, Delivery Ticket; 3rd, Charge Sheet perforated for filing. No handling of carbons. High grade printing and neat invoices. Make full enquiry. Autographic Register Co., 191-193-195 Dorchester St. E., Montreal. (tf)

FIRE INSURANCE. INSURE IN THE HARTFORD. Agencies everywhere in Canada. (tf)

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

725,000 LIVE MERCHANTS use National Cash Registers. We couldn't sell them unless they saved people money. The National will guard your money too. Write us for proof. National Cash Register Co., 285 Yonge St., Toronto.

POSITION WANTED.

TRAVELER, grocers' specialties, 14 years connection in Maritime Provinces, open for engagement. Apply Box 367, CANADIAN GROCER, Toronto. (50)

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 838 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave., Toronto.

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THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

When writing advertisers kindly mention having seen the advertisement in this paper.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond — W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.



Ontario and Quebec Prices.

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."

ROYAL BAKING POWDER



Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ¼-lb	1 40
" ½ oz	1 95
" ½-lb	2 55
" 12 oz	3 85
" 1 lb	4 90
" 3 lb	13 60
" 5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons— Per doz	No. 12, 4-oz., 6 dz 0 70
No. 1, 1-lb., 4 doz 2 40	No. 12, 4-oz., 3 dz. 0 75
No. 1, 1-lb., 2 doz 2 50	In Tin Boxes—
No. 2, 5-oz., 6 doz 0 80	No. 13, 1-lb., 2 dz. 3 00
No. 2, 5-oz., 3 doz 0 85	No. 14, 8-oz., 3 dz 1 75
No. 3, 2½-oz., 4 dz 0 45	No. 15, 4-oz., 4 dz. 1 10
No. 10, 12-oz., 4 dz 2 10	No. 16, 2½-lbs. 7 25
No. 10, 12-oz., 2 dz 2 20	No. 17, 5-lbs. 14 00

FOREST CITY BAKING POWDER



	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz	Peach	1 80
		Pear	1 70
Strawberry	1 95	Jellies	
Raspberry	1 95	Red currant	2 00
Black currant	1 95	Black currant	2 15
Red currant	1 75	Crabapple	1 45
Raspberry & red currant	1 95	Plum	1 70
		Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
		Lemon	1 60
Gooseberry	1 75	Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

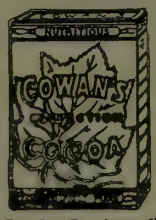
Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz.	$4 50
Perfection, ½-lb. per doz.	2 40
Perfection, ¼-lb., per doz.	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb.	0 37
Soluble, bulk, No. 1, per lb.	0 20
Soluble, bulk, No. 2, per lb.	0 18
London Pearl, per lb.	0 22

Special quotations on Cocoa in bbls. kegs, etc.

	Per lb.
Unsweetened Chocolate—	
Supreme, ¼'s & 1's, cakes, 12-lb. bxs.	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb.	$0 4
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb.	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb.	0 30
Diamond, 7's, 12-lb. boxes, per lb.	0 24
" ½'s " " "	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb.	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " ¼s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ¼, ½, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
½-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

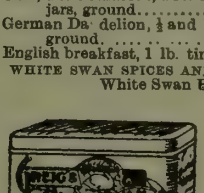
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Da delion, ½ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb

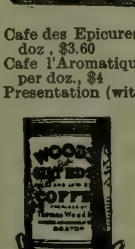
Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz., $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1-lb. tins	$0 33
"Gilt Edge" in 2-lb. tins	0 32
Canadian Souvenir 1-lb fancy lithographed canisters	0 30

Cheese.—Imperial.

Large size jars, doz.. 8 25

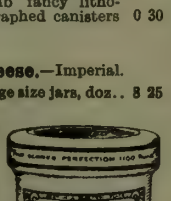
Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00

Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00



Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40

Cream



FUSSELL & CO., LTD
London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



	W.S.P.	Ret. P.
Ground or bean,	1s 0 32	0 50
"	½s 0 33	0 50
"	¼s 0 23	0 40
"	½s 0 30	0 40
"	1s 0 23	0 30
"	½s 0 23	0 30

Packed in 30s and 50-lb. case
Terms—Net 30 days prepaid

Confections

IMPERIAL PEANUT BUTTER

Small, cases ...en	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd., Toronto. C. O. Beauchemis & Fils, Montreal

$2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ½ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00	
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	11 00
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

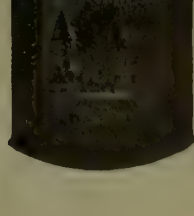
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	1 80
7-lb. wood pails, 6 pails in crate, per lb.	0 07½
30-lb. wood pails	0 07

Soups



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $13 ds.

A GROCER'S CO-OPERATION



RISING SUN Stove Polish in Cakes gives a lustre which far outlasts all others under the heat of the stove, and that is why it has so many friends that call for it over the grocery counters the world around. We believe that the real live grocer wants to push the goods that please his customers, and that is why we have the hearty co-operation of thousands upon thousands of grocers everywhere. It pays you to push it.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Brilliant Lasting Polish

--Quick--



There is no more satisfactory Stove Polish you can handle than

BLACK KNIGHT STOVE POLISH

It comes quickly and goes slowly and is warranted not to stain the hands.

A rapid seller and splendid profit-producer, especially at this time of year. Order to-day.

F. F. DALLEY CO., Ltd.
Hamilton, Can. Buffalo, N.Y.



HOTEL DIRECTORY

HALIFAX HOTEL
HALIFAX, N. S.

THE GRAND UNION
The most popular hotel in
OTTAWA, ONTARIO. JAMES K. PAISLEY, Prop.

ACCOUNTANTS

Jenkins & Hardy Assignees, Chartered Accountants, Estate and Fire Insurance Agents, 15½ Toronto St., Toronto 52 Canada Life Building, Montreal

MOLASSINE DOG and SUPPLY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

SOLE IMPORTER:

ANDREW WATSON
91 YOUVILLE SQUARE, MONTREAL

TEA LEAD

Best Incorrodible

Buy "PRIDE OF THE ISLAND" Brand

as extensively used for years past by most of the leading packers of Tea in Canada.

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.
LIMEHOUSE, LONDON, E., ENG.

Canadian Agents
ALFRED B. LAMBE & SON, TORONTO.
J. HUNTER WHITE, ST. JOHN, N.B.
CECIL T. GORDON, MONTREAL

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

It's to your advantage——!

to handle the line in greatest demand! Why not feature

KITCHEN BRAND MOLASSES?

It is the best for cooking purposes.
Quit selling Molasses in bulk. It is dirty and unprofitable.
"KITCHEN" BRAND is put up in tin pails, and always gives satisfaction.

Imperial Syrup Co., Montreal



OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8-oz., $4.50; 36 1-lb. pkg., $3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blanc mange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

'Purity" licorice, 10 sticks 1 45
" " 100 sticks 0 73
Dulc, large cent sticks, 100 in box ....

Lye (Concentrated)



GILLETT'S
PERFUMED LYE

Ontario and Quebec Prices.

Per case
1 case of 4 doz $3 50
3 cases of 4 doz 3 40
5 cases or more 3 35



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	3.00
Ditto, hotel	3.70
Silver Cow Milk	4.15
Purity Milk	4.35
Good Luck	4.00

Jelly Powders

IMPERIAL DESSERT JELLY

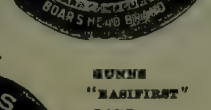


Assorted flavors—gross 10.75.

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11¾
½-bbls.	0 11¾
Tubs, 60 lbs.	0 11¾
20-lb. Pails.	2 38
20-lb. tins	2 28
Cases 3-lb.	0 12¾
" 5-lb.	0 12½
" 10-lb.	0 12¾



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 11
Tubs	0 11½
20-lb. pails	0 11½
20-lb. tins	0 11
10-lb. "	0 11½
5-lb. "	0 12
3-lb. "	0 12
1-lb. cartons	12½

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—	
1-lb. glass, doz	1 55
2-lb. glass, doz	2 80
4-lb. tins, doz	4 65
7-lb. tins, doz	7 35
"Shredded"—	
1-lb. glass, doz	1 90
2-lb. glass, doz	3 10
7-lb. tins, doz	8 25



Mustard

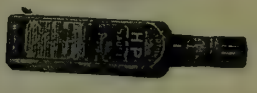
COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Sauces



Per doz
H.P. Sauce, packed in cases of 3 doz. $1 90
H.P. Pickle, packed in cases 2 doz. pts. 3 35
H.P. Pickle, packed in cases 3 doz ½-pts 2 25

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 85

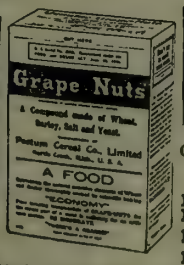
Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50

Cereals.





Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

		Per case
No. 1, cases 60 1-lb. packages		$3 60
No. 2, " 120 ½-lb. "		3 60
No. 3, " {30 1-lb. " / {60 ½-lb. "		3 60

No. 5 Magic soda—cases 100—10-oz. pkgs.

1 case	3 00
5 cases	14 00

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious! ***The Choicest of the Choice.***

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. **Montreal**

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Criole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box..... $3 60

6 doz. to box..... $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Milk.



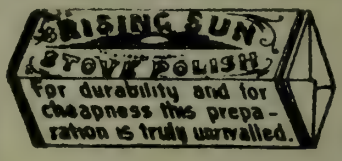
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.
"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½ per lb.
Half-barrels, 350 lbs.	0 03¾ "
¼-barrels, 175 lbs.	0 03¾ "
Pails, 25 lbs.	1 20 each
" 38½ lbs.	1 70 "

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 58½	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 30
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.	0 25
Princess Louise half case 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 70	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	45c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters

Gold Tins, 5's	35c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	35c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1 00 lb.	
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.	



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ⅛s	0 90	1 00
" " ¼s	0 55	0 80
" " ½s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ½s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

Gum.



Cream Tartar.

GILLETT'S CREAM TARTAR.

Ontario and Quebec Prices.

	Per doz
½-lb. paper pkgs., 4 doz. in case	$0 90
¼-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ½-lb. paper pkgs. / 2 doz. ¼-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ¼ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-3s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s, plug or bar	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	60
Cut Smoking—Great West Pouches, 8s	60

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5-cent packages	$1 15
Gillett's Cream Yeast, 3 doz. in case	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

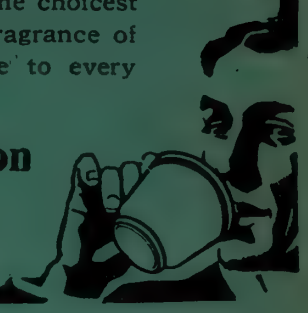
SYMINGTON'S COFFEE ESSENCE



will satisfy your most discriminating customers. It is prepared from the choicest Coffee, and is the only Coffee Essence that retains the flavor and fragrance of the Coffee Bean. Its economy and handiness make it indispensable to every housewife.

Thomas Symington & Co., Edinburgh and London

AGENTS:— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co., Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.



COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 Phone Uptown 5962

"COW BRAND" Baking Soda

For satisfaction and profit there is no line of baking soda quite as good as COW BRAND.

It's invariably pure, of full strength, and reliable, and is always in demand by the careful cook!

Order from your Jobber



CHURCH and DWIGHT
Manufacturers LIMITED
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WELLINGTON' KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

COARSE
SALT

CAR LOTS

We can ship same day order is received.

Verret, Stewart & Co.
Limited
Montreal

Your Customers Know—

AND WILL BUY

WETHEY'S
MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods.

ARE YOU HANDLING IT?

We have condensed mince meat in cartons---also ready for use in enamelled cans and pails---also in wooden pails and tubs. We have mince meat to just suit your trade---no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

Manufacturers of Store Appliance traced $3,000 worth of business to one year's advertising in The Canadian Grocer

The concern in question were rather skeptical when first approached by our representative, and considerable time and several calls were required to persuade them to make a test of the paper.

Finally it was decided that a quarter page be used regularly, and considerable care was given to the preparation of copy, which was accompanied in every instance by a good illustration.

Only one or two inquiries for prices and other information had been received after the fourth insertion, and the advertisers told us they were very much disappointed.

Like many other concerns, they had a strong disinclination to spend money on anything so intangible as advertising, but, strange to say, when they did start, they expected it to perform feats of magic.

It seems that nearly every new advertiser has to pass through the stage, first of skepticism, then of extravagant expectation, followed by disappointment, before he settles down to regard advertising as a sane, sensible help to the sale of his goods, none the less effective because it seldom actually sells goods.

If advertising would do all that some new advertisers expect of it, *The Canadian Grocer,* instead of charging $4.32 per insertion of a quarter page, on yearly contract, would raise its rate to at least ten times that figure.

The firm referred to above went on advertising throughout the year. Inquiries received averaged less than two per insertion, but they were followed up carefully, and, besides this, every traveler was impressed with the fact that the advertising was steadily building up an interest throughout the trade that he should take full advantage of.

To make a long story short, about $3,000 worth of business was traced directly to the advertising in *The Grocer.* And this really represented a small part of the total benefit received.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 511 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, DECEMBER 23, 1910 NO 51.



Your customers want something to ward off the rigours of this wintry weather, and you can just fill the bill by selling them

Robinson's Patent Barley!

It is an equally efficient food for infants and invalids, and you can recommend it without hesitation. Stock "Patent Barley"—it's right in your line, and there's no reason the drug-store man should have a monopoly of this quick-moving product. Remember the name—Robinson's.

Agents for the Dominion of Canada

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL

SYRUP SALES WILL BE SATISFACTORY

both from the point of view of volume and profit, if you are handling

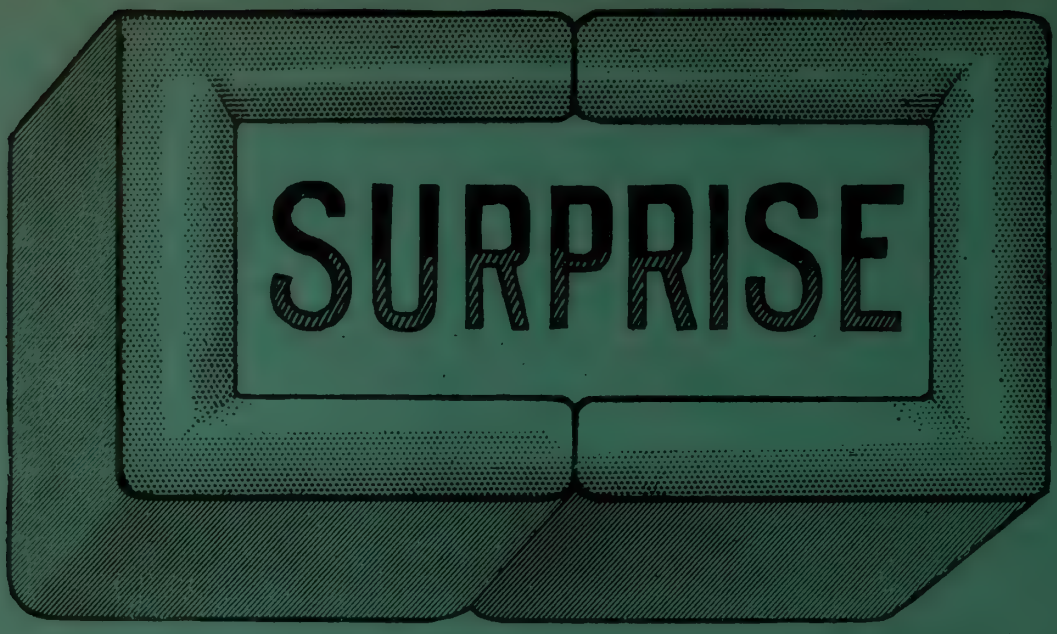
"Crown Brand" Table Syrup

There's no syrup to which such care has been given to guarantee purity. Try this well-known line, and give it prominence. It will pay you to do so!

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St James St., Montreal



THIS SOAP

has a reputation for absolute purity and superior quality that makes it easy to sell. Little known brands take time and talk to make a sale, and the busy merchant has no time for either. He prefers the Soap that people buy without urging—and so he sticks to SURPRISE.

THE ST. CROIX SOAP MFG. CO.

Factory at ST. STEPHEN, N.B.

Branches: MONTREAL, TORONTO, WINNIPEG, VANCOUVER, WEST INDIES

Steps to Success

A MERRY CHRISTMAS To All

A. P. T. & Co.

LA CALICE



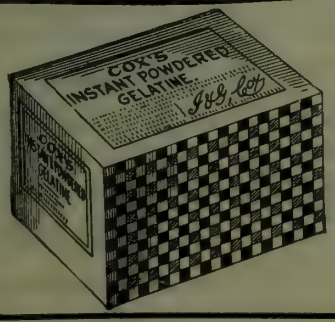
PURE CASTILE

Codou's Macaroni

White, delicate, tender—the product of a factory famous for its cleanliness. Codou's Vermicelli, fancy letters and pastes, are quite as renowned for their superiority. The product commands an ever-increasing patronage from the best class of trade.

Griffin & Skelley's Fruits

The dried and canned fruits, packed under the "Griffin" brand, admit of no argument as to quality—there can be nothing better than the "best." Seeded Raisins, Canned Fruits, White and Green Asparagus, Prunes, Seedless Raisins, Cured Fruits of all kinds, but only the highest quality of each.



Cox's Gelatine

Always reliable, unvarying quality, the standard of the whole English-speaking world. Sure profits, satisfied customers, absolute purity.

ARTHUR P. TIPPET & Co., Agents
Montreal



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers, 34 Yonge St., Toronto

On Spot Gallon Apples and Marrowfat Beans

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Recognized headquarters for Evaporated Apples, White and Lima Beans.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.
Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

If you are looking for trade with Irish merchants there is one paper that can put you in touch with buyers, and that is

The Irish Grocer, Drug, Provision and General Trades' Journal.

10, Garfield Chambers, Belfast, Ireland

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co.

Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

We wish all our friends the Compliments of the Season

Lind Brokerage Company

73 Front St. E., Toronto

THE HARRY HORNE CO.

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties

WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Room 16 Morin Block

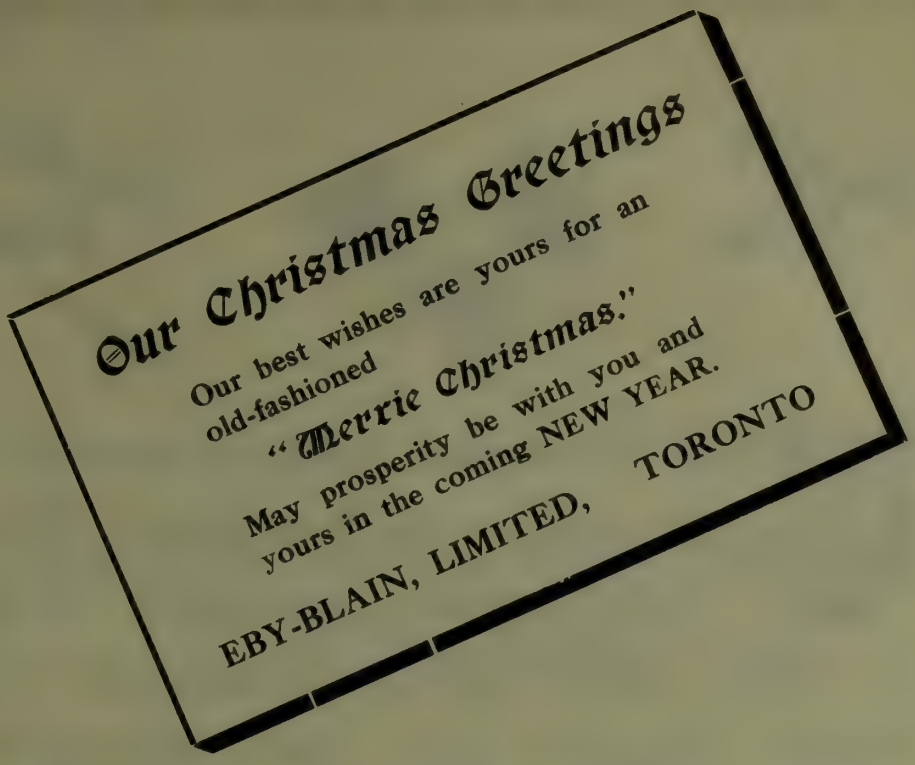
Quebec City, - Canada

Open for one or two more agencies.

Black Tea Agency Wanted.

Good Openings here for Lard, Oats, Boiling Peas.

HAVE YOU ANY TO OFFER?



For over fifty years

we have been making a special study of selecting and blending ***Teas to suit the majority,*** and we have certainly succeeded with

Blue Ribbon Tea

Blue Ribbon Tea Co., Limited, Montreal

Tartan Brand



Tartan Brand



HE Christmas Spirit is beautiful! It touches the responsive heart with a quality of goodwill felt at no other time,—with an inspiration to kindlier thoughts and more charitable actions, that helps materially to make this Old World a better place to live in!

We hope that the Christmas Season, 1910, will indeed be a happy one for all our friends throughout the trade.

Balfour, Smye & Co.,

Hamilton - Ont.



Dominion Canners Limited

Extend to the Trade in every section of Canada their best wishes for a Very Happy Christmas.



IF a woman of discrimination goes into your store for the first time, and sees that these two lines are brought prominently to the front, you have gone a long way towards winning her confidence. The successful merchant always features standard goods like . . .



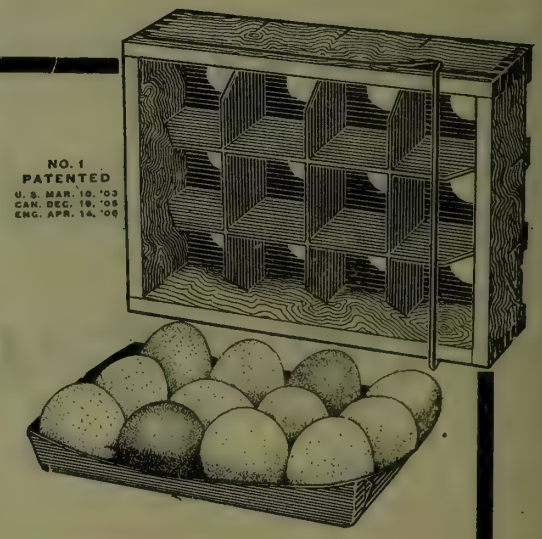
Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN - Montreal and Toronto

Mason & Hickey, Winnipeg, Man. **Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary**

DELIVER HIGH PRICED EGGS SAFELY

Every egg you break now means about 5c. lost, to say nothing of the dissatisfied customers.. That's why you should become acquainted with



STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY

THEY SAVE BREAKAGE—SAVE MISCOUNTS—SAVE TIME—SAVE MONEY. The Star Egg Carriers pay for themselves in a few months and are as permanent as your cash register. Your advertsiement on Star Egg Trays is the cheapest advertising you can buy. Ask your jobber and write for our book "No Broken Eggs."

BEAM & KRAFT, RIDGEWAY, ONTARIO, write:

"We have used Star Egg Carriers for a period of two years and can heartily recommend them as a POSITIVELY SAFE carrier for the delivery of eggs.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

Comfort Soap

Much talk is made these days about the quality of Laundry Soap.

It's

the people who use Soap who are the supreme judges of which Soap is best. The fact that there is more "Comfort" sold in

All

Canada than any other Soap shows their preference. The people are

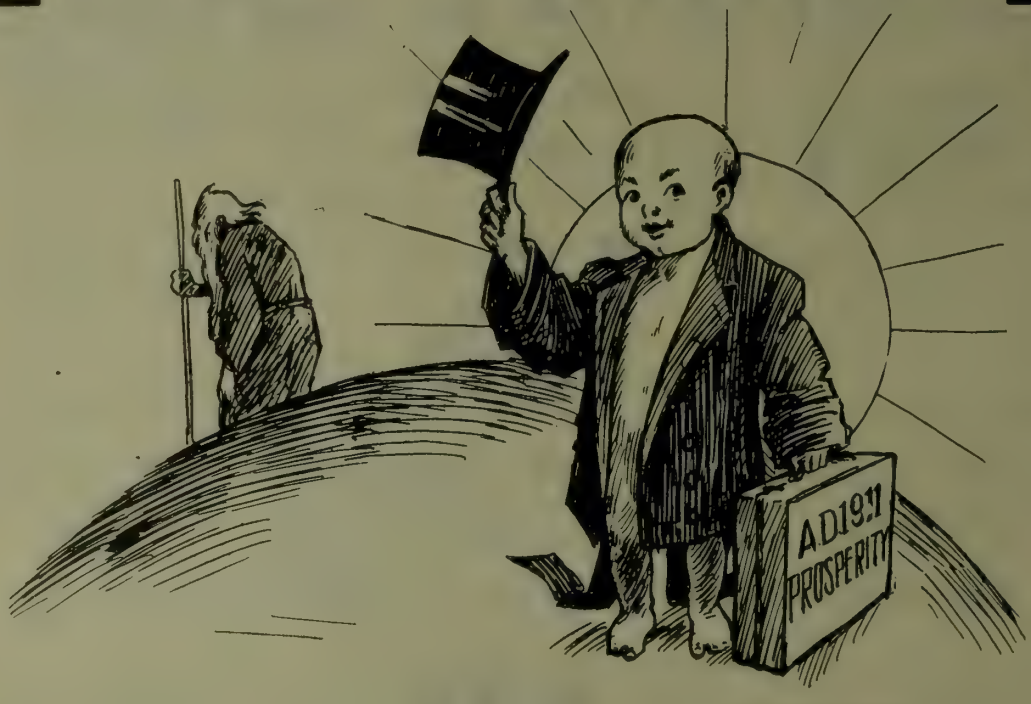
Right

They have rendered their verdict—

"Comfort Soap—It's All Right"

Write to-day for Premium Booklets to give your customers.

PUGSLEY, DINGMAN & CO., LIMITED - - TORONTO



To the Grocery Trade of Canada:

We Wish You All

A Merry Christmas

And that You May Enjoy
Prosperity in Abundance
During the Year of Grace,
1911.

Rose & Laflamme
Limited
Montreal - Toronto

20% CHEAPER THAN ANY OTHER BRAND



It is therefore to your advantage to stock the

Ocean Brand Baking Powder

An easy and profitable seller.

Free from all injurious ingredients.

Once tried, always used.

LOOK OUT FOR THE NEW LABEL, WHICH IS IN ITSELF A GUARANTEE OF PURITY.

We take this opportunity of wishing you a Merry Xmas, and hope that the close of 1911 will find your profits on Baking Powder doubled through the sale of the famous "Ocean Brand."

Ocean Mills, - Montreal



Cut of 100 Book Size, without hood, showing alphabetical arrangement of books.

The Trial Tells the Tale

Supposing we were to say that there are 75,000 Keith Systems in use; that probably would not be misstating the facts, but that would not convince you that you should have one.

Supposing we were to say the Keith System has been upon the market for the past 15 years, twice as long as any drop-leaf loose-slip system, and that it has been improved from time to time so as to meet every requirement of the retail merchant, we would be telling the truth, but that wouldn't be giving you any of the advantages of the system.



Cut of 100 Book Size, when not in use, showing hood locked to cabinet.

HERE ARE THE THINGS YOU WANT TO KNOW:

1. Is the Keith System Fire-proof? Yes.
2. Is their any danger of bringing forward a wrong past account or losing slips? No. The original slips remain permanently bound in the book, giving you a consecutively numbered record of the account, and only one account is before you at a time.
3. Can more than one clerk work over the register at the same time? Yes, any number, without the least confusion.
4. Will it place a check on forgotten charges? Yes, the best in the world.

Ask for Catalogue "G" and let us explain fully

THE SIMPLE ACCOUNT SALESBOOK COMPANY

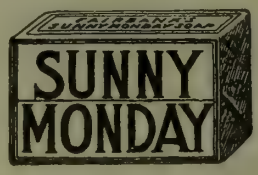
Sole Manufacturers
also Manufacturers of Counter Pads for Store Use

VICTOR ARCHAMBAULT, Quebec Representative.
28 Bridge St., Sherbrooke, Quebec

1926 Depot Street, FREMONT, OHIO,
and HARTFORD, CONN.

SUNNY MONDAY
LAUNDRY SOAP

"Contains No Resin"



You are taking no risk when you recommend Sunny Monday Soap.

Sunny Monday Soap is as absolutely pure as soap can be made, only the highest class of materials enters into the manufacture of it, and best of all it contains **no resin.**

Sunny Monday Soap gives the grocer a good profit, and a satisfied customer.

THE N. K. FAIRBANK COMPANY
MONTREAL, CANADA



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.S.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. C. Hannah, London, Ont.; G. Wallace Weese, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

S. T. NISHIMURA & CO.

OF

MONTREAL and JAPAN

extend to their numerous Customers and Friends their sincere wishes for a very Merry Christmas and a Happy and Prosperous New Year.



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

To all our Past—Present—Future Customers we wish

A Merry Christmas

AND

Happy New Year

If you are not on our list, write for one of our HANDSOME CALENDARS,
Free upon Request

Head Office :
Cor.
Church & Colborne Sts.
TORONTO

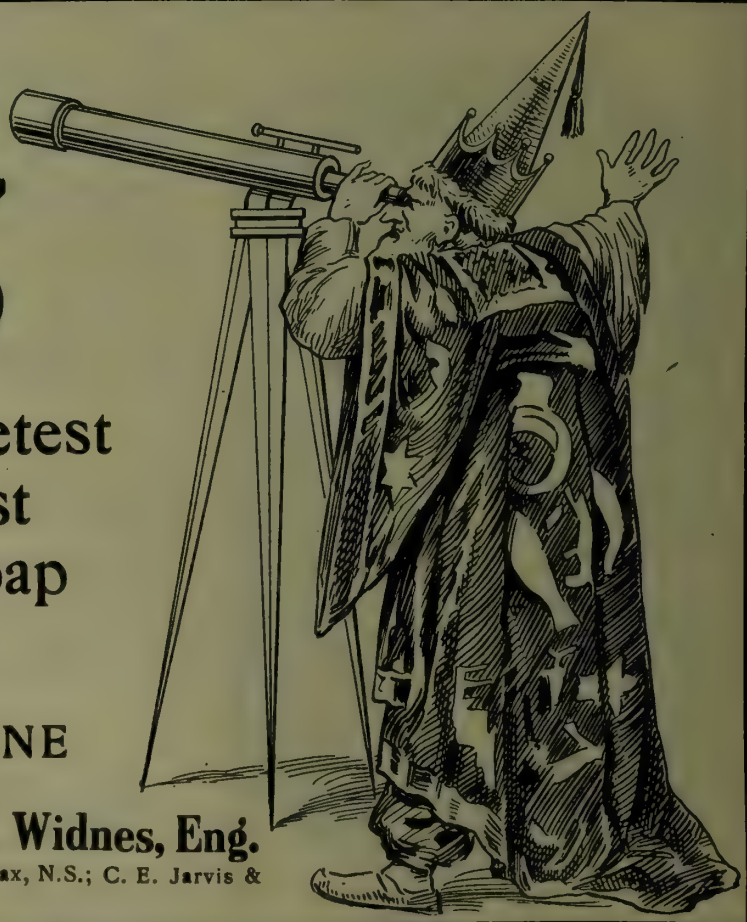
The Charles Ciceri Company LIMITED

Branch :
256 St. Paul Street
MONTREAL

Gossages' Magical Soap

The Best, The Sweetest
and The Cheapest
Free Lathering Soap
in the Market.

GUARANTEED GENUINE



William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.



The gum that is good all through

SOLD BY ALL JOBBERS IN THE UNITED STATES & CANADA

"TRIAN"
BRAND

STANDARD
OF
QUALITY

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

LARGE AND
COMPLETE STOCKS
OF ALL LINES
AT
CLOSE PRICES

NEW ONTARIO

The retail merchants of New Ontario can save time and money by buying from us, the former because we can give them ten to fifteen days' quicker deliveries, and the latter because we give them the benefit of Car Load Freight Rates to the Head of the Lakes.

Fort William is the geographical point of supply for the territory served by the C. P. R. for 200 miles east and on all three roads from Lake Superior to the Manitoba boundary.

The CAMERON-HEAP CO., Limited

FORT WILLIAM, ONT.

CAMERON & HEAP
KENORA

CAMERON & HEAP, Limited
REGINA and PRINCE ALBERT, Sask.

High Water Mark

A laundry soap that will double your sales, and do it with facility and satisfaction, is what you are looking for. Then just let your next order be for

Canada's Best Soap

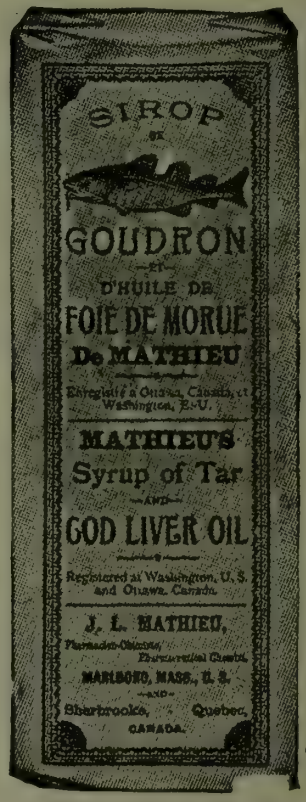
Canada's Best is a white laundry Soap free from *all* ingredients that could possibly injure the finest fabrics. Made in a most modern factory by experts.

Washes the clothes white as snow, and gives them a sweet smell. Canada's Best will save the housewife money, and bring *you* profit.

Our big advertising campaign is helping you.

United Soap Company

Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

has a more certain sale than most remedies. It is largely advertised, so that every one is familiar with the name.
It has been so successful in effecting cures that every user is a publisher of its excellent qualities.
Its sales have increased wonderfully everywhere.
It is a sure seller.

MATHIEU'S NERVINE POWDERS

are needed wherever colds are attended with pains and fever.
See that you are well supplied with both, as the season of Colds is now on.

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada..

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.
L. Chaput, Fils & Cie., Wholesale Depot, Montreal.



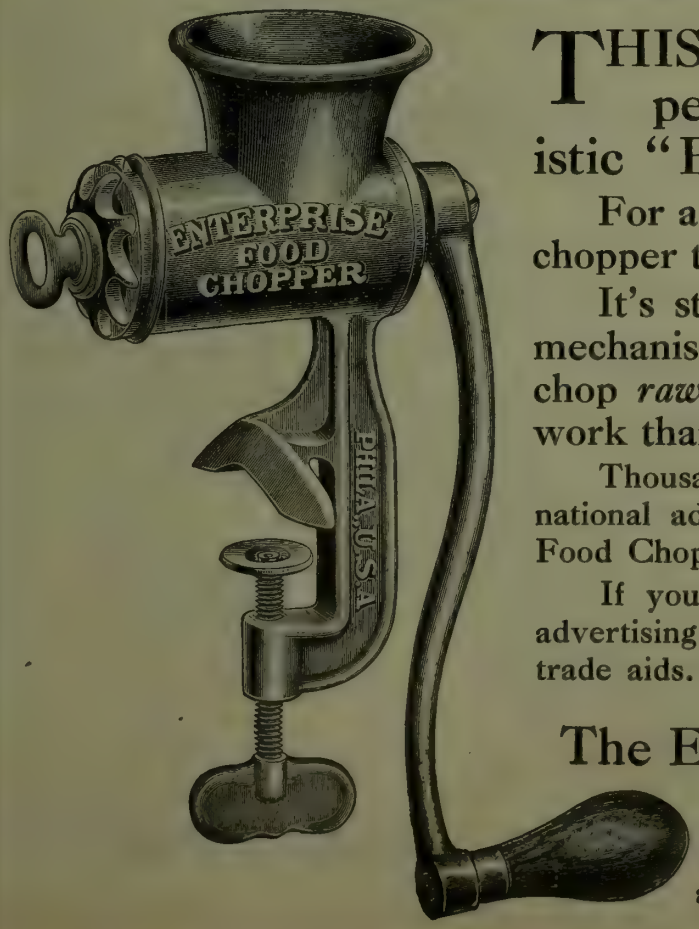
Rowat & Co.

Beg to wish each and every one of their friends from Coast to Coast a most Prosperous Holiday Trade and a very Happy Xmas.

Glasgow **Scotland**



"ENTERPRISE"



THIS well-known Food Chopper is made with characteristic "Enterprise" skill and care.

For a popular-priced seller there is no chopper to equal it.

It's strong and simple, and the cutting mechanism is perfect. We guarantee it to chop *raw meat* and to do more and better work than any food chopper made.

Thousands of satisfied customers and extensive national advertising have made the "Enterprise" Food Chopper famous the country over.

If you would like to link your store to our advertising campaign, drop a line for some of our trade aids. Gladly sent free on request.

The Enterprise Mfg. Co. of Pa.

PATENTED HARDWARE SPECIALTIES

Philadelphia, Pa., U. S. A.

21 Murray Street, New York 544 Van Ness Avenue, San Francisco

"You Can't Do Better Than Recommend"

The Old Reliable

COOK'S FRIEND BAKING POWDER

No Alum in it, Never Was

W. D. McLaren, Ltd.

BAKING POWDER SPECIALISTS

Montreal

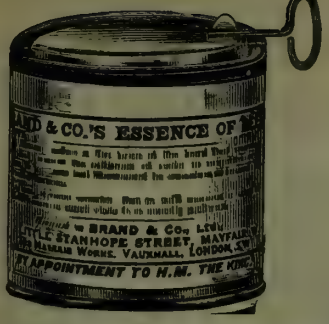
ONCE our Coffee is roasted it doesn't remain under our roof 24 hours.

We know of no other Coffees which reach the consumer in such fresh and perfect condition.

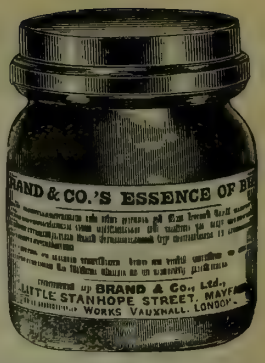
Chase & Sanborn's High-grade Coffees are---
GUARANTEED to SATISFY.

CHASE & SANBORN

MONTREAL



Right in the Grocer's Line



After typhoid or scarlet fever, anaemia, pneumonia, grippe, or any exhausting disease, Doctors recommend

Brand's Essence of Beef

It is a clear, amber-colored jelly and can best be taken in this form, though it is easily assimilated in any manner the Doctor orders.

The merits of Brand's Essence of Beef have been attested in all countries of the world, and, wherever introduced, it has found a ready sale.

Brand and Co. are at present actively engaged in bringing this preparation before the medical profession of Canada, and already grocers in many parts of the country are receiving enquiries for Brand's.

Put up in glass and tins. ***Shows a good profit for the merchant.***

WRITE FOR PARTICULARS TO

T. O. BAXTER, 25 Front St. E., Toronto. H. HUBBARD, 27 Common St., Montreal

BRAND & CO., *Purveyors to H. M. THE KING* ***London, England***

EVERY CAN



GUARANTEED

St. Charles Evaporated Cream

BETTER PROFITS
MORE SALES
SATISFIED CUSTOMERS

With a Good Stock of St. Charles



St. Charles Condensing Co.
INGERSOLL, ONT., CANADA

A Genuine Trade Builder

Quality goods are those that attract and hold trade and

Wonderful Soap

will prove a profitable proposition to every grocer because it is unrivalled in quality and purity.

It is moreover attractively packed and made up, and proves a rapid and profitable seller.

We have a dealer helper-selling plan that cannot fail to interest you. Send for details of it to-day.

The Guelph Soap Co.
GUELPH, - ONTARIO
Toronto Agents—MacGreegor Specialty Co.



BJELLAND'S

SMOKED HERRINGS

IN BOUILLON

Are you handling the above splendid new line put up by Chr. Bjelland & Co., for 27 years the largest canners in Norway?

These herrings are all selected, small, summer-caught fish, and are canned under the most perfect sanitary conditions a few hours after being taken from the water.

Retail at 10 cents a tin and leave a most satisfactory margin for the retailer. Ask your wholesaler for this brand.

John W. Bickle & Greening
(J. A. HENDERSON)
Canadian Agents, Hamilton.

Ontario Lantern Footwarmer
Do You Want a Winner?

Scientifically Designed

Mechanically Perfect



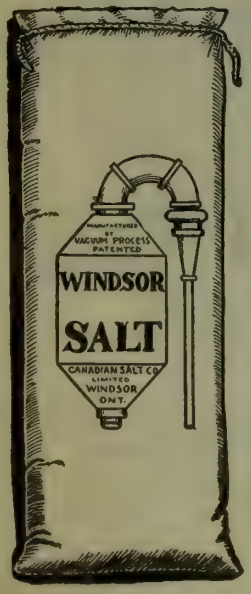
Economical and Cannot Damage the Robes.

Something NEW to show your customers that they will buy and be pleased with

For Sale by All Jobbers.

Manufactured by

Ontario Lantern & Lamp Co., Limited
Hamilton, Ont.



Why not concentrate on

WINDSOR SALT

—the best Salt sold

—the Salt nearly all your customers already use.

—the Salt that is widely advertised.

Why carry a slow-selling or dead stock of other salts?

The Canadian Salt Co., Limited
WINDSOR, ONTARIO

TRADE MARK
KEYSTONE
BRAND.
REGISTERED

Brushes
for Spring Trade

We make a specialty of WHITEWASH, KALSOMINE, SCRUB, SHOE, STOVE, HORSE BRUSHES and STABLE BROOMS, and our values in this class of goods are unequalled.

By placing your order early it will receive better attention than if you wait until the spring rush, and you will be sure to have the goods in time.

Write for prices now

Stevens-Hepner Co., Limited
PORT ELGIN - - ONTARIO

"KITCHENER" BRAND OF CANNED GOODS

At this time of year this subject should have your consideration.

WE ARE PACKERS of full lines of FRUITS and VEGETABLES, and guarantee the quality of all goods.

Write us before placing your order.

The Oshawa Canning Co., Limited

OSHAWA : : ONTARIO

The Only 5 Cent Package of Powdered Ammonia



We are telling your customers, in a vigorous advertising campaign, about the saving they can effect by using Snowflake Ammonia.

Are You Selling It?

The people WILL HAVE Snowflake Powdered Ammonia. NONE of the various substitutes for Snowflake are equal to it in cleansing properties—but they ALL COST MORE. Your customers WILL BUY IT where they know they can get it. Protect your trade by ordering Snowflake NOW. The profit is good.

S. F. Lawrason & Co.
London, Ontario.

Make your Sauce Stock pay you Bigger Dividends! Feature

MASON'S No. 1 SAUCE

It's a line that has been delighting the palates of particular people for years.

The ingredients are of absolute and guaranteed purity, and the sauce is made in a Canadian factory that is a model of efficiency and cleanliness.

Why not stock and recommend this delightful sauce? It's a 'well-worth-while' proposition to handle No. 1 SAUCE.

Send for samples and details.

MASONS LIMITED
25 MELINDA STREET - TORONTO

Agents Wanted where not Represented

Take no CREST BRAND TRADE MARK REGISTERED Chances!

The "quality" of the goods you handle is the all-important factor in influencing the best-class trade your way! Sell

"CREST" BRAND OLIVES!

They are bottled safely from the finest selected fruit, and prepared with the greatest skill and care.
Stock and feature this satisfaction-giving line! Write us direct if your jobber can't supply you,

Canada Spice and Grocery Co., Ltd.
London, Ont.



INVALID OXVIL

Used in large Hospitals and recommended by all the leading Physicians.



Invalid Oxvil is in a class by itself, and as a stimulant it is superior to any seasoned Fluid Beef.

THE PERFECT FLUID BEEF

INVALID OXVIL is made from fresh Beef only, and contains the albumen and fibrine, together with the soluble extracts.

INVALID OXVIL is now being sold by all the leading grocers and chemists in Canada on the strength of its Purity and Genuine Beef Flavor.

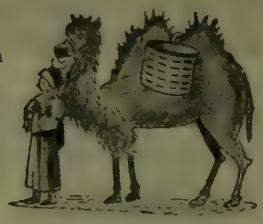
Manufactured and Guaranteed by

The F. L. BORTHWICK CO., Kingsland Rd., London, England

Write for Illustrated Price Lists to our Canadian Agents:

THE HARRY HORNE CO., 309-311 King St. W., TORONTO

DROMEDARY



GOLDEN DATES

"Dromedary" is the only brand of dates that means anything to consumers, because it's the only one that has been advertised into consumers' knowledge.

The largest and best magazines all carry our advertisement and everybody who has read it is a prospective customer.

Dromedary Dates are wrapped in oiled paper and packed in cartons. They are not the usual dates at all, but are selected, and absolutely clean. Moreover, they will keep moist indefinitely, which is of tremendous importance.

Many a woman doesn't buy dates because as usually sold they are a gummy, dirty and unsavory proposition. You can get this trade the minute you show a ***Dromedary*** carton.

All jobbers sell these.

We also pack ***Royal Excelsior*** and ***Anchor*** brand package dates.

The HILLS BROTHERS COMPANY

Beach and Washington Streets, :: :: New York

You are the man we want

—that is, if we haven't *yet* had the pleasure of putting an

ELGIN
National Coffee Mill

in your store. No mill can match the "Elgin" for rapid grinding and easy running, and it is unsurpassed for attractiveness and finish.

Equipped with special adjuster device and the new style force feed steel-cutting grinders.



Ask any of the following jobbers for our illustrated catalogue:

WINNIPEG—G. F. & J. Galt (and branches); The Codville Co. (and branches); Foley Bros., Larson & Co. (and branches).
VANCOUVER—The W. H. Malkin Co., Ltd., Wm. Braid & Co
HAMILTON—James Turner & Co.; Balfour, Smye & Co.; McPherson, Glassco & Co.
TORONTO—Eby, Blain, Ltd.
LONDON—Gorman, Eckert & Co.
ST JOHN, N.B—G. E. Barbour & Co.; Dearborn & Co.
REGINA, Sask.—Campbell, Wilson & Smith.
MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards CO.
ELGIN, ILL., U.S.A.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co. LIMITED

Berlin, Ontario

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

MELAGAMA

We take this opportunity of thanking you for your many orders during the past year, and wish you and yours

A Merry Christmas and
A Prosperous New Year



MINTO BROS. - Toronto and Buffalo



The Commercial is the Best!

Over 100,000 Account Registers in successful use in Canada and U. S.

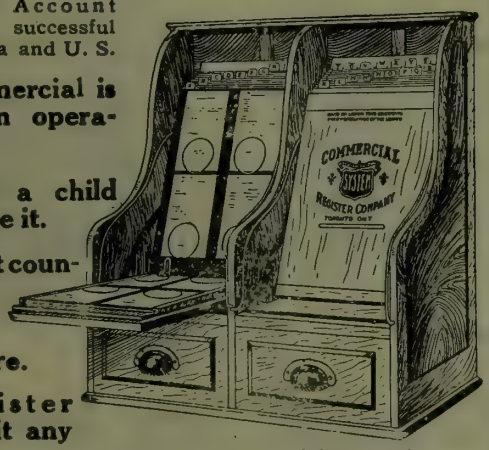
The Commercial is quickest in operation.

So simple a child can operate it.

Takes least counter space.

Beautiful store fixture.

Only Register that will fit any safe.



Sheets lift out and fit any safe.

BESIDES—

It cuts out bookkeeping. Pleases merchants' customers. Pays for itself in few months. Indestructible—Lasts a lifetime.

Drop us a postal for Catalogue

COMMERCIAL REGISTER CO.
178-180 Victoria Street - - Toronto, Ont.

GET THE HABIT

of stocking goods of known quality for which there is a regular and insistent demand.



Queen Quality Pickles

will meet every requirement of your best class trade, because they are real quality goods. Only the freshest and choicest vegetables and other ingredients are used, and QUEEN QUALITY give satisfaction, because of their purity and flavor.

Put up in 10-oz. and 20-oz. bottles.

Send to-day for Discounts and Prices.

Taylor & Pringle Co., Limited
OWEN SOUND, ONT.

Pure, Rich and Digestible

The finest substitute for Fresh Cow's Milk for every grocer is

CANADA FIRST Evaporated Cream

Every can is guaranteed absolutely pure and fully sterilized.



Infants, Invalids amd Convalescents can get no better food, its preparation being one long tale of care and cleanliness.

We help the grocer's sales by our extensive advertising and the quality of "Canada First" does the rest.

See to your stocks. Order from your Jobber.

The Aylmer Condensed Milk Co.
LIMITED
AYLMER . . ONTARIO
HEAD OFFICES:—HAMILTON, ONT.

Wholesome and Appetising !

Success in your Biscuit Trade is dependent firstly on quality and flavor, but also largely on the condition in which they reach the customers

TELFER'S BISCUITS

may be relied on to open up Fresh and Crisp, and invariably give perfect satisfaction. Our "Oatmeal Crackers" prove a steady and profitable seller, and never fail to please the palate. We make all kinds of high-grade and dainty biscuits.

Telfer Bros., Ltd. Collingwood, Ont.



BRANCHES:
Toronto Winnipeg Hamilton Fort William

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON
ST. GEORGE, ONT.

Modern Packages for your Merchandise!

No matter what product you have to pack, you'll find a



"H and D"

Corrugated Fibre Board Box

that will deliver it as clean, fresh and attractive as it left your warehouse or factory, and will protect it from water damp and damage.

May we design an "H and D" Fibre Box to suit your special needs? We'll guarantee it to save you freight, packer's time and storage space. We'll be glad to do this for you; it will cost you nothing—involve no obligation.

Write us TO-DAY what you have to pack. Ask for free booklet "How to Pack It."

The Hinde & Dauch Paper Co., Ltd.
TORONTO, ONT.

LET THERE BE LIGHT

A steady, brilliant white light in your store will prove an asset whose value cannot be over-estimated. Get in touch with us. Our apparatus is absolutely safe, is better and cheaper than electricity or gas and safer than coal oil or candles.

Clean and sanitary.

You save money by buying your mantles and glassware from us.

Write for circular and special price to merchants direct.



MacLAREN & CO.
Gasoline Lighting Systems
MERRICKVILLE, - ONTARIO
AGENTS WANTED.

NATION'S CUSTARD POWDER

Noted for its Flavor and Purity.

Attractively Packed in Large 5c. Packets, and in half-pound and one-pound Tins.

Send for Free Sample.

GREEN AND Co TORONTO



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., :: Hamilton, Ont.

Pure Goods Bring Increased Custom

Give Your Customers

Redpath

Extra Granulated Sugar

and you link to your store the best class of trade.

No other sugar will compare with it.

Make the test yourself. Place samples of other manufacturers alongside it. You will see the difference and recognize the advantage to you of recommending **"Redpath"** Sugar as the Best.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C., Edmonton and Calgary, Alta., and Winnipeg, Man.

Christmas Greetings!

Our Best Wishes for a Merry Christmas and a Prosperous Year in 1911

W. G. A. LAMBE & CO., Canadian Agents

JAMES DOME BLACK LEAD



Holiday Festivities call for

SHIRRIFF'S JELLY POWDERS

They produce instantly that sparkling, pure, natural-flavored Jelly which delights the dainty housewife. See to it that you are able to supply the insistent demand for SHIRRIFF'S.

Order from Your Jobber or write us direct

Imperial Extract Co., 8, 10, 12, Matilda St. **Toronto**

BLACK JACK

QUICK, CLEAN HANDY

TRY IT



SOLD BY ALL JOBBERS

¾-lb. tins—3 doz. in case.

Bakers' and Confectioners' Supplies

"White Moss" Cocoanut

18 years has proved its merit. We get larger orders, and more of them each year.

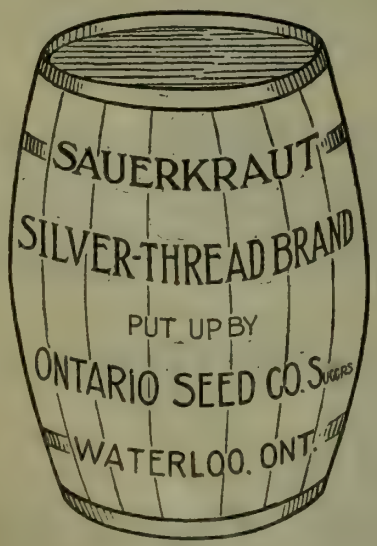
Canadian Cocoanut Co.

J. ALBERT McLEAN, Proprietor. **MONTREAL**

The Demand for **SAUERKRAUT**

is daily increasing

ASK FOR QUOTATIONS



SHIPMENT OCT. TILL SPRING

Place your order early

CANNING DEPARTMENT

ONTARIO SEED CO., Successors, **WATERLOO, ONT.**

GINGERBREAD

BRAND

MOLASSES

A Molasses that increases your sales.

THREE reasons for it:

No. 1—A Strong Baker
No. 2—Body
No. 3—Flavor

Packed in tins—2's, 3's, 5's, 10's and 20's; pails—1's, 2's, 3's, 5's gals. and in barrels and halves.

A trial order from your wholesaler will convince you that Gingerbread Brand is

THE BEST THERE IS

Be convinced now.

The Dominion Molasses Co., Limited

HALIFAX . NOVA SCOTIA

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKART & CO., Ltd., London, Winnipeg

BAIRD'S "Second-to-None" Pickles



So called because they are second to none for value.

No other manufacturer has produced a better pickle at the price, and there are few as good.

GOOD, SOUND VEGETABLES and PURE VINEGAR

Low Price
High Quality

JOHNSTON, BAIRD & CO.

GLASGOW, SCOTLAND

Agents:--Maclure & Langley, Ltd., 12 Front E., Toronto. 604 Lindsay Bldg., Montreal; W. L. McKenzie & Co. Winnipeg; R. Robertson & Co., Vancouver and Victoria.

The Experienced Housewife

will bring all the family trade your way if you are selling

ASEPTO Soap Powder

"The Enemy of Dirt"

because she knows what a wonderful saving of time and labor this soap means to her in her washing and house-cleaning.

"Asepto" is equally handy for getting rid of dirt, whether hot or cold water is used, and is most economical.

Stock up to-day with this splendid seller.

Order From Your Jobber.

The Asepto Soap Co.

ST. JOHN, N.B.

Rose & Laflamme, Ltd., Agents, Montreal



I find this a GREAT SELLER

PURITY SALT

It is **pure.** The women say it is the most satisfactory salt they know of

The Western Salt Company, Limited

MOORETOWN, ONTARIO

WHITE DOVE COCOANUT

is the best possible!

Has no equal for quality. Always gives satisfaction and leaves a good profit margin.

W. P. Downey,
MONTREAL



THE PEOPLE OF
JAMAICA
are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the
KINGSTON "GLEANER"
might bring inquiries. Better write for rates to
I C. STEWART, Halifax

MOP STICKS
"The Tarbox Brand"
Made in Canada
Many kinds
FOR ALL PURPOSES
Distributed through practically all of
THE LEADING JOBBERS
Send for Catalog.
Manufactured by
TARBOX BROS. - - Toronto
(Established quarter of a century under the same personal management.)

'2 in 1' JELLY POWDER

is a rapid seller because, apart from its delicious flavor, the package contains a powder for sauce to be served with the jelly.

This unique feature has had a big influence on the sale of "Club" Jelly Powders! Send along a trial order and give "Club" Jelly Powders prominence.

They pay well to sell!

S. H. EWING & SONS
Montreal and Toronto

SUCHARD'S COCOA
This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.
FRANK L. BENEDICT & CO., Montreal
Agents

A. C. LANDRY
STE. FLAVIE STATION, QUE.
Jobber and Wholesaler in
Groceries, Flour, Grain and Provisions
Open to buy Timothy, Red, White and Alsyke Clover Seeds.

CAMMEMBERT CHEESE
Le Gaulois Brand
$3.00 a dozen, or $2.75 per crate of 5 dozen.
CAMMEMBERT — CAMMEMBERT
Le Gaulois
THE ST. LAWRENCE GROCERY
395 St. Lawrence Boulevard Montreal

The GRAY, YOUNG & SPARLING CO., Limited
SALT MANUFACTURERS
Granted the highest awards in competition with other makes.
WINGHAM *ESTABLISHED 1871*

Leard's Lobsters, Canned Chicken, Chicken Soup and Quahaugs.
Write for prices.
W. A. LEARD
SUMMERSIDE, P.E.I.

THE HODGSON GUM CO.
898 St. Lawrence St. MONTREAL
Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.
We make special brands to order.

WINDSOR SALT
CAR LOTS OR LESS. Prompt shipments
Write us for prices. Phone order our expense
TORONTO SALT WORKS
TORONTO, ONT. GEO. J. CLIFF, MANAGER

The W. H. ESCOTT CO.
WHOLESALE
Grocery Brokers
137 BANNATYNE AVENUE
WINNIPEG
COVERING
MANITOBA and SASKATCHEWAN
CORREPSONDENCE SOLICITED

WARMINTON'S
Shipping Specialties
STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.
Save expense to shipper
J. N. WARMINTON
207 St. James St., - MONTREAL

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

"For Old Acquaintance Sake"
is all right sometimes
BUT NOT IN BUSINESS

"FOR PROFIT SAKE"
WILL SUIT YOU BETTER

WHITE SWAN LYE

Shows you a profit of 50%
and gives your customers
much more for their
money than other brands,
and is

Guaranteed Absolutely Pure

Sold from Ocean to Ocean
ON MERIT

IF YOU HAVE MADE UP YOUR
MIND TO TRY

PAT-A-CAKE BISCUITS

TRY ALSO

GOLDEN PUFF

Another great success.

HAVE YOU WRITTEN
FOR OUR ALBUM YET?

PEEK, FREAN
& CO., LTD.
LONDON ENGLAND

Avoid Deception

Some manufacturers, who ought to know better than DEFRAUD THE PUBLIC, sell their evaporated milk as "Cream," which it is not. There is ONE REAL CREAM on the market, and that is—

FUSSELLS' CREAM

(GOLDEN BUTTERFLY BRAND)

Evaporated Milks contain about 8 per cent. of butterfat. Fussell's CREAM contains more than three times as much.

Samples and particulars of:

The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta.

W. H. Escott, 137 Bannatyne Ave., Winnipeg, for Manitoba, Saskatchewan and East Alberta.

C. Fairall Fisher, 22 St. John St. Montreal, for Quebec.

The Harry Horne Co., 309 King St. West, Toronto, for Ontario.

J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia.

W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument St., London, Eng.

Here's

Health, Wealth and Long Life

to all our friends in the Canadian Grocery Trade.

That their business in 1911 may be booming, and their prosperity unimpaired, is the sincere wish of the

T. A. LYTLE CO.
Limited
Sterling Road
TORONTO

WE EXTEND TO OUR CUSTOMERS AND THE TRADE GENERALLY THE MOST HEARTY WISHES FOR A MERRY XMAS AND A HAPPY AND PROSPEROUS NEW YEAR.

IMPERIAL SYRUP CO. - MONTREAL.

An Open Letter

"MESSRS. S. F. BOWSER & CO.
Fort Wayne, Ind.

Gentlemen,-

It affords us pleasure to say a word in genuine praise and commmendation of your Oil Tank. Ten or fifteen years ago we bought a double one for Coal Oil. It has given us splendid satisfaction. Later, we bought one for Linseed Oil, and it has given just as fine results. We haven't two store fixtures that are more thoroughly and entirely satisfactory.

Yours truly,
General Merchant."

This is a real letter from a real live merchant and tells what a Bowser has done for him.
(A fac-simile copy furnished on application.)
After you use a Bowser you'll be as enthusiastic as the rest.

750,000 NOW IN USE

We want an opportunity to show YOU what a Bowser Self-Measuring Outfit will PAY you. This will cost you nothing—No obligation—just a demonstration.

If we can't show you we don't want to sell, because we want your good will afterwards.

Isn't that fair? Just drop everything and write a card now. It's vital to yous business—Ask for Booklet No. 5.

S. F. Bowser & Co., Limited, Toronto, Ont.
66-68 FRASER AVE.

ATTENTION,
MR. GROCER!

Will you permit yourself to be subjected to the losses, errors, disputes, delays and many other vexations arising from antiquated methods of handling credit customers? Or will you join the ranks of progressives and adopt the ONE WAY to avoid them?

Allison Coupon Books

point the way to safety. They guard against loss they hold the credit customer in check; save time' money and trouble.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.— No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

The North Queensland Meat Export Co., Ltd.

WORKS, OOLBUN *TOWNSVILLE, NORTH QUEENSLAND*

MANUFACTURERS OF

Canned Meats, Extract of Meat, Etc.

OF FINEST QUALITY

SPECIALTY:

Boiled and Roast Beef

in 1 lb., 2 lb. and 6 lb. tins, full weight.

As supplied to British War Office, Admiralty and Indian Government.

CORRESPONDENCE INVITED FROM WHOLESALE BUYERS

Apply: C. J. PIGGOTT, Sole Agent, 19 Eastcheap, London, E.C., Eng.

WE take this opportunity of extending to our numerous friends our sincere wish that they may enjoy a Merry Xmas and all prosperity in the New Year.

Accept our most cordial greetings of good will and good wishes.

St. Lawrence Sugar Refining Company, Limited

MONTREAL



A Merry Xmas

To our hundreds of customers and friends in all parts of Canada we extend the season's heartiest greetings. May the closing days of 1910 be the happy end of a prosperous year, and predecessors of a profitable twelve months in 1911.

During the year past we have endeavored to serve you faithfully. To that end we have spared no expense. In 1911 we anticipate giving you even better service, possible through our greater facilities for handling your business, due to larger accommodation, a larger staff and a determination to please you.

Many happy returns to you of this coming Christmas Day.

Laporte, Martin & Co., Ltd.

Wholesale Grocers and Wine Merchants

MONTREAL

This Photograph Was Taken in Eighteen Ninety-Three : : : : :



One of the first window displays ever made for "Salada" Tea.
Taken in 1893—over seventeen yearsago.

It recalls the old days—old methods—when time was spent weighing, sacking and tying up bulk goods. It recalls days of heavy stocks—slow turnovers—loss by overweight.

The package idea of merchandizing was then unknown.

Now—every advance is toward small stocks and quick turnovers of quality goods in packages—attractively displayed. In tea—"SALADA."

It gives more tea *value* to the consumer.

It gives more tea *profit* to the retailer.

It builds *reputation*. It gives *satisfaction*.

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Sound Reasoning on Retail Advertising

Why the Advertiser Should Keep Everlastingly at It—Wrong Impression Often Taken From Ad-Solicitor's Counsel—Percentage of Turn-over That Ought to be Devoted to This Method of Increasing Business—It is Serious Work and Deserves the Closest Attention.

By Henry Johnson, Jr.

The doctrine of "Keeping Everlastingly at It" holds in advertising; but its logic is sadly misunderstood and, consequently, misapplied.

Suppose an ad. solicitor from a local paper calls and gets you to insert some advertising and then says: "Now, Mr. Smith, if you are going to get full returns on this advertising and make it an investment instead of an expense, you must keep it going," what is your immediate impression? Why, you conclude at once that this fellow is trying to rope you in and get a steady, "easy" revenue from you. Grant that this is so; that, if advertisers did see the wisdom of keeping at it, the solicitor would have easy sledding; what, after all, has that fact to do with your decision? What do YOU want out of the deal? Do you want to get value received? All right, if you DO get value received, what do you care if the solicitor thereafter lives in pampered luxury? If the proposition is ALL profit to the newspaper and its employes, you lose nothing if your investment is a good one. And I want to get you thinking this way, because the other habit prevents you from doing any sort of justice to YOUR OWN SIDE of the case.

Some Pertinent Comparisons.

Let me try to illustrate. Suppose you opened your store on a Monday, ran it through the week and then closed it for a month. Would you expect to have much business waiting for your re-opening? The proposition sounds absurd, yet it is just what you commonly do with your advertising.

Your landlord wants you to rent by the year, yet you do not think he is unusually or morbidly self-seeking in insisting that you rent for a period of time. In fact, you have long ago realized that, for your own sake, you must have the store not only for a year, but for five, or ten, or twenty years. And why? Because you know that "it will not pay you to build up trade and recognition unless you are going to stay to take advantage of the work done. If your landlord should say to you: "Smith, I have that store over there on that good business corner which is vacant, but which I can rent this afternoon for a term of years. You have always been a good friend of mine and I should like to give you a lift; hence, I offer you that store indefinitely at the regular rental, but with the proviso that you can shut it up any time for varying periods of a week, a month, or six months, and go home or take a trip to Europe in the intervals, and pay me no rental during the closed periods." What would you do? I imagine that you would meet that with a counter proposition that the landlord give you a reduced rental as the favor he wants to do you, and then you would be only too glad to keep the store open.

Suppose you were to hire your clerks the way you hire your advertising, what would happen? A clerk would come in on Monday, work through the week, and be "let out" Saturday night. If he was treated exactly as advertising, he would work for another man the next week. He would go to a third the next week. He would get back to you, say, in four weeks. Half of his time would be taken up renewing acquainances, just as the ad space must do after each interruption in the service. Needless to say the clerk would "slow up" on efficiency by fully 50 p.c.

All these little things would "save expenses." You would have rent to pay only spasmodically; you would pay clerk hire for ten or twelve weeks instead of fifty in the year, You could hire horses and wagons for the few weeks of business so much less than you could own them. O, yes; there would be great advantages, surely! That is until you came to check up your trade.

Talking to the Ad. Solicitor.

Now listen: If the ad solicitor is dishonest and deceitful to you to a certain extent, you make him so. You insist on running an ad. once in a while which, if it does any good at all, does that by pure chance and good luck, and no amount of talk will make you see that you thus stand in your own light. You ask the solicitor if "the ad will pay" and he tells you, without much conviction or enthusiasm, that it will pay, and he tries to honestly believe that it will pay. But if you were not so blindly self-deceived that you could not listen to the truth, he would be able to tell you what he really thinks. And he really thinks, in fact, he knows, that you are not going to get results commensurate with any advertising expenditure unless you keep it up. The trouble is that the man must live and to live, YOU force him to dodge the facts.

Now, either take the prominent store, or stay where you are; either hire the good clerk and bend you thoughts on keeping him after you have him, or let him alone where he is; either plan all your business on permenent lines of definite policy, or stay out of business. It follows: Either make a practice of advertising, or stay out of the game.

Percentage of Cost.

Two per cent. to 2½ p.c. is about right for rent; 6 p.c. to 7 p.c. is correct for wages' expense; 1 p.c. to 2 p.c. is correct for advertising. If the remainder of your business be properly conducted, you can work these percentages so that you can be within safe limits and yet spend 1 p.c., 1½ p.c. or even 2 p.c. for advertising. On sales of $2,000 per month, 1 p.c. is $20; 2 p.c. is $40. Such set, fixed expenditure, carried as a stated sum ALWAYS, regarded as just as inevitable as rent, will build up your business for you, provided the advertising is used right and your business and organization is right.

But to be successful you must do two things: You must "Keep Everlastingly at IT," but even before you do that you must get after it RIGHT! This simply means that you must devote TIME, THOUGHT, PLANNING to your advertising. It would be folly simply to SPEND $20 to $40 per month, but it is wisdom to so handle that outlay that it becomes and remains an INVESTMENT.

Make it Serious Work.

But, again the word of caution: Advertising is SERIOUS WORK and must be handled with GREAT CARE and persevering industry, or your money will lead you where it has lead other careless advertisers—to the conclusion that "Advertising does not Pay!" Therefore, seek good counsel, talk with your editor and printer; let those people help you, as they will gladly do; and, lastly, make a definite, serious work of caring for your advertising.

SOAP AT 4 CENTS A BAR.

Grocer Selling at This Price Said to be Not Wise.

Toronto, Dec. 22.—At the regular meeting of the Toronto Retail Grocers' Association on Monday night, it was decided to hold an At Home this winter as last. The executive committee was given charge of the entire arrangements.

There was still another short discussion on the soap question, A. White bringing the matter to the attention of the meeting by asking what the present situation was. He was inclined to criticize the system whereby some retailers were given soap at the jobber's prices while others couldn't get them. The department stores were thus enabled to cut prices, he maintained. The manufacturers claimed that those who obtain the jobbers' prices get them now because they are able to purchase the quantity, and because they have been on the list for so long a time.

It was explained by W. C. Miller and Thos. Clarke that at the last soap conference it was suggested that 50 per cent. of the Canadian trade be secured to co-operate in placing soap on a strictly 5 cent basis; the securing of this percentage was now under way, and it was the general impression that eventually, when present stocks became depleted, the situation would right itself. Some one told of a small retail dealer selling soap at 4 cents a bar, and he was generally characterized as a fool.

Discussion on holding bi-monthly meetings was deferred until next meeting. Nomination of officers was held, W. C. Miller, vice-president, being the only one nominated for the presidency. There were several names advanced for the other offices and the election will take place next meeting night—the third Monday in January.

Study Variations in Insurance Policy

These are Not Authorized by the Government, and Are Always in Ink of Different Color From That in Which Rest of the Policy is Printed—They Ought to be Carefully Read—Insurance Man Advises Employmentt of Private Adjustor in Case of Fire.

A few weeks ago The Grocer printed some things in reference to fire insurance policies that should be given close attention. Fire is something that comes rarely, but usually unexpected, and bebefore it does come, the merchant should be in such a position that he will not be financially crippled.

Many merchants have thought themselves well protected, but after a fire they found their policies read in such a way that the companies insuring them declined to pay what they thought they were naturally entitled to, in consideration of the premiums.

Watch the Variations.

As was pointed out in the previous article, most fire insurance policies have among the conditions laid down by the government, many variations. These variations ought to be carefully watched; it is an easy matter to read them, since according to law, they have to be printed in an ink of a different color from that in which the other conditions are printed.

A representative of an insurance company well versed in every phase of insurance, told the writer that there were few companies which did not have any variations. Of those which have, some have more than others. In the case of one fire insurance policy he knew of, there were 23 conditions and 42 variations.

The Courts Decide.

If the ruling of the fire insurance adjuster is disputed by the one insured, and the case goes to law, the court decides whether the variations hold good or not. In the opinion of the writer's informant, not 75 per cent. of the variations would be upheld in the law courts. This is the protection the one insured has.

"But," he continued, "there are very few disputes which ever go to law. If the one insured is a wealthy firm or individual, and he takes exception to the adjuster's ruling, the company usually backs down, and does not press for the consideration of every variation; they know the court would not substantiate their claim.

"On the other hand, if the insured is a poor man, he usually accepts the company's adjustment, fearing that if the suit shou'd go against him he would be financially ruined. The companies which have the many variations know this, and they use their power to attain their own end."

That is one reason why retail merchants should read and study carefully their insurance policies. They should see that the variations, if there are any, are not going to injure them in case of fire.

"I would advise," remarked the insurance man, "that when fire does occur, the one insured should secure an adjuster—a man who has some experience in estimating fire losses—to look after his interests. He could then compare his work with that of the company's appraiser. Often he could make double the cost of employing the man, as everyone knows fire insurance adjust-



There is no reason why every dealer should not get the greatest possible benefit from interior arrangement. If attention is given to it and a study made of what others have done, dealers can greatly increase their selling power. Purchasers like to look upon clean, attractive, well arranged shelves. They give a dignity to the store which unconsciously impels people towards it; they impress them with the quality idea—something always to be desired.

J. B. Kemp, Pembroke, Ont., is proprietor of the store in which the above photograph was taken. The following letter from him is interesting:

"Editor Canadian Grocer,—I send you under separate cover a photo of part of one side of my store in which I have done business under my own name for a quarter of a century. My asset at the beginning was The Canadian Grocer which proved a good one.

"This photo does not quite do justice now as some changes have been made in the way of installing a coffee mill, silent salesmen, etc. I have always carried out the pure food idea and try to educate the people to use the best goods. Cleanliness is one of my mottos."

ers are no more liberal than is absolutely necessary."

Fixture Depreciation.

Another item that the merchant ought to closely follow in fire insurance is depreciation of fixtures. If the store fixtures are worth $2,000 to-day they will not be worth that much 4 years from now, and there is no use paying premiums forever on $2,000—providing, of course, no new fixtures are added, keeping the value to that amount—because no more than the actual cash value at the time of fire can be secured.

Cleanliness, Initiative and Salesmanship

These Were Among Topics Touched Upon by W. J. Irvine in Address to Retail Grocers—Dealers Who Do not Pay Attention to These and Other Requisites to Success Criticized — What Promptness Means in Delivery—Loyalty Among Employes.

Toronto, Dec. 22.—While the feature of the regular meeting of the Grocers' Section of the Toronto branch of the R.M.A. was an address by W. J. Irvine, the subsequent discussion upon points which he introduced in the course of his remarks was decidedly interesting from the fact that the members were enabled to express opinions, and ask for further information upon the topics that had been presented. J. F. Holloway occupied the chair and the preliminary business was made brief.

The Telephone as a Salesman.

F. C. Higgins reported on the recent soap conference: the chairman dealt with the charcoal question stating that a meeting with a manufacturer was being arranged. The telphone matter has been settled and the rate remains at $50. It was remarked that this was too high a price but Mr. Holloway believed that when properly used by a grocer it was a satisfactory salesman and gave a good return for the money expended.

Mr. Irvine brought out a number of good points in his address on system and methods in the retail store. He emphasized the value of cleanliness. The grocer knows that among his customers are many women who come from homes where cleanliness is a virtue. They are in many cases women of refinement. The grocer knows this and yet the great majority of the trade forget this fact in dealing with these customers.

The appearance of the man behind the counter should be wholesome and clean. The woman in his store should be impressed by the care with which the goods she buys are handled. The first impression should be good. The customer appreciates the goods more than ordinarily because she has a remembrance of clean hands, clean linen and a general air of tidiness about the grocer.

This was a form of advertisement and a good one. The clerks in the store would more readily take an interest in their personal appearance if the proprietor was himself the missionary.

Prefers Even Tenor of His Way

Lack of initiative was another failing that explained the slow progress of many grocers. There is the man who sees good methods employed here and there but when it is suggested that he imitate or adapt them as far as possible to his own business he holds up his hands and exclaims, "Oh! no that would never work here."

Mr. Irvine mentioned delivery of goods. The departmental stores, at least one of them in Toronto has a reputation for promptness. A woman making a purchase there, practically knows when she will receive it. Experience has proved it to her and now she knows. Many grocers by their particular methods were driving the people down town. The big store sends goods willingingly, and promptly. The small retailer in his service to his customers should endeavor to make these points his own. He strives for a reputation for honesty, quality, etc. He should also further strengthen his position by giving a good delivery service. Mr. Irvine's point was that the grocer should try to use some of the advanced methods that he notices in other stores and in other businesses.

What Salesmanship Is.

Mr. Irvine pointed out what courtesy can do for the grocer. His customers are his main source of revenue, therefore he and his staff should always try to please them and hold them as customers. The value of salesmanship was touched upon. The primary requirements for successful salesmanship are knowledge of the tastes of customers and knowledge of the goods being sold. Then when the tactful clerk suggests some article to a customer he does it in a pleasing way, and he knows the facts about that article. The customer may not buy just then, but she remembers what the clerk had told her about that article; and the actual purchase may come later although the real sale had had been accomplished when the goods had been "talked up" by the salesman.

Should be no Knocking.

Loyalty to the house was a great asset in a retail business. The grocer should endeavor to sow the seed among his clerks and they in turn should not stoop to "knocking" the proprietor or his business. Mr. Irvine touched upon other points and dwelt for a time on doing a cash business.

At the conclusion of his address he was given a hearty vote of thanks.

CALENDARS FOR 1911.

The Laing Packing & Provision Co., Montreal are sending out their attractive 1911 calendar. The illustration is that of a prairie rider of the fair sex in typical western dress seated on a fence beside her pony. "Queen of the Ranch" she is called. The entire calendar is a yard long by 15 inches in width.

A Shortage in the Tea Market Is Now Visible

Referring to the tea market a prominent London tea house writes as folows: "The position is somewhat grave, as the trade is face to face with an actual shortage, at any rate of common tea. The Indian crop available for the United Kingdom is estimated at 6,000,000 lbs. less than last year, while from Ceylon we have received 9,000,000 lbs. less.

"The surplus from last year's crops was not common tea and with better trade this year we shall receive less. The deduction to be made from this fact is that the rise is a genuine one. In a condition of affairs such as the present, it would be idle to attempt any forecast of prices in the near or more distant future, but it seems quite evident that no material relief can be expected before the middle of next year.

"Medium tea remains good value both in price and satisfaction from quality, etc."

This intelligence is from one of the largest exporters and importers in the world. Their advice in the past has never been bullish. In fact their tendencies have been bearish and their record shows that they have not tried to mislead their customers for their own temporary benefit.

Another report says: "The activity in the coffee market has had the effect of holding the tea market in check, and the attention given to holiday goods naturally detracts from the regular lines.

"The position of the market is very strong, and a material advance along the entire list is predicted as soon as orders are received in any volume.

"The Ceylon crop is reported about 7,000,000 pounds short of last year, the India crop about 12,000,000 short, while Japan shows a shortage of about 7,000,000 pounds."

Want the Early Closing By-law Off the Books

Belleville, Ont., Dec. 22.—At the city council meeting this week a petition was presented by grocers asking the council to rescind the by-law passed in May last which compelled grocers to close their places of business at 7.30 excepting Saturday evening and during Christmas week. Through their counsel the grocers contended the by-law was not a fair one and instanced a case where a grocer who had also a meat business, tested the by-law and won his case. Since then he has kept open to a later hour while exclusive grocers adjacent had to close.

After some discussion the petition was referred to next year's council.

Practical Methods in Retail Stores

Another Firm Offering Hampers of Goods for Christmas Gifts—General Delivery in Seaforth Has Few Supporters—Selling Goods by Telephone—A Saving on Selling Table Raisins—Catering to Social Organizations — Cutting Broom Prices.

Hampers as Xmas Presents.

Calgary, Alta, Dec. 22.—In a recent issue of The Grocer there was an item on the Practical Methods page telling of a modern idea being utilized by Fraser, Viger & Co., Montreal, respecting the packing and offering for sale of cases of goods for Christmas presents. That idea is worked out by the Hudson Bay Company. They have run an advertisement in the local newspapers telling all about this feature under the heading of "The Best Gift to a Family—A Christmas Hamper." In a panel at one side of the ad. they say: "Order as early as you can—we ship to any address. Enclose sufficient money to prepay if hamper is intended as a present. Balance of money left after paying charges will be returned to you."

Hampers are offered at $4.90, $6.50, $7.50, $10.50 and $13.25. The $4.90 hampers consisted of the following articles.

8 lb. Turkey, 1 lb. Plum Pudding, 1 package Mince Meat, 1 box Somebody's Luggage, 1 lb. Coffee, 1 lb. Fancy Biscuits, 1 lb. Fine Table Raisins, 1 lb. New Season's Mixed Nuts, 5 lbs Fancy Apples and 1 lb. pkg. Special Tea.

General Delivery in Seaforth.

Seaforth, Ont., Dec. 22.—The merchants of Seaforth do not see eye to eye in the matter of the formation of a general delivery such as is being tried out in Goderich with good success. Up to the present only three grocers are using the system instituted by a man who has had experience in other places. These grocers are Chas. Andrews, A. G. Ault, and A. Crone. One of the other grocers does not think that the new system would benefit him. He has such a large trade, he says, that he couldn't give the service he now is able to render. Hardware merchants do not enter because they claim they could not get the general delivery to deliver goods out in the country and that therefore they would have to keep an outfit anyway.

A Telephone Talk.

Chatham, Ont. Dec. 22.—G. S. Bartlett of the King Edward Grocery is making a feature of telephone orders. The King Edward has from the outset, featured this line of business, the telephone number appearing in connection with all advertising readers.

Recently Mr. Bartlett had in the local press a suggestive telephone talk from which the following sentences are quoted:

"Dear Madam: We want you to remember that when you call us by telephone for goods you need in a hurry, you have the advantage of prompt delivery.

"Get the habit of phoning your wants to us at once, and avoid the danger of overlooking an important item, because we carry large assortments so as to be ready with the goods you want, and as you want them.

"We are always striving to anticipate your needs, and you will run no possible risk in ordering by phone. The satisfaction we get out of this business comes from the satisfaction you get out of it.

"We have two delivery wagons in connection with our business, and hope you will make use of them—and remember, we appreciate your orders.

"The King Edward Grocery, G. S. Bartlett, Phone 51."



ROBERT McCONNELL,
One of St. John's (N. B.) Oldest Grocers Who Has Recently Retired From Business. He is Succeeded by His Son Robert.

Good Method of Selling Table Raisins.

Toronto, Dec. 22.—J. Blood, Yonge street, has adopted a method of selling table raisins that effects a considerable saving. He keeps a sample box on the counter with a glass top fastened down tight so that customers can see the goods but cannot touch them. Half and full pound packages of the raisins are kept ready—in a tin box, to prevent deterioration. Formerly when these goods were exposed on the counter, people picked them over in such a way that others would insist upon having their purchases taken from the bottom of the box, or would be deterred from buying altogether. Then, again, being exposed to the air, a certain quantity of the raisins always dried out, and were unfit for sale. Mr. Blood figures that he lost on an average three to five pounds on every box containing twenty-two pounds, so that the saving he now makes is well worth while.

Caters to Social Organizations.

St. John, N. B., Dec. 22.—W. H. Dunham has moved his grocery, meat and fish business from 115 Main street to the building at the corner of Main and Albert streets. The new stand is fitted with some modern appliances. The grocery department occupies the larger portion of the new store, while a meat-cutting bench is located at one side near the entrance. The fish department is reached through a door from the main store, and also has a separate entrance from the street.

Computing scales and a cash register are a part of the equipment, and all perishable goods are kept under cover in glass showcases. A blackboard at the entrance to the grocery reminds the customer or the passerby that a supply of fish of various kinds may be obtained. A list of the varieties is set forth each day, and it has proved an effective sales agent.

A side line which Mr. Dunham has found profitable is in catering for social organizations or clubs. In this way he not only derives a profit from the goods he furnishes, but also gets in touch with a lot of individual buyers he might not otherwise meet. He is a member of a number of these organizations, including the salvage corps and fire police, a volunteer organization connected with the fire department, which goes in for many social functions.

Cut Prices on Brooms.

Goderich, Ont., Dec. 22.—Neil Cameron, a local merchant who advertises his place as a department store, started out the other morning to sell brooms by the cut-price method. His samples at the door had not long been ticketed up when Harry Long, the "Quality Store" grocer, corner of Hamilton street and The Square, followed suit, and soon McEwen Brothers, The Square and Morris & McClinton of the Maple Leaf grocery, had a good display of brooms in their windows marked down to 19 and 20 cents. The department store dropped the notion, and brooms in Goderich now sell for normal prices.

WHOLESALERS' DIRECTORY.

According to Orrin Thacker's Directory of Wholesale Grocers in Canada and the United States, there are 145 in the former, and 2,823 in the latter country. Considering the population of Canada at 7,000,000, there is one wholesale grocer to every 48,276 people; if the population of the U. S. is 90,000,000, there is one wholesaler to every 31,880 people. The name of each wholesaler is given, with his rating.

Merry Men About the Banquet Board

Members of the Dominion Commercial Travelers' Association Hold Annual Meeting and Banquet—J. Bevans Giles The New President — Politicians and a Railway Magnate Present—Sparklets Gathered Up From Around The Board.

Staff Correspondence.

Montreal, Dec. 22.—More than two hundred commercial "line" men attended the annual meeting of the D. C. T. A. at the Windsor Hotel on the 17th inst. The centre of interest no doubt lay in the declaration of the poll, but there was quite an amount of important business transacted.

The retiring president, S. J. Matthewson, occupied the chair, and was supported by J. Bevans Giles, vice president; W. J. Egan, past president; Max Murdoch, treasurer, and H. W. Wadsworth, secretary.

The annual report showed a net increase of 377 members during the year, making a total membership of 7,007.

A Retiring Speech.

Before retiring from office, the president, S. J. Matthewson, expressed thanks for the support given him, and pointed out how much responsibility rested upon the directors in regard to investment of funds. In this connection, he threw out the suggestion that the association should consider the advisability of appointing an architect or estate agent to value properties on which loans were made.

All other business being concluded, the audience were relieved to hear the retiring president with a nervous tremor of excitement exclaim: "Gentlemen, the psychological moment has now arrived." Amid cheers he declared J. Bevans Giles, traveler for Radnor Water, elected by a majority of 185 votes. No sooner had the excitement subdued, than Chas. Gurd, his opponent, rushed forward and clasping "Bev." by the hand, declared: "Gentlemen, there's many a slip 'twixt the cup and the lip—I've slipped."

The audience was not slow to applaud this show of good feeling, and every one was pleased to see the two rivals stand hand in hand.

The Banquet.

More than four hundred members sat down to the annual feast provided by the association at the Windsor Hotel on the 19th, and a right jolly crowd they were.

After drinking to the toast of "The King," word was passed round that the President was going to speak. Everyone tried to stretch his neck beyond the normal, but there was no necessity to risk such a strain, as the strong flow of language from "the jolly little fellow" soon gave everyone the cue as to where he was sitting.

He was quite considerate to be so brief as to allow the other orators who were so anxious to get talking to produce their notes and start off.

Labor King Talks.

The Hon. Mackenzie King was warmly received, and after stirring up a patriotic feeling, referred to the rapid development of Canada, and stated emphatically that what confederation meant in politics, transportation meant in trade, and that unless the country could be held together by transportation facilities, it could not be united as it ought. Consequently there ought to be no feeling against the expenditure of money toward the increasing of such facilities as the deepening of harbors and the furtherance of public works. It is all for the good of Canada. He further mentioned that he had traveled round the world, and knew how far Canada's trade extended. It was not confined to land, but was stretching across the oceans both east and west. This not only made it necessary for trade interests to consider the accommodation to carry this trade, but for the government to consider the necessary provisions for the protection of that trade.

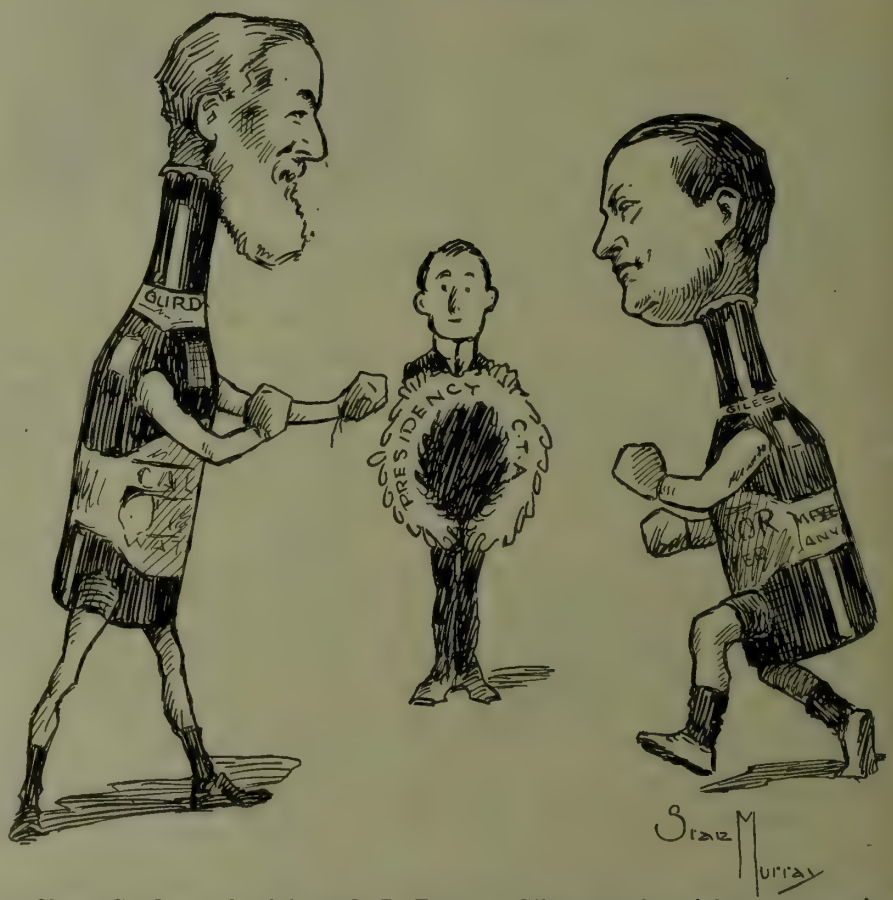
Mr. King further appealed to the patriotic feeling of the audience by stating that wherever he went he could not lose sight of the British flag. A man could therefore leave Montreal and perform this long trip without leaving the powerful protection of the British emblem.

"That means that we Canadians can look forward to the day when our trade shall ply from end to end of the world, with the Union Jack as the emblem of our security. With what we have by Providence, what we have by inheritance and what we shall win in future, may we Canadians not look forward with pride to what the years shall bring forth, and to give to it the best we have in heart, brain and hand?"

A Plea for Unity.

C. J. Doherty stated that what Canada needed was not merely the means of transportation, but a close study of the conditions in all sections of the country; and these conditions were met by the commercial travelers whose business brought them in contact with people from one end of the country to the other. They could aid in creating a

THE MEETING OF THE WATERS.



Chas. Gurd on the left and J. Bevans Giles on the right, representing two mineral water concerns, were the contestants for the Presidency. The latter emerged from the conflict victorious.

feeling of pure Canadian patriotism which recognized neither east nor west, without racial differences or clash of creed, in which all could unite in a common pride of Canadian citizenship.

Max Murdoch then proposed the toast



"Sam" Matthewson, the retiring president of the D.C.T.A. The salmon can't keep away from him.

of "Our Guests," to which Chas. M. Hays, president of the Grand Trunk, responded.

Travelers' Superior Knowledge.

The latter indulged in an amount of pleasant badinage with the travelers regarding their much more intimate knowledge of train conditions. "You know better than I do what time No. 3 and No. 5 go out. You can tell me what conductor is on board. Moreover you know what stations these trains stop at —where they should stop. In fact, you can possibly give me very forcible arguments as to why the tariff on excess baggage should be reduced." He predicted that within three years the Grand Trunk Pacific would extend to the coast.

"With the growth of transportation interests the relations between the people and the transportation companies is bound to become a most important question, which may even take the place of the tariff as a public issue. It will be a question you will have with you all the time, and we may not always see things eye to eye, as to what rates and service shall be. But I am glad to meet you tonight, and if I can in future meet you in connection with these transportation interests, and give you the reasons for the faith we have, I have a strong belief that we shall not be far apart, and that we together shall proceed in doing, what we are both interested in doing—developing to the utmost extent the commercial interests and advantages of Canada."

Several other toasts were proposed and briefly responded to, and at the conclusion S. Wotherspoon proposed "The Press," to which a representative of the MacLean Publishing Co. replied.

The officers elected to fill the remaining positions were:

Ed. Duckett (A. McDougall Varnish Co.) Vice-Pres.; Max Murdoch, Treasurer. Directors: H. M. Levine (Montreal Shirt Co.); Eug. Poitevin (L. H. Hebert Co.); M. W. Hackett (Lymans Limited); W. C. Murray (E. W. Gillett Co., Limited); W. J Irving (Jas. Smart, Limited.)

"Chat Over the Table."

"I heard that a couple of telegrams were received at the Montreal office of the president's company, one prior to the declaration of the poll reading: "Waters troubled. Rise in the Springs." One later read: "Waters subsided. Now calm and settled."

"That's a fine show Poultry Johnny Gunn has on. He's going to make Guelph and Ottawa sit up."

"Say, Max Murdoch's a worker, O. K."

"Who said Bev. Giles had "Little Baptiste" under his arm?"

Banquetlets.

Complimentary packages of tobacco were again in evidence, and the contents much enjoyed, as well as boxes of cigars. Liberality was the order of the evening. The cigars all went off in smoke or in somebody's pockets.

A full table of Bluenoses was much in evidence towards the close of the evening, but otherwise behaved with extreme quietness.

An old familiar figure was welcomed back in the person of Barlow Cumberland, who was at the first birthday of the association. He was as bright and chirpy as of yore.



A Prize of $100 in gold is offered to farmers by John A. Gunn for the best poultry shipments.

Light a Craven cigarette and place it on a piece of lump sugar and watch the Salome dance that will result. This was a favorite pastime at the press table.

"Bobby" Wilkins was there with the goods, as usual, and was "Nae sae bad." In fact he was the only person that attempted a joke.

Hon. Mackenzie King's trip around the world was the quickest transportation furnished travelers in many a day. In fact, he went half way around again by way of good measure.

Ex-judge Doherty, while not so "geographically" exacting as his predecessor, was unique in his remarks, especially about that new Government idea.

And let me the canakin clink, clink,
And let me the canakin clink.
A traveler's a man;
A life's but a span;
Why then, let a traveler drink.
(Apologies to Iago.)

It is rumored that the rate on excess baggage was reduced on December 20th. Why?

Over 400 big men, and all obedient to little "Bevans." The banquet was the most successful ever held. Order was perfect, and this was due mainly to the wisdom of the president running one item of the programme on top of the next one, thus not giving an opportunity for talking which has in the past been a noticeable embarrassment.

Although the travelers' dinner is never taken seriously or what is spoken regarded in a grave manner, yet the remarks of C. C. Ballantyne could not fail to make the most uninterested listener sit up and take notice.

Juniors were in evidence more so than in past years. This is an encouraging sign.

Those were nice bluepoints, but they came from malpecque beds.

While a number of the speakers were in a reminiscent mood, it was regretted that Sir Thomas Shaughnessy was unable to attend, owing to illness, and did not tell the story of how he once gave ten dollars to a man to buy a ticket to Toronto. He could not give him a pass, and the party to show his gratitude, immediately went down the street and bought a ticket over the Grand Trunk railway with the money.

Mayor Nathan will probably learn with surprise how broad-minded Mayor Guerin has become, and this so suddenly.

That was a delicate compliment of "Bev." Giles in placing Mr. Gurd at the head table.

This year there was less "phiz" and more mineral than ever before. Notwithstanding the bad state of the sidewalks the roll call was perfect next morning.

The wit from "Bit's" table was as sharp as his razors. They're Tit Bits, all right!

The Canadian Grocer

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THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - PRESIDENT

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PUBLISHED EVERY FRIDAY

A MERRY CHRISTMAS.



Before another week has rolled around, Christmas will have come and gone. We will soon be on the verge of another year; those merry bells will presently ring out the old and ring in the new with all its possibilities and pleasures. We must make it better than the past.

The Canadian Grocer hopes that it will be better for everyone; it wishes all its readers a right Merry Christmas, and may each and everyone live to enjoy a greater measure of prosperity in the years to come.

A MERCHANTS' DEPUTATION.

The Retail Merchants' Association of Canada are arranging a monster deputation to go to Ottawa about the end of January 1911, to protest to Sir Wilfrid Laurier and the government against the Co-operative Bills introduced by F. D. Monk and others.

Our readers are quite familiar with this question. What all should do now is to make up their minds to join this deputation and enter their protests by their presence Parliament meets about January 12 after the holidays. The deputation will be arranged for as soon after that as possible and during a time when business is slack.

Every section of every trade should object strenuously to such "class" legislation.

RESPECTING SALE OF POISONS.

There has been a bill introduced into the House of Commons by E. N. Lewis, West Huron, Ont., respecting the sale of poison which will affect merchants and particularly those in rural districts where drug stores have not located. The first clause of the bill reads as follows: Any person who by himself or his agent sells, offers for sale, attempts to sell, or gives away any poison without doing so under the authority of a medical certificate, or prescription, is guilty of a misdemeanor and is liable to a fine of not less than $100 or imprisonment for not more than six months in jail, or both.

According to medical men, Mr. Lewis states, there is a practice in vogue in many towns of using cocaine, it being sometimes more easily procured than spirits. This is his reason for the bill

It will not, however, interfere with the sale of Paris green to farmers but includes all other poisons such as cocaine, carbolic acid, opium, etc.

The bill has so far only passed the first reading and when it come up for final decision there will likely be opposition on the grounds that the matter belongs to the provincial parliament.

The object of the next clause is a worthy one. It aims to prevent accidents by mistake in poisons by restricting the container to a blue glass bottle, three cornered or square with rough or corrugated corners.

TRADE PAPERS WIN OUT.

Toronto assessed The MacLean Publishing Co. as a business concern at 60 per cent., claiming that the assessment act applied to daily newspapers only, and that trade papers were not newspapers because they did not give general news.

The MacLean Co. at once entered an appeal on the ground that trade papers were newspapers within the meaning of the Ontario Assessment Act; they were specialized newspapers; being in the same class as the country weeklies in furnishing exclusive news for their class of readers. It was shown that the best country weeklies devoted themselves entirely to their own field, that they gave no general news whatever, and The Freeholder, Cornwall, published by the first vice-president of the Canadian Press Association was produced as a type of the modern country paper.

The matter came before Judge Winchester, who very promptly decided, on looking over The MacLean Co.'s various publications, that they were clearly newspapers, in that they gave most important political, trade and general news of interest to a very important class in the country.

Questioned by the Judge, the official representing the city, admitted that society, religious and similar publications were newspapers, but argued if a publication gave news to business men it could not be a newspaper. The absurdity of the argument was so apparent that the Judge stopped him, telling him in effect that there was no use his going on; that news that interested merchants and manufacturers was news as much as any other class of news, and of a higher value.

This is apparently the climax of a fight against trade newspapers that has been going on for some years, openly instigated by certain big dailies, supported by leading mail-order houses. The latter argue that trade newspapers are demonstrating to merchants in other cities and towns that advertising in their own local dailies and weeklies and improvement in their business methods will bring them as much up-to-date as the big city stores. The people are being educated by the advertising in the smaller dailies and weeklies to buy at home and they do not respond to the advertising in the big dailies as they used to.

For years they tried to get the post office to impose a higher rate of postage and to harrass them in other ways; but Parliament is legislating for all Canada and not for Toronto and the secret influences at work in the department came to naught.

TO SAVE THE DAYLIGHT.

How would you like to get up an hour earlier in the morning and not know it? Of course you would open your store an hour earlier, have dinner sooner, close sooner, have an extra hour of daylight in the evening and go to bed an hour earlier.

This is the import of a bill that has been introduced into the house of Commons, called the Daylight Saving Bill. It proposes that on a Sunday morning in April of each year our time pieces be advanced from 2 to 3 o'clock and that they be allowed to run that way until November.

If this comes to pass we will all be up and astir 60 minutes before we are now. According to the clock when it has been reset there will, of course, be no difference. If we rise in the summer at 6 o'clock we will still get up at 6 by the clock but if we take into consideration Greenwich standard time, it will in reality be only 5 o'clock.

But this does not mean we will have to work an hour longer. If we now close our stores at 7 o'clock, we will do the same but in reality it will be but 6 o'clock. That means an extra hour before the evening twilight and also that we go to bed an hour sooner, thereby getting the same amount of sleep and gaining an hour's daylight.

This appears to be a pretty good thing for merchants who do not spend the entire daylight hours and part of the night in work. It is certainly a daylight saving method and if carried into effect at the proper time by the whole of Canada would cause no inconvenience and from

our point of view would give a great deal of satisfaction.

What do others think of it? Drop us a line.

A WASTE OF MONEY.

A reader of The Grocer interested in retail newspaper advertising as a method for increasing his selling power, writes to point out the inconsistences in this respect of a general merchant in his town. This merchant advertised mitts and allowed the same copy to run all summer.

This is certainly an inconsistency. It is worse than that; it is bad business and shows up such a man as unprogressive, careless, wasteful, a "has-been" and all the other adjectives of the dictionary implying retrogression.

There are too many dealers in this class. It is frequently noticed that some advertise, for instance, Thanksgiving goods for weeks after that holiday season has passed, Christmas goods when Christmas is over, etc. While this is scarcely as bad as advertising mitts in summer, yet it denotes a merchant who is out-of-date and who might be better engaged at some business requiring less thought and initiative.

KEEPING THE STOCK FRESH.

In taking stock from the store room, care should be used to select the older stock. No good grocer will retain stock that is really old but as his stores become depleted he replenishes them.

In piling in the new goods they should be placed behind the old in order that the latter may go out first. In this way the dealer will always have a fresh stock on hand.

MICE AND MATCHES.

Again must the alarm be sounded, "Beware of Fire." The other morning just before day-break a fire started in the store of a Toronto grocer, causing in a few minutes about $25 damage to the building and $200 to the stock, besides the inconvenience the owner was put to just before the Christmas season.

It broke out in a refuse barrel beneath the counter and was thought to be due to mice and matches.

As pointed out only a few weeks ago in these columns, merchants cannot be too careful. Most grocers make a practice of going over the entire store just before closing time to see that everything is in proper order. When they do this, they feel better, sleep more securely, worry less, and reduce the chance of fire and loss to a minimum.

When the causes of fire have been removed, there is small prospect of a fire. Clean up the refuse, place the matches beyond reach of the mice, and, to make assurance doubly sure, destroy the mice.

Inferior Delivery Service Lost Custom

Story About a Dealer Who Would Only Deliver His Goods Every Other Day—Customers Gradually Drifted Away to Where They Could Get Adequate Service—A Merchant Who Makes it a Point to Attend to Personal Wants of His Patrons—Would Hammer the Nails Down in a Customer's Shoe.

That a dealer's selling power is either favorably or unfavorably influenced by the service he renders is unquestionable. A merchant may sell the best of goods, his prices may be quite reasonable, his buying system may be perfect and his bookkeeping faultless, yet if he does not study how to give his customers a service which is equal to or better than that of a competitor who sells equally good goods at equally moderate prices, he cannot hope to retain those customers or add many new ones.

Here is a case in point which recently came to the notice of the writer. In an Eastern Ontario town there is a retail grocery dealer who has been in business many years. He is now a pretty old man. Among his customers in this section of the town in which he is located have been several families who bought considerable quantities of groceries. In fact at one time he held the best class of trade in his district.

Deliveries Every Other Day.

Recently, however, his delivery service has not been at all adequate to suit these customers, one of whom put the matter thus: "The store is about 20 minutes' walk from our place and while we do not mind occasionally going over for groceries yet often none of us have the time.

"Just the other day my wife wanted something for supper and telephoned to the store for it. The answer was that it could not be delivered that day as the store was now only delivering certain days of the week. The best they could do was to bring it over in the morning. This of course, was of no use to her and she was compelled to ring up another grocer who was quite willing to make the delivery."

Loss of a Customer.

This case actually occurred. The ultimate result was that this family gradually drifted away from their grocer until now they purchase nothing at all from him. So far as the man was concerned they had always liked him; his goods were of a superior quality and his store was neat and clean. But simply because he did not give the proper service, he was rejected.

In modern business, service plays an important part. It is so easy to obtain that people will gradually drift to those merchants who give them the superior service, other things being equal. A woman may not look for, but nevertheless appreciates, some little personal attention now and again apart from her actual purchases, but she expects to be treated in a business-like manner in ordering and receiving goods. No one could be expected to deal with a grocer in a large centre who delivered only every other day when a dozen others would supply the same goods every day and be glad to do it.

The writer knows of a merchant in a village store who makes it a point to not only give the best possible service in making sales, but is glad of the opportunity of helping a customer otherwise, whenever she calls.

Merchant Turns Cobbler.

He has been known to hammer the nails down in the shoe of a woman customer who complained of them giving her trouble. He voluntarily asked her to sit down and take off the boot while he eliminated the nails. This man does so many such acts of kindness that he not only holds fast his customers, but he has them returning these kindnesses by bringing in occasionally a piece of fresh pork, a chicken, some apples, etc. He is always careful not to give anything away that he sells in the store or even to cut the price, but if something is wanted outside of the goods he carries he allows the customer to have it at cost.

Service a little better than customers can obtain from any of his competitors is what he aims at always.

GROCER LOSES LEGAL CASE.

A legal case of interest to merchants was decided in a Toronto law court last week. A retail grocer sued a woman for a grocery bill, the groceries having been purchased by her husband. As it happened in this case the wife was a property owner while the husband was not.

The presiding judge decided that unless there was a special contract, the wife could not be held responsible and judgment was given for defendant.

How difficult it is for the retail merchant to get his just dues!

INFORMATION FOR BUYERS.

Supplied to The Trade by Sellers.

Invalid Oxvil, the Perfect Fluid Beef, is now being sold on the Canadian market under the contract selling plan in order that price-cutting will be eliminated. This will make Oxvil a certain profit-getter since it will be sold at a uniform price and at a uniform profit. This should attract the attention of those grocers who are anxious to maintain prices and besides, every time you sell and recommend Oxvil you are giving your customer an absolutely pure fluid beef which is full of true beef nourishment. A discount of 10 p.c. on all orders of 2 dozen or over will be given. Show cards are included with orders. The Harry Horne Co., 309 King St., West, Toronto, are controlling agents for Canada.

The Markets —Strong Feeling in Tea

Reports From Primary Markets Show a Falling Off in Supplies and Jobbers Say The Tea is not Being Produced—The Strong Tendency they Believe is Genuine—General Trade Among Wholesalers is Quiet this Week While Retailer has his Innings—Prunes Very Firm.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

ONTARIO MARKETS

POINTERS—
Tea—Market very firm.
Cream of Tartar—Firmer.
Prunes—½ cent advance.

Toronto, Dec. 22—Now it is tea. With coffee marking time after an excited run up the price list and while the trade have been watching with interest for the next move, they have had their attention sharply drawn to the tea market. In several houses the first thing mentioned was the condition of this market, manifesting that the wholesale trade are impressed by conditions as they are reported.

Some in expressing an opinion state that they believe there is an actual scarcity just as announced. They point to the big increase in consumption and the uprooting of the plantations in order to plant rubber trees. These are mentioned as prima facie reasons why tea might be influenced. The strength of the market has been referred to before but it is just of late that the trade have been becoming loud voiced in their statements that "tea is firm and it looks as if it is going to be firmer."

According to the agreement governing the coffee syndicate, 600,000 bags of valorization coffee must be sold after January 1st. At the last sale this coffee brought 9½ cents. Since then prices have advanced fully four cents a pound. The 600,000 bags will mean about 78,000,000 pounds and at four cents advance will show a profit to those interested over the previous sale of something more than $3,000,000. Should the syndicate decide to sell double the quantity, as they are permitted under the agreement, the clean up will be over $6,000,000. Apparently there is a strong motive for poor crop reports and a bull campaign.

Sugar—The week has brought no changes in the sugar market. There is some local buying. It is considered fairly good for this time of the year. On the whole, however, trade is quiet. In the primary market the indications point to lower prices. Some say they will not be announced until after the New Year; others believe a change may come at any time. the excess of the new crop over the old is heavy and is accountable for the bullish market now reported.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 55
Beaver granulated	4 55
Yellow, bags	4 30

Barrels of granulated and yellow will be furnished at 5 cents above bag prices.

Extra ground, brls	5 10
" " 50-lb. boxes	5 30
" " 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	5 10
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrups and Molasses.—There is still a fair demand for syrups. In the primary molasses markets the sentiment is upwards. At the beginning of the present grinding season it was announced that the output would show a decrease of from 25 to 30%. It is now claimed that this was underestimated. From one source it is learned that the record for molasses from Sept. 1st up to date is 23,000 barrels behind the receipts for the same time last year. Hence!

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ¼ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03½
Quarter " "	0 03½
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	3 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovada	0 30

Dried Fruits.—Trading is inclined to be quiet. It is to be expected at this time during the season. Prunes have advanced a half cent per pound. Holdings are light at the coast and it has been said that it is next to impossible to secure a car load of this stock. Raisins and currants are steady.

Prunes—	
30 to 40, in 25-lb. boxes	0 12½ 0 13½
40 to 50 " "	0 11½ 0 12½
50 to 60 " "	0 12
60 to 70 " "	0 11½
70 to 80 " "	0 11
80 to 90 " "	0 08½ 0 10
90 to 100 " "	0 08 0 09½

Same fruit in 50-lb. boxes ½ cent less.

Apricots—	
Standard	0 15½ 0 16
Choice, 25 lb boxes	0 16 0 17
Fancy, " "	0 19 0 20
Candied Peels—	
Lemon	0 09 0 11
Orange	0 10 0 12½
Citron	0 15 0 17

Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08 0 10	2½ "	0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes	0 12 0 14
2½ "	0 09½ 0 12		

Tapnets, "	0 04 0 04½
Bag figs	0 04½ 0 06
Dried peaches	0 09½ 0 10
Dried apples	0 08 0 09

Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		

Uncleaned ½c less

Raisins—	
Sultana	0 10 0 12
" fancy	0 11 0 13
" extra fancy	0 14 0 16
Valencias selected	0 08 0 09
Seeded, 1 lb packets, fancy	0 08½ 0 09
" 16 oz. packets, choice	0 07½ 0 08
" 12 oz. " "	0 07 0 07½

Dates—		Sairs	0 04½
Hallowees—		Package dates,	
Full boxes	0 05½ 0 05½	per 1 lb	0 06½ 0 06½
Half boxes	0 06 0 06½	Fards choicest	0 09½ 0 10½

Nuts.—Doings in the nut market are now confined for the most part to the retailer. He will have his day until after the holiday season. No changes are reported among the wholesale trade and prices are stable.

Almonds, Formigetta	0 15 0 15½
" Tarragona	0 16
" shelled	0 35 0 38
Walnuts, Grenoble	0 15½ 0 16
" Bordeaux	0 14
" Marbots	0 15
" shelled	0 39 0 40
Filberts	0 12½ 0 13
Pecans	0 18 0 20
Brazils	0 15 0 15½
Peanuts, roasted	0 09½ 0 12½

Coffee.—The market is continuing in its strong position. Prices are slightly firmer although no change has been made. Those who are preparing statistics concerning primary markets see nothing but strength. It has been stated that the Pure Food authorities of the U.S. may probably be given a little extra work on account of the tendency to substitute, with coffee ruling at its present quotations.

Rio, roasted	0 18	0 20	Mocha, roasted	0 25	0 28
Green Rio	0 15	0 16	Java, roasted	0 27	0 33
Santos, roasted		0 22	Mexican		0 25
Maricaibo, "		0 20	Gautemole		0 18
Bogotas	0 22	0 25	Jamaica		0 20

Tea.—The general market is firm. Reports say that shipments from Northern India for the season up to a fortnight ago are nearly three million pounds less than for the corresponding period last year, while from the India Tea Association it is learned that the season is now practically closed in nearly all districts. In the rise in common teas, it is stated that the advance in this grade has not been at the expense of medium descriptions. The latter has participated to a considerable extent.

Spices—Cream of tartar is one of the strongest spices as far as market conditions are concerned. Latest reports indicate that this strength is to continue till far into the new year. Quotations now offered are for prompt reply and are made on other conditions that show that the position of holders is strong. White pepper is firm and ginger, mace and cloves are decidedly firm. The market has not lost any ground of late.

	Bbls.	Pails or Boxes	Tins	¼ lb. pkgs. dz	½ lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	....
Curry powder	....	....	0 25	....	....
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	75	....	2 75
Nutmegs	....	....	0 30	190	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	....
Mustard seed, per lb. in bulk					0 13
Celery seed, per lb. in bulk					20

Rice and Tapioca.—The market is steady, demand being just the ordinary kind.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal	2 90

	Per lb.	
Rice, stand B..	0 03½	0 03½
Rangoon	0 03½	0 03½
Patna	0 05½	0 06½
Japan	0 04½	0 06
Java	0 06	0 07
Carolina	0 10	0 11
Sago, medimm		
brown	0 05½	0 06
Tapioca—		
Bullet, double		
goat		0 08
Medium pearl.	0 05½	0 08
Flake		0 08
Seed	0 05½	0 08

Evaporated Apples.—The price of "evaps." has not changed during the week. The situation is holding the former strength.

Evaporated apples	0 10½	0 11

Beans.—The firmness mentioned before continues but the week has not brought a material change.

Prime beans, per bushel	1 85	1 90
Hand-picked beans, per bushel	2 00	2 10

CANNED GOODS

MONTREAL.—A rise of 2½c in the price of beans was recorded this week in sympathy with prices prevailing in the pea line. There is quite a large volume of business passing and general satisfaction prevails.

Peas, standard, dozen	$1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 00
Pumpkins—3 lb., 95c.; gallon, $3.60.	
Beans, dozen	1 00
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 45
Strawberries, dozen	1 90
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 90
Peaches, 3's, dozen	1 90
Pears, 2's, dozen	1 80
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 60
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 07½
½-lb. flats per dozen	1 32½
1-lb. flats, per dozen	2 25
Other salmon—	
Humpbacks, dozen	1 40
Cohoes, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	
½-lb. flats, dozen, $3.75; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $5.25.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	3 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 3s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—Canned goods are firm but at present are inclined to be quiet in so far as demand is concerned. This is only a slight temporary lull, that will be followed by a return of trade after the new year gets under way. Jobbers state that the market has lost none of its strength. It is learned that some have not yet received their allotments of tomatoes, corn, etc. Canned salmon is also strong. A recent letter from an authority in Victoria says, "The demand for canned salmon is constantly increasing. The supply of fish is decreasing; consequently, at the present time anyway, it is not a question of demand but of supply. We believe it is only a question of a few years that the salmon pack on the coast will be considerably decreased in quantity and that the whole supply wil be marketed in the Dominion."

VEGETABLES	Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 92½	0 95
" Refugee Midgets 2's	....	1 30
" " " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 27½
" " " 3's	....	1 52½
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 97½	1 02½
" fancy, 2's	1 05	1 07½
" on cob, gal	0 77½	1 00
Peas, Standard, size 4, 2's	....	1 27½
" Early June, size 3, 2's	....	1 30
" Sweet Wrinkle, size 2, 2's	....	1 32½
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 30
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	....	1 35
" gals	3 62½	4 02½
Turnips, 3's	1 12½	1 15

FRUITS		
Apples, standard, 3's	1 07½	1 10
" " gal	3 25	3 50
Blueberries, standard, 2's	1 27½	1 30
" " gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 52½	1 55
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal.	8 52½	8 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 27½	3 30
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	
½-lb. flats, dozen	1 30	1 32½	
1-lb. flats, dozen	2 22½	2 25	
Other salmon prices are:			
Humpbacks, doz	1 20	1 25	
Pinks	1 30	1 35	
Northern River Sockeye			1 95
Cohoes, per doz.			1 77½
Red Spring, doz			1 87½
Lobsters, halves, per dozen	2 65	2 75	
Lobsters, quarters, per dozen			1 60
Chicken	4 00		
Turkey	4 00		
Ducks	4 00		
Soup, 2's			1 90
Soup, 1's			1 40

QUEBEC MARKETS

POINTERS—
Canned Beans—Increase 2½c.
Tarragona Almonds—Scarce.
Prunes—Scarce.

Montreal, Dec. 22.—With Xmas at hand grocers have been paying most attention to seasonable goods. This fact coupled with the high prices prevailing, has curtailed the demand in many lines.

Tarragona almonds and Valencia raisins are scarce, in fact the stocks of nuts are getting low.

Prunes are unusually scarce this year, and higher prices may be expected.

Sugar.—Things remain quiet in the sugar market, and no great change in feeling is likely to take place till January crop will arrive. The increased estimates for the European beet crop were not liked abroad apparently, since cables reported the London market as quiet with prices barely maintained.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " 50 lbs.	5 50
" " " 25 lbs.	5 70
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls	5 30
" " 100 lb. boxes	5 40
" " 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls	5 05
" " 50-lb. boxes	5 25
" " 25-lb. boxes	5 45
Powdered, bbls	4 95
" 50-lb. boxes	5 10
Phoenix	5 15
Bright coffee	4 50
No. 2 yellow	4 45
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses.—Neither of these commodities being seasonable, the demand cannot be expected to be very strong. Yet things are not too dull considering, and the outlook is for better business at the beginning of the year.

Fancy Barbadoes molasses, puncheons	0 36 0 36
" " " barrels	0 38 0 39
" " " half-barrels	0 40 0 41
Choice Barbadoes molasses, puncheons	0 31 0 33
" " " barrels	0 34 0 36
" " " half-barrels	0 36 0 38
New Orleans	0 27 28
Antigua	0 30
Porto Rico	0 40
Corn syrups, bbls	0 03
" ½-bbls	0 03½
" ¼-bbls	0 03¾
" 38½-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 25
" 5-lb. " 1 doz. "	2 60
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits.—All reports from the Coast dwell upon the unusual scarcity of prunes, especially in the more popular sizes. A number of packers have withdrawn offerings, either because they have nothing left to sell or are expecting to get much higher prices when the spring demand sets in. Peaches are attracting quite a little attention, owing to the high prices of evaporated apples.

Currants, fine filiatras, per lb., not cleaned			0 06½
" " " cleaned			0 07½
" Patras, per lb.			0 08 0 08½
" Vostizzas, per lb.			0 09 0 09½
Dates			0 05½
Figs, 4 crown	0 09	Figs, 6 crown	0 11 0 12
" 5 crown	0 10 0 11	" 9 crown	0 13 0 14
Prunes—			
30-40			0 12
40-50			0 11
50-60			0 10½
60-70			0 09½
70-80			0 09
80-90			0 08½
90-100			0 08½
Raisins—			
Choice seeded raisins			0 07½
" fancy seeded, 1-lb. pkgs			0 08½
" loose muscatels, 3-crown, per lb.			0 07½ 0 08
" " 4-crown, per lb.			0 09½
Malaga table raisins, clusters, per box			2 40 5 50
Valencia, fine off stalk, per lb			0 07½
" select, per lb			0 07½
" 4-crown layers, per lb			0 08½

Spices.—The spice market remains quiet but steady, there being no special feature. Business is confined to absolute requirements of the trade. Grinders are said to be showing little interest pending the turn of the year.

There are no changes in prices, although some say there are likely to be some at beginning of year.

	Per lb.			Per lb.	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 20	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 22	0 30	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	" white	0 20	0 25

Tea.—There is a little more interest shown in the tea trade locally, possibly on account of the quiet tone of the coffee market. However, the amount of interest is not great either in Japans, Chinas or Ceylons, as the whole quest of grocers is for holiday goods.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Coffee.—There was not much news in the coffee market this week, for although it remains firm things are comparatively quiet. In the New York market there was not much coffee present for sale, but Rios were firm and Santos steady.

The reports from Brazil say that there is little coffee back in the interior, and much bullish capital is being made out of this claim in the States.

Mocha	0 22	30	Santos	0 18	0 21
Rio, No. 7	0 15	0 18	Maracaibo	0 29	0 25
Mexican	0 22	0 30			

Nuts.—As is natural at this season there is a good amount of business doing in spite of the high price. Stocks are, however, low, the scarcest line being Tarragona almonds.

In shell—		
Brazils	0 15	0 16
Filberts, Sicily, per lb	0 11	0 13
" Barcelona, per lb	....	0 10½
Tarragona Almonds, per lb	0 15	0 16
Walnuts, Grenobles, per lb	0 16½	0 19
" Marbots, per lb	0 15	0 16
" Cornes, per lb	....	0 11½
Shelled—		
Almonds, 4-crown selected, per lb	0 35	0 37
" 3-crown " "	0 32½	0 35
" 2-crown " "	....	0 31
" (in bags), standards, per lb	0 27	0 28
Cashews	0 15	0 17
Peanuts—		
Spanish, No. 1	....	0 12
Virginia, No. 1	0 13	0 15
Pecans, per lb	....	0 65
Pistachios, per lb	....	0 75
Walnuts—		
Bordeaux halves	0 38	0 40
Brokens	0 30	0 32

MANITOBA MARKETS

POINTERS—

Prunes—Advanced.

Evaporated Apples—Out of stock.

Coffee—Very firm.

Currants—Up ½c.

Winnipeg, Dec. 22.—Local houses are taking a breathing spell after an exceptionally heavy season. Some of the jobbers are arranging to take stock, and many claim that on account of the low stock in almost every line that the task of stock taking will not be very arduous this year. Many repeat orders are coming in for standard lines, and the holiday ordering is practically over except from local stores.

The scarcity of stocks evidently all over the continent tended to make some notable advances, and strengthen the general grocery market. Local wholesalers expect that there will be a more free movement of goods from crop centres to Western Canada later in the year, as it is believed that stocks are being held in crop centres. At that rate there is little anticipation of higher prices and although the market is strong now, and advancing on many lines, yet it is believed that four months from now the quotations will not be much higher then they are at present.

Sugar.—At the time of writing the sugar market is quite unchanged, and no one knows when a change may occur. Fancy sugars have been in great demand during the past month and stocks are low in the city.

Montreal and B.C. granulated, in bbls	5 25
" " in sacks	5 20
" yellow, in bbls	4 85
" " in sacks	4 80
Icing sugar, in bbls	5 85
" " in boxes	6 05
" " in small quantities	6 05
Powdered sugar, in bbls	5 65
" " in boxes	5 85
" " in small quantities	6 00
Lump, hard, in bbls	6 15
" " in ½-bbls	6 25
" " in 100-lb. cases	6 15

Foreign Dried Fruits.—The prune market which has been going up by degrees for some time has advanced ½c this week. Prunes are reported scarce and although it is difficult to know just what the quantity is in crop centres, at any rate in Canada it is not large. Currants are also advanced ½c. Western wholesalers are of the opinion that some lines that are reported scarce and high at present time will come into the country more freely in a few weeks, as it is believed that stocks were held until after the holiday rush.

Smyrna Sultana raisins, uncleaned, per lb	0 12
" " " cleaned, per lb	0 13
California raisins, choice seeded in ¼-lb. packages per package	0 07½
" " fancy seeded, in ¼-lb. packages per package	0 07½
" choice seeded in 1-lb. packages per package	0 08½
" " fancy seeded in 1-lb. packages per package	0 09
Raisins, 3 crown muscatels, per lb	0 06
" 4 " "	0 06½

Prunes—			
25lb.bx, 90-100, lb	0 07½	Prunes, 50-60 "	0 10
" 80-90 "	0 08½	Prunes, 40-50, lb	0 11
" 70-80 "	0 08½	Silver prunes, ac. to quality	0 11½ 0 14
" 60-70 "	0 09½		

Currants uncleaned, loose pack, per lb	0 07½
" dry, cleaned, Filiatras, per lb	0 08½
" wet, cleaned, per lb	0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb	0 09½

Pears, per lb	0 13½	Nectarines, lb.	0 12
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 05½
Peaches, choice	0 16	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 15
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

J. Farrell, Glencoe, Ont., will open a grocery store in Wallaceburg, Ont., in January.

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Canadian Representatives: Canadian Specialty Co., Toronto; R. B. Hall & Son, Montreal; W. S. Clawson & Co., St. John, N.B.

1910 1911

To all our friends and customers

our best wishes and

A Merry Xmas

and

Prosperous New Year

May our relations be as pleasant
as in the past.

L. Chaput, Fils & Cie.

Wholesale Importers
Montreal

Established in 1842

Red Rose Greetings

Canada rounds out another year of vigorous nation building with happy and prosperous auspices for continued growth. To every Canadian this joyous season with its bright outlook is ample inspiration to keener effort and larger hopes.

For 1911 I wish every merchant a large share in the expanding prosperity of the Dominion, and to every customer I would say that more than ever I appreciate the co-operation, good will, and personal friendliness that has helped to make 1910 by far the largest year of the Red Rose Tea business. To all I wish a Merry Christmas and a Happy New Year.

BRANCHES—
3 Wellington East, Toronto
315 William St., Winnipeg

T. H. ESTABROOKS
ST. JOHN, N.B.



CARTER'S
STANDARD
British Wines

Liqueur Green Ginger
and Other Flavors

Big Wheel Custard Powder,
Jelly Crystals, Lemonade
Powder, etc., etc.

H. W. Carter & Co., LIMITED
THE OLD REFINERY
BRISTOL, : : ENGLAND

"Turn Your Spare Time Into Money."

When you read this paper do you ever think of the opportunity open to you if you have spare time to look up new subscribers.

We publish other trade papers and require representatives to push circulation.

If you show business-getting qualities, we can always offer you promotion. Consider the opportunity of further extending your business education, and adding to your income at the same time; because, to be successful in canvassing for trade papers, you must study and understand them; to study and understand them is to absorb practical information, and to increase your earning power, by getting a grasp of every day actual business happenings as they occur and are disposed of.

This work, while affording valuable experience in modern business methods, will substantially increase your income, as our commissions are liberal.

When applying give references and state your qualifications for the appointment.

THE CANADIAN GROCER
TORONTO, CANADA

DIRECTORY OF

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

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GROCERIES, PRODUCE, FRUITS, GRAINS

Importers and Exporters

Reference—Bank of Montreal.
Write us for information about B.C. trade.
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Codes—A B C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

ONE of the most successful retailers of late years says: "When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade."

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES
COR. WHARF AND YATES STS. - VICTORIA
Branch at 140 Water Street, Vancouver.

Do you want live representation? We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence Solicited — Highest References

The

Condensed Ads.

on page 64

will interest you

The Condensed Ads. in this Paper will bring good results

WILLIAM W. DUNCAN

Broker and Manufacturers' Agent

DISTRIBUTING

Free and Bonded Warehouses

VANCOUVER - VICTORIA

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.

Are you interested in any of the lines that are advertised?

A Post Card will bring you price list and full information.

Don't forget to mention this paper.

Give these lines a trial!

Wherever handled, they have proved ready sellers, and good profit-makers!

LYNCH'S QUALITY BISCUITS

Creamalt Sodas—Family Pilot—Graham Wafers—Ginger Snaps
Seed Sugar—Fig Bars—Crimp Sugar—Lemon Creams

Always reach you as crisp and fresh as they leave our ovens.



Lynch's Limited—Sydney, N.S. Manufacturers of Biscuits, Confectionery and Bread

and at STELLARTON, Fred A. Milligan, Manager; HALIFAX, Frank A. Gillis, Manager

PUBLIC AUCTION OF FREEHOLD CITY PROPERTY

INCLUDING FACTORY, MACHINERY, ETC.

Under and by virtue of the powers contained in a certain mortgage, in which Malta Vita Pure Food Company is the mortgagor, and which mortgage will be produced at the time of sale, there will be offered for sale by public auction on Saturday, the 7th day of January, 1911, at the hour of 12 o'clock noon, at the auction rooms of C. J. Townsend & Co., 68 King Street East, in the City of Toronto, the property described in the said mortgage as follows:—

"All and singular the following described properties situate, lying and being in the City of Toronto, in the County of York, and Province of Ontario, Canada, to wit: That certain parcel or tract of land and premises situate, lying and being in the City of Toronto, in the County of York, and Province of Ontario, Canada, and being composed of Lots One and Two according to Plan "684," filed in the Registry Office for the Western Division of the City of Toronto, together with all factory buildings, shops, dwellings, and other structures thereon or hereafter to be placed thereon, also all railroad tracks to be constructed thereon, and all engines, boilers, belting, shafting, fixed and movable machinery and machines, with their separate parts and attachments, fans, blowers, awnings, steam, gas and water pipes, blast pipes, steam and heating apparatus, gas fixtures, ovens, furnaces, stacks, forges, fire extinguishers, hose and other fire apparatus, electric light, power, heating apparatus, operating machines, with their separate parts and attachments, gearing, dies, office and shop furniture and factory implements, tools of trade and tools used in repairing buildings or machinery, draught animals, harnesses, stable furniture, wagons, carts and trucks, kept for use, and all other fixtures, implements and apparatus, being and intending to include all of the chattels now situate upon said described parcel of real estate, which said parcel of real estate, together with said personal property constitute its factory and plant in the said City of Toronto, used in carrying on its business of manufacturing and dealing in cereal food; also all licenses or letters patent issued by the Dominion of Canada owned and used by said mortgagor in and about its said business or otherwise, and all interest, right or claim of said mortgagor in and to any other letters patent, or in and to any interest, right or claim in any application for letters patent, now or hereafter applied for by the said Company, also all trade-mark or trade-marks registered or otherwise, and all common law trade-name or trade-names used by the said mortgagor in and about its said manufacturing business, including any and everything commonly denominated "good-will," so far as the same relates to the Dominion of Canada; also all plates and designs for labels and cartons, also all the other real, personal and mixed property of which the mortgagor is seized or possessed in the Dominion of Canada. Together with all and singular the tenements, hereditaments, rights, franchises, powers, privileges, immunities and appurtenances to any of the said property belonging or in any wise appertaining, and all the rents, profits, and issues arising or to arise therefrom, and all additions to any of said property when and as the same may be in any manner hereafter acquired, whether the same be for replacing or renewing that now in use or otherwise."

The property is situated on the southeast corner of King Street West and Mowat Avenue, in the City of Toronto, and has a frontage on King Street of one hundred and eight feet four and one-third inches (108' 4 1-3") by a uniform depth of one hundred and twenty-five feet (125'), and there is erected thereon a large three-storey solid brick factory, with a one-storey boiler house in addition. The main building is one hundred feet (100') in length on King Street by forty-three feet (43') on the east side of Mowat Avenue, and the boiler house addition immediately joins the main building on the south and towards the east thereof. The building has a large freight elevator situated immediately to the south of and attached to the main building. On the property is a return tubular boiler, 54' 3" flues, full flush front, with brick setting, and all standard fittings, made by Buckeye Engine Co., Salem, Ohio, and there is also a single eccentric automatic piston valve engine, with 54"x18" belt wheel pulley, made by Taylor Manufacturing Co., Chambersburg, Pa., R. M. Beck's Patent. The factory also contains the necessary working plant for the manufacture of Malta Vita, the well-known cereal food. The factory and equipment are said to be in good condition, and the business is now being carried on and Malta Vita being made therein at the present time in the usual manner.

The property will be sold subject to a reserved bid.

Terms—10 per cent. of the purchase money to be paid down at the time of sale and the balance of the purchase money to be paid within two weeks from the date of sale, after which the purchaser shall be entitled to immediate possession.

For further particulars and conditions of sale apply to the Solicitors of the Mortgagee,

MESSRS. DENTON, DUNN & BOULTBEE,
Solicitors, 20 King Street East, Toronto.

Dated at Toronto this 5th day of December, 1910.

Perfection Computing Cheese Cutter

Made in Canada



Automatic Cutter Cabinet.

A Perfection Computing Cheese Cutter saves its cost in less than a year.

It cuts accurately.

Saves trouble trying to cut accurately with a butcher knife

It prevents the giving of overweight and accumulation of dried-up scraps and crumbs.

The Cabinet protects the cheese cutter and cheese from germ-carrying dust, and is the sanitary way of handling cheese. *Write for Prices.*

The American Computing Co. of Canada
Hamilton, - Ontario

THE COMMERCIAL
CORRESPONDENCE PAPER OF THE DAY

SUPERFINE LINEN RECORD

Put it to every test—then you will positively know

SUPERFINE LINEN RECORD

to be unexcelled for fine Commercial Stationery.

Made in White, Azure and Buff.

Envelopes to match.

WRITE FOR SAMPLES.

The Rolland Paper Co., Ltd.
HIGH-GRADE PAPER MAKERS

General Offices: MONTREAL, P.Q.
Mills at ST JEROME, P.Q.

A New Town Every Week!

The fact that almost every week witnesses the birth of a new town in Western Canada will give you some idea of the enormous commercial possibilities of this Western Canada market. The main wholesale distributing centres in this rapidly growing territory are Winnipeg, Calgary, Edmonton, Regina and Saskatoon.

In each of these cities we maintain large track warehouses. We have a strongly established connection with practically the entire Western wholesale trade and other unrivalled facilities for pushing the sale of all grocery lines.

We solicit enquiries from manufacturers and shippers of such lines in United States, Europe and Eastern Canada with a view to aggressive business. If you are interested, write us to-day for complete particulars.

NICHOLSON & BAIN

Wholesale Commission Merchants

WINNIPEG REGINA SASKATOON EDMONTON and CALGARY

Head Office - Winnipeg, Man.

Good Enough for the Government

E D S

is not good enough for us!

We're not "ag'in the Government," but we DO want you to realize that their standard of purity in fruit preserves is not good enough for us!

"E.D.S." Brand Jams, Jellies and Catsup

are ABSOLUTELY PURE, and contain no dyes, no preservatives and no excess of water; these chemicals are present in many other makes, and yet they are pronounced GENUINE by the Government.

Do you realize the value of this PURITY feature when recommending a line of preserves? You can't say the same of any other Canadian make.

Made only by

E.D.Smith

at his own Fruit Farms,

Winona, Ont.



AGENTS:

N. A. Hill, Toronto
W. H. Dunn, Montreal
Mason & Hickey, Winnipeg
R. B. Colwell, Halifax, N.S.
J. Gibbs, Hamilton

GUNNS



MADE OF THE CHOICEST
VEGETABLE FATS

Satisfies the æsthetic taste of the vegetarian—and the stomach of the dyspeptic.

EASILY DIGESTIBLE—PURE —SWEET—WHOLESOME

GUNNS, Limited
Packers **Toronto**

HAMS

are the cheapest things in the Provision Market to-day and they are well worth the money. Smoked or Pickled. Boned ready for the slicing machine, or cooked ready for the table. We have them and they are right

F.W. Fearman Co.
LIMITED
Hamilton





Talking Points For Grocers and Clerks!

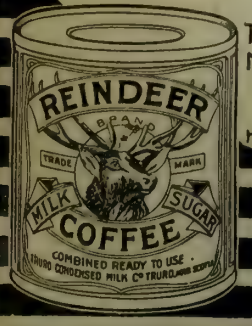
Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



TRURO CONDENSED MILK Co. LIMITED
FACTORIES
TRURO, N.S.
HUNTINGDON, P.Q.



We Wish our Customers and Shippers a Merry Christmas and a Prosperous New Year

The WM. RYAN, Limited

Packing House
FERGUS

70 Front St. East, TORONTO

Poultry Prices are Expected to Hold

A Feeling of Uncertainty in Regard to Supply Prevails, but Up to the Present Nothing Material Has Been Advanced to Show That Markets Will Weaken Under the Brunt of the Trade—Butter, Eggs and Cheese a Little Firmer—Provision Market Does Not Show Much Change.

Excepting a few slight changes the provision market is in about the same position as a week ago. In one market lard recovered slightly owing to an increased demand and temporary shortage of supplies. The market seems to be a little firmer, although in Montreal it is stated that lower prices are expected. However, there is nothing prominent to indicate which way the next movement will go. Untill after the New Year demand is likely to be diverted a little. Lard is, however, in good demand. In the United States market the supply of pork is much in advance of the supply at this time last year. The general feeling seems to be slightly stronger.

Butter shows a little firmness and in some quarters it is believed that higher prices will be quoted before long. The reason given is that the storage stocks are getting lower than expected.

Eggs are causing trouble to the consumer and the sections of the trade. The search for new laids is close, but it is not accompanied by great results. Select storage eggs are up a little and buyers are desirous of some guarantee of wholesomeness.

The honey market is unchanged, cheese is a little stronger and poultry while in good demand is rather uncertain as to price. The trade are wondering just what price will prevail when the great bulk of the Christmas buying is done. Of course prices will be held if possible, but it all depends upon the supplies. If they are scarcer than was expected they will likely go up and vice versa if the supply is plentiful. Jobbers are wondering. The only intelligence to be gathered is a half-hearted hint that the supply is likely to be heavier than has been expected. However, the trade are standing pat.

MONTREAL.

Provisions.—A feature of this department is the weaker feeling in the market for live hogs and prices are expected to decline. The reason for this is the accumulation of the stock on spot and the somewhat limited demand, but now that the cold weather has set in consumption will increase and a more active trade is anticipated.

Pure Lard—	
Boxes, 50 lbs., per lb	0 14½
Cases, tins, each 10 lbs., per lb	0 14½
" " " 5 " "	0 14½
" " " 3 " "	0 14½
Pails, wood, 20 lbs. net, per lb	0 14½
Pails, tin, 20 lbs. gross, per lb	0 13½
Tubs, 50 lbs. net, per lb	0 14½
Tierces, 375 lbs., per lb	0 14
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 10½
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 11½
" 5 " " " "	0 11½
" 3 " " " "	0 11½
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 10½
Tubs, 50 lbs. net, per lb	0 11
Tierces, 375 lbs., per lb	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	28 00
Heavy flank pork, bbl	24 00
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 12½
Large sizes, 18 to 25 lbs., per lb	0 14
Medium sizes, 13 to 18 lbs., per lb	0 15½
Extra small sizes, 10 to 13 lbs., per lb	0 16½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 16
" " " small, 9 to 12 lbs., per lb	0 17
Breakfast bacon, English, boneless, per lb	0 15
Windsor bacon, skinned, backs, per lb	0 15
Spiced roll bacon, boneless, short, per lb	0 16½
Hogs, live, per cwt	7 00
" dressed, per cwt	10 00

Butter.—The market is firm and supplies are just fair. Srocks are said to be down to a point that will not be much more than sufficient to supply local requirements during the coming winter and early spring. This naturally leads one to expect firm future prices. A small amount of separator butter is coming in and proving of a good quality.

New milk creamery	0 26	0 26½
Dairy, tubs, lb	0 22	0 2.
Fresh dairy rolls		0 23

Cheese.—Ever since the closing of the factories and the cessation of navigation there has been quite a weakening in the cheese market. Prices remain unchanged and there is not any likelihood of an increase.

Quebec, large	0 13½
Western, large	0 13½
" twins	0 13½
" small, 20 lbs	0 13½
Old cheese, large	0 16

Eggs.—Fresh eggs are decidedly scarce and the prospects are that there will be higher prices in the near future. Until recently fresh eggs used to be shipped to various parts of the Lower Provinces but now the situation is reversed. There is no surplus even down there to allow of western shipping.

New laids	0 50	0 60
Selects	0 30	0 31
No. 1		0 27

Poultry.—Poultry supplies are none too satisfactory. Turkeys seem to be quite scarce, and have scored a further advance. "There are not as many buyers as there are turkeys," said a dealer, "but it is giving the former some bother to locate the birds in the territory they are covering." No increase in the supply of turkeys is expected and higher prices are looked for.

Chickens	0 17 0 18	Ducks	0 19
Fowl	0 15 0 16	Turkeys	0 22½
Geese	0 13 0 14		

TORONTO.

Provisions.—A slightly stronger feeling is apparent this week. Pure lard is up one-half cent and live hogs are a little firmer. The changes are slight. Smoked breakfast bacon is down another cent to 17 cents. The feeling seems to be as if the market were standing easy after the rapid downward movement of late and that the turning point or at least the bottom is close at hand.

Long clear bacon, per lb	0 12½
Smoked breakfast bacon, per lb	0 17
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12½
Light hams, per lb	0 16
Medium hams, per lb	0 15½
Large hams, per lb	0 15
Cooked hams	0 22
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18
" pea meal	0 18½ 0 19
Heavy mess pork, per bbl	23 00 24 00
Short cut, per bbl	25 00 26 00
Lard, tierces, per lb	0 14
" tubs "	0 13
" pails "	0 13½
" compounds, per lb	0 11 0 11½
Live hogs, at country points	6 50
Live hogs, local	6 90 7 00
Dressed hogs	9 00 9 25

Butter.—The market is steady with a good demand. Prices are unchanged, butter being apparently where it was a week ago.

	Per lb.	
Fresh creamery print	0 27	0 28
Creamery solids	0 25	0 25½
Farmers separator butter	0 24	0 25
Dairy prints, choice	0 21½	0 22
Fresh large rolls	0 21	0 21½
No. 1 tubs or boxes	0 20	0 21
No. 2 tubs or boxes	0 18	0 19

Eggs.—The market is stronger especially for the storage variety. Those who relish good eggs are trying to get them fresh, but the jobbing houses can scarcely find any sources of supply. New laids are already at a high price, but there are very few to be had.

New laid eggs	0 50 0 55
Selects, storage	0 32
Fresh eggs, doz., storage	0 29
Pickled eggs	0 28

Poultry.—The market will be closely followed this week. It is the crucial time for those who have bought largely to supply the poultry demand of the season. They will be able to determine whether they bought wisely or not. There is just a hint of a feeling that supplies are more plentiful than was expected. However, that remains to be seen.

Chickens, dressed	0 13	0 14	Geese, dressed	0 13	0 14
Chickens, live	0 11	0 12	Hens, dressed	0 11	0 12
Ducks, dressed	0 14	0 15	Hens, live		0 10
			Turkeys, dressed	0 20	0 21

Annual Staff Gatherings

The MacLaren Imperial Cheese Co., Ltd., Toronto, held their second annual dinner to the managers and travelers, at the Prince George Hotel, Toronto, on Friday evening last. It was in every way a great success, being attended by the managers and representatives from New York, Boston, Detroit and Philadelphia, along with the Toronto staff and Mr. Johnston of their Woodstock factory. Henry Wright, president of the company, occupied the chair and a splendid menu was amusingly arranged and sumptuously filled with the best of good things. As soon as the dinner was over the happy gathering (as well as the piper who played Scottish airs during the evening) were photographed, to remind everybody present what they had promised.

The president proposed the health of the King, and Harry Bender, manager, New York, proposed the health of the President, to which he fittingly replied, pointing out what good had been derived from the information gained from last year's dinner. The "Traveling Staff" proposed by S. McCoy, Buffalo, was responded to by H. Finlay, manager, Detroit, both speaking of the bright prospects in the States for the coming year. "Our Departments" was proposed by Andrew Wright, manager of the Factory, Toronto, and suitably responded to by R. Cromarty. The "Firm's Future Prosperity" was proposed by R. Johnston, and replied to by W. H. Wilson, the Canadian manager. It was proposed and unanimously

OVER so often in the three hundred odd days which go to make up the business year we have the pleasure of dealing with you. By our attention to every detail, we endeavour to show our appreciation of your commands.

But we rarely have the opportunity of telling you, in a purely personal way, what real enjoyment we derive from selling goods to merchants with whom our relations are always so cordial. It means a great deal to any firm, and we want to assure you that we shall always do our utmost to merit the continuance of this cordiality.

We take this opportunity of wishing you a **Very Merry Christmas** and hope that supreme happiness may be yours during this festive season.

THE
Montreal Biscuit Co.

Manufacturers of the famous Bordo Chocolates.

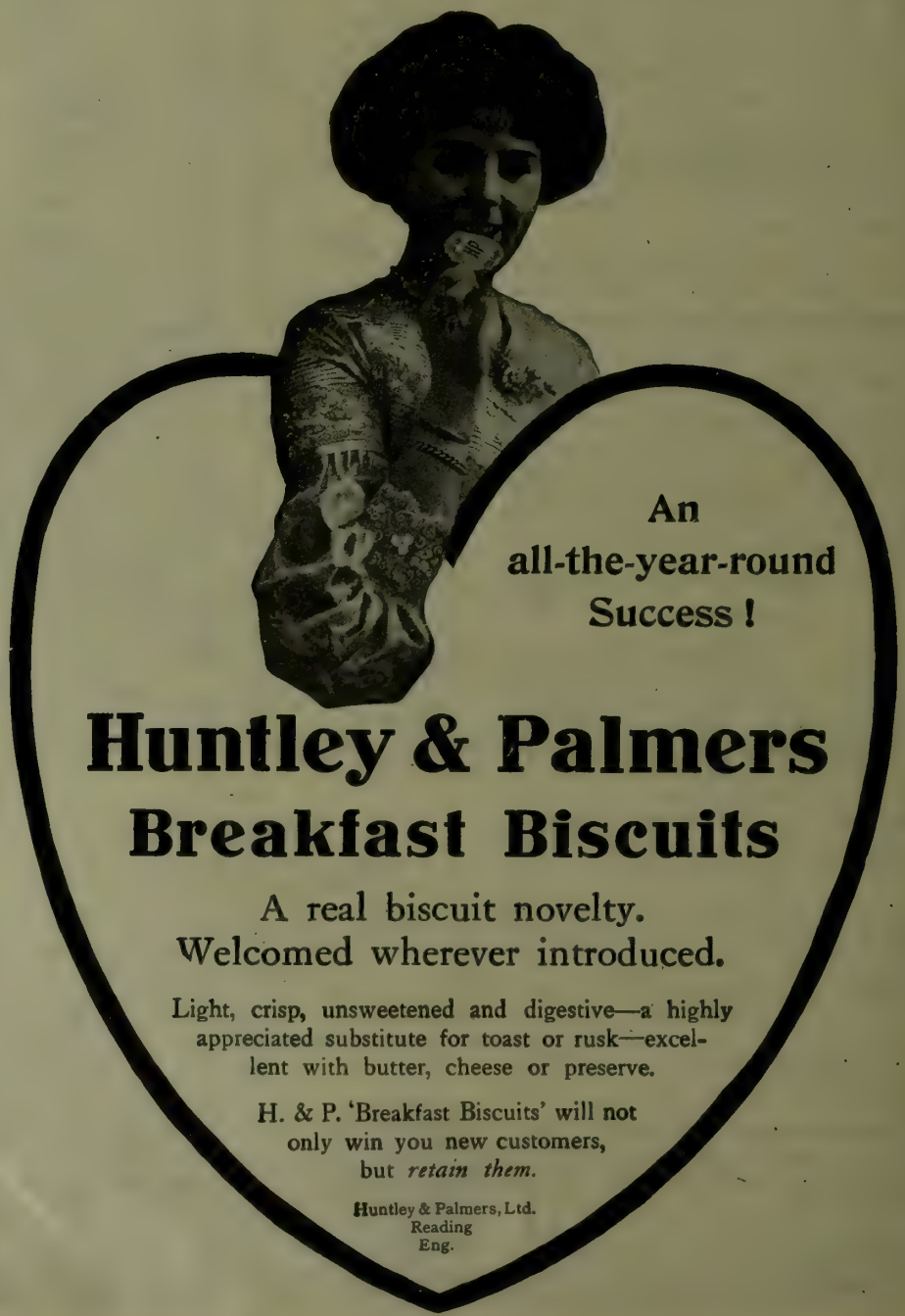
Attracts Trade

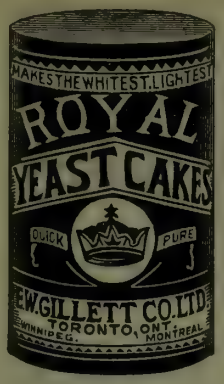


carried that Detroit should be responsible for the dinner next year, and a most enjoyable and successful evening was brought to a close in the early hours of the morning.

Some of the principals of The Canadian Shredded Wheat Co. together with representatives from different parts of Canada met in Toronto on Tuesday and Wednesday of this week for their annual conference and banquet. On Tuesday morning Jno. Hewitt, sales manager for Ontario and Quebec, was presented with a handsome Morris chair, leather covered, as a mark of esteem for his generalship during the past year. Those in attendance were Fred Mason, general manager; T. A. Weese, director of publicity, and Jas. Traverse, traffic and sales manager, all of Niagara Falls; Jno. Hewitt, Toronto; J. H. Duke, Manitoba and Saskatchewan representative; H. Y. Bishop, Maritime Province representative; Philip Carriere, Quebec representative; C. H. Jones, Western Ontario representative; W. C. Jones, Toronto representative; W. C. Hewitt, northern and eastern Ontario representative, and A. Gates of the office staff. The banquet was held on Tuesday afternoon in one of the Robt. Simpson Co.'s private banquet rooms. The tables were appropriately and artistically decorated, among the decorations being sheaves of wheat. Each one present received as a souvenir a gold, sheaf-of-wheat-shaped stick pin. In addition to the Shredded Wheat men mentioned above, C. Norris and F. A. Rowlatt, of Woods-Norris, Toronto, were present at the banquet. On Wednesday morning the conference was continued, and in the afternoon all were entertained at a theatre party.

Jno. Hewitt's territory as sales manager in Canada was increased by the addition of the Maritime Provinces and Manitoba and Saskatchewan.





ROYAL YEAST CAKES



Most Perfect Made.

Royal Yeast has long been acknowledged as the Standard Yeast of Canada. Imitations have been offered to the trade from time to time, all of which have proved failures. Imitation is the sincerest form of flattery. : : :

E. W. GILLETT CO. LTD.

TORONTO, ONT.

Winnipeg **Montreal**



Be helped instead of hindered your accounting.

The McCaskey Account Register System
(First and Still the Best)

will relieve you of your bookkeeping troubles. It will handle every detail of your business from the time the goods are purchased until the money for them is in the bank.

WITH ONE WRITING

Over Sixty Thousand in use. Ask any User! Or write

Dominion Register Co., Limited
90-98 Ontario Street, Toronto, Ont.

Agencies in all Principal Cities.

Manufacturers of Duplicating and Triplicating Sales Books in all varieties.

Clark's Concentrated Soups

(Chateau Brand)

While the usual retailing price of high class soups is 25 cents for two tins, Clark's Chateau Brand is to be retailed at only 10 cents a tin, giving the dealer a good profit.

Jobbers not yet supplied should write at once.

A campaign of general advertising to the public, in newspapers and street-cars, has been started. There will be a large demand for Clark's Chateau Brand Concentrated Soups.

Wm. Clark - Montreal

Manufacturer

Y&S

Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes	M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins	Lozenges

and a full range of

LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY

MONTREAL, CANADA

BISCUITS

from the Old Country

Notice to Grocers and Stores in Canada

McVITIE & PRICE

are now sending regular supplies of their biscuits to Manitoba, Alberta, Saskatchewan and British Columbia.

When you sell **McVITIE & PRICE'S Biscuits** you are supplying your clients with first-class goods, noted for their excellent quality and absolute purity.

All goods packed in hermetically sealed tins.

AGENTS for Manitoba, Saskatchewan, Alberta and British Columbia:

RICHARDS & BROWN, 314 Ross Avenue, WINNIPEG

By Royal  Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON DALE & CO., Ltd.

EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:

The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

CANADA: No better Country



MOTT'S: No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"

brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.

Halifax, N.S.

SELLING AGENTS:

J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary

Flour Market is Temporarily Quiet

Holiday Season is Not Conducive to "Shop Early" Methods in One of the Great Staples—Wide Margin Between Canadian Quotations and the Figure at Which an Export Demand Might be Encouraged—Cereal Market is Firm, and Demand Continues Strong.

The flour market is inclined to be quiet at this season. While it is to a large extent the basis of every meal, and is just as necessary on one day as on any other, still it is overlooked in the accelerated business methods of the festive season. Those in the trade are not looking forward to much improvement for some weeks. There is, of course, the ordinary trade passing, but nothing to stir the millers and their representatives into anything approaching excitement.

A recent despatch from the Old Country states that if the price here is lowered 1s, 3d, there may be a possibility of business, which margin is considerable, and is admitted to actually exist. A drop of 9d or 10d in home flour quotations might prove a stimulant to the demand for export flour.

Some of those in the trade are looking forward to a removal of what they call an evil of two or more years' standing. When a contract for flour is entered into, it is, according to one authority, a custom to fix the price. That is the purchaser demands that the flour be sent to him just as he needs it. a car now and then, or whatever may be necessary. First patents are now selling at $5.40. Suppose it is agreed that all the flour shall be delivered to him at that price. In the meantime flour goes up, but the miller has to stand by his bargain. After a time flour may drop below the contract price and the purchaser demands that the flour he needs then be quoted at the reduction. This is mentioned as a rumor that is heard here and there, but whether it will ever develop beyond that stage remains to be seen.

The opinion in regard to prices seems to be that the present quotations are likely to hold for a while. The tendency is now mentioned as downward, although no particular weakness is noticeable.

Rolled oats are apparently pretty firm. Te demand is good, prices seem to be steady, the season is favorable, and trade is satisfactory. Lower prices are not likely, and if there is any tendency at present, it seems to be upward.

MONTREAL.

Flour.—The market for winter wheat patents may be a shade firmer here, yet things are not so bright as they were a few months ago.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl		5 60
" straight patents bbl		5 10
" strong bakers		4 90
" second "		4 40

Rolled Oats. — Prices remain unchanged this week, and the market is firm. There is no great volume of business passing, the demand being only for small lots to fill actual wants.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated "	2 40
Bolted cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb	2 15
" barrels	4 55

TORONTO.

Flour — The market here is rather quiet. Dealers are not expecting very much as the result of the season, and apparently their expectations are being realized. There is the usual steady trade, but beyond that nothing that is likely to cause a flurry.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Cereals.—There is a steady feeling in the rolled oats market. Prices are unchanged, the market is firm, and no weakness is apparent. The character of the market is rather strong.

Rolled oats, small lots, 90 lb. sacks	2 20
" " 25 bags to car lots	2 10
Standard and granulated oatmeal, 98 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. brls	2 85
" " 5 brls. to car lots	2 75

There is a proprietor of a certain store, a man of most excitable temperament, who is forever scolding his clerks for their indifference in the matter of possible sales.

One day, hearing a clerk say to a customer: "No, we have not had any for a long time," the proprietor, unable to countenance such an admission, began to work himself into the usual rage. Fixing a glassy eye on his clerk, he said to the customer:

"We have plenty in reserve, ma'am; plenty downstairs."

Whereupon the customer looked dazed; and then, to the amazement of the proprietor, burst into hysterical laughter and quit the shop.

"What did she say to you?" demanded the proprietor of the clerk.

"We haven't had any rain lately."

Never discard a business suggestion unconsidered because of its source. Consider it on its merits and without bias.

People who know something about it, say that more failures are caused by over-buying than by any other one thing.

Personal work with customers will do more to tie them fast to your store than any form of printed advertising, but don't limit yourself by going no farther than you can go by personal work.



Mooney's
Perfection
Cream
Sodas

are known for their lasting crispness. They ALWAYS reach you in perfectly fresh condition because we make it a point of honour to ship only stock that will increase the goodwill of our customers.

The MOONEY
Biscuit & Candy Co.
Limited
FACTORIES AT
Stratford, Ont. Winnipeg, Man.



MAPLEINE
(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.
26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Flour and Cereal Markets Higher in 1909

Resume of Past Two Years Show That Flour, Rolled Oats and Rolled Wheat Have Not Been So High in 1910 Than During the Previous Year—Influence of Crop Reports in June and July Plainly Visible in Changes.

In reviewing the flour market from the standpoint of price variation during the past two years a certain similarity is noticeable. In each year the price of the first patents started up the scale, reached a certain height and then began their return movement, varying but slightly. In this comparison first patent flour on a Toronto basis is considered.

Reference in detail is scarcely necessary. The reader can easily follow the movement. The influence of the crop reports during June and July of the present year is plainly apparent. The price of flour went from $5.30 to $6.20 before a retrograde movement was felt. While flour is a little higher in price than at this time twelve months ago, it is much lower than at the opening of 1909. The price movement will be followed with interest during the coming year. Grocers should preserve this list as they have been taken from the files of the last two years and represent the prices they have to pay. It will then be an easy matter to make comparisons and possibly to form an opinion upon the situations in the future market.

1910.	1909.
Jan. 7.—5.20-5.30	Jan. 7.—5.70-5.80
Jan. 14.—5.50-5.60	Jan. 29.—5.50-5.60
Feb. 4.—5.70	Feb. 19.—5.70-5.80
Apr. 29.—5.60	Apr. 16.—6.00
May 6.—5.40-5.50	Apr. 23.—6.10
June 3.—5.30-5.40	Apr. 30.—6.10-6.20
July 1.—5.40-5.50	May 14.—6.10-6.30
July 8.—5.60	June 11.—6.40
July 15.—5.80	Aug. 13.—6.00-6.20
July 22.—6.20	Aug. 27.—5.70-5.75
Sept. 9.—5.90	Sept. 3.—5.50-5.60
Sept. 23.—5.70	Oct. 1.—5.20-5.30
Nov. 11.—5.60-5.70	Nov. 11.—5.20-5.30
Nov. 25.—5.40-5.50	Nov. 25.—5.20-5.30

Fluctuations in Rolled Oats.

Rolled oats are quoted lower than at the opening of the present year and the price at the opening of 1909 was higher still than the present quotation. The range of the changes during the past two years has not been very wide. At the same time the past is admitted a good year in rolled oats. The following comparisons are Toronto prices in 90 lb. sacks.

1910.	1909.
Jan. 7.... 2.30	Jan. 1.... 2.50
Jan. 28.... 2.40	Feb. 26.... 2.60
Mar. 11.... 2.30	May 28.... 2.90
Mar. 25.... 2.20	Aug. 6 2.65
Apr. 8.... 2.00	Aug. 20.... 2.50
May 20.... 1.90	Oct. 15.... 2.40
May 27.... 2.00	Nov. 26.... 2.30
July 22.... 2.30	Dec. 2.... 2.20
Aug. 5.... 2.45	
Sept. 23.... 2.20	
Sept. 30.... 2.25	
Oct. 28.... 2.05	
Dec. 2.... 2.20	

Changes In Rolled Wheat.

As will be seen in the following list the price of rolled wheat is exactly where it was two years ago. The price has soared almost a dollar above that price but the average has not been high. On the whole the cost of living that receives so much attention these days can hardly be attributed to flour or either of the cereals referred to. Manufacturers have from time to time spoken favorably of the market and it is understood that the past year has been favorable from a financial standpoint. These prices are for 100 lb. bags:

1910.	1909.
Jan. 7.... 3.05-3.15	Jan. 1.... 2.85
Jan. 28.... 3.10	Mar. 26.... 2.80
May 13.... 3.00	Apr. 23.... 3.00
July 29.... 3.10	May 14.... 3.25
Sept. 23.... 2.85	May 28.... 3.75
	June 25.... 3.70
	Aug. 6.... 3.60
	Aug. 13.... 3.50-3.70
	Sept. 3.... 3.25-3.50
	Oct. 1.... 3.00-3.25
	Oct. 15.... 3.00
	Nov. 19.... 3.05-3.15

A recapitulation of the three markets demonstrates that the highest price of flour in 1909 was $6.40 in June, while the highest figure in 1910 was $6.20 in July. The lowest in 1909 was $5.20 and in 1910 the same.

In 1909 the highest quotation in rolled oats was $2.90 in May and in 1910, $2.45 in August; the lowest in 1909 was $2.20 and in 1910, $1.90.

Rolled wheat reached $3.75, its highest figure in 1909 in June and August; in 1910 the highest price was $3.15 in January. The lowest during the former year was $2.80 and in 1910 so far $2.85.

Successful Men as Leaders

By W. C. Freeman.

Every man who goes into business of any kind goes into it to make money. Some men succeed; others fail, while others plod along in a mediocre way, making a living only, but they always try to follow their more fortunate competitors.

This law of average applies in all lines and the same reason governs all cases.

Analyze the great successes in various lines in this country to-day and you will find that back of each success are earnest, capable business men and steady advertisers. Their business grows every year. They make every effort to go forward. They are never satisfied.

In every community there are one or two merchants that set the pace—they are usually the inspiration for the whole community. Other merchants say—"If So-an-so has succeeded, why should not I?"

A man who is struggling toward success with the right ideas is never envious of the man higher up. On the contrary, he will study the things that have made the man higher up successful, and will try to improve on some of the things he has done to attain success.

A gentleman who went into the retail business some months ago sat around a luncheon table with other business men, and they asked him how he liked the retail end of the business.

He replied that he liked it very much and thought there was a great future ahead of him if he followed the example of the successful merchants in his city.

They asked him the names of men whom he regarded as being successful merchants and he told them, but he did not mention any of the men who sat around the table, although they are in a measure successful.

One of the merchants this young man had in mind is over seventy years of age, but he is still on the job every day, is constantly trying to improve every department in his big shop — never content — always reaching higher up, and I might add always advertising. There is never any let-up in that.

It will pay every merchant in every community to follow the lead of the successful men. The greatest help, however, in climbing the hill of success is that help which is given by clean, reliable advertising.

N. S. GUILD DISBANDS.

Trouble Due to One Member Who is Claimed to be a Retailer.

Halifax, Dec. 22.—The Nova Scotia branch of the Dominion Wholesale Grocers' Guild have disbanded. The cause for this action is due to the fact that the members did not think one of their number was living up to his obligations. It is stated that he was interested in a retail business as well as wholesale and for that reason, they claim, was instrumental in causing dissatisfaction.

The Guild held a meeting recently and decided to disband for the present, the same taking effect on Dec. 15. A reorganization is possible.

Calgary, Alta., is priding itself, and justifiably too, on the number of wholesale houses in different lines of business that are locating and seeking location there. Letters are received every week by the board of trade from houses seeking information.

W. A. Knight has purchased the grocery business of Geo. Foster, 814 Bloor St. West, Toronto.

All the business that will come to you, if you simply sit down and wait for it, will never keep you out of the poorhouse.

THE BANK OF MONTREAL

Proceedings of the 93rd Annual Meeting of Shareholders.

The 93rd annual general meeting of the Shareholders of the Bank of Montreal was held yesterday at noon at the Board Room, at the bank's headquarters.

There were present: Messrs. D. Morrice, H. V. Meredith, C. R. Hosmer, James Ross, Sir William Macdonald, Sir Thomas Shaughnessy, Sir Edward Clouston, R. B. Angus, E. B. Greenshields, Hon. Robert Mackay, A. Baumgarten, E. Rawlings, C. J. Fleet, K.C., R. S. David, A. Piddington, John Patterson, W. A. Murray, H. Joseph, J. T. Ross, James Alexander, W. B. Blackader, William Stanway, William H. Evans, William Agnew, John Taylor, W. R. Miller, C. Meredith, C. Simpson Garland, G. F. C. Smith, C. J. Doherty, M.P., James Kirby, K.C., James Skeoch, Henry Dobell, M. S. Foley, C. H. Cahan, K.C., P. R. Gault, P. F. McCaffrey, Dr. Gardner, John P. Knight.

On motion of Mr. D. Morrice, the President, Mr. R. B. Angus, was requested to take the chair.

It was then moved by Mr. C. J. Fleet, K.C., seconded by Mr. A. Piddington, that Messrs. G. F. C. Smith and William Stanway be appointed to act as Scrutineers, and that Mr. James Aird be Secretary of the meeting. This was carried unanimously.

THE ANNUAL REPORT

Sir Edward Clouston, Bart., the General Manager of the Bank, was then called upon to read the annual report of the Directors to the Shareholders at their 93rd Annual General Meeting, held 5th December, 1910:

The Directors have pleasure in presenting the Report showing the result of the Bank's business for the year ended 31st October, 1910.

Balance of Profit and Loss Account, 31st October, 1909		$ 603,796 30
Profits for the year ended 31st October, 1910, after deducting charges of management, and making full provision for all bad and doubtful debts		1,797,992 81
		$2,401,789 11
Dividend 2½ per cent. paid 1st March, 1910	$360,000 00	
Dividend 2½ per cent. paid 1st June, 1910	360,000 00	
Dividend 2½ per cent. paid 1st Sept., 1910	360,000 00	
Dividend 2½ per cent. paid 1st Dec., 1910	360,000 00	
		1,440,000 00
Balance of Profit and Loss carried forward		$ 961,789 11

Since the last Annual Meeting Branches have been opened at Barton-Victoria Street (Hamilton), Penticton, B.C., High River, Alta., Perth, N.B., and Prince Rupert, B.C.

The Branches at Andover, N.B., and Warsaw, Ont., have been closed.

With deep regret the Directors have to record the death of their esteemed President, the Hon. Sir George A. Drummond, K.C.M.G., C.V.O., who had been a member of the Board for upwards of twenty-eight years. During that period he served as Vice-President for nineteen years and President for five years.

Mr. R. B. Angus was elected to succeed him as President, and the vacancy on the Board has been filled by the election of Mr. H. V. Meredith.

All the Offices of the Bank, including the Head Office, have been inspected during the year.

Bank of Montreal,
5th December, 1910.

R. B. ANGUS, President.

THE ANNUAL STATEMENT

The annual statement of the position of the Bank at 31st October was read as follows:—

LIABILITIES.

Capital Stock		$ 14,400,000 00
Rest	$12,000,000 00	
Balance of Profits carried forward	961,789 11	
	$12,961,789 11	
Unclaimed Dividends	1,855 51	
Quarterly Dividend, payable 1st December, 1910	360,000 00	
		13,323,644 62
		$27,723,644 62
Notes of the Bank in circulation	$14,502,591 00	
Deposits not bearing interest	43,425,978 33	
Deposits bearing interest	154,117,878 17	
Balance due to other Banks in Canada	122,238 37	
		212,168,685 87
		$239,892,330 49

ASSETS.

Gold and Silver coin current	$10,202,147 00	
Government demand notes	11,596,613 50	
Deposit with Dominion Government required by Act of Parliament for security of general bank note circulation	600,000 00	
Due by agencies of this bank and other banks in Great Britain	$11,414,749 69	
Due by agencies of this bank and other banks in foreign countries	5,790,898 87	
Call and short loans in Great Britain and the United States	61,918,750 00	
	79,133,398 56	
Dominion and Provincial Government Securities	1,498,344 07	
Railway and other Bonds, Debentures and Stocks	18,884,975 07	
Notes and Cheques of other Banks	4,849,328 12	
		$126,764,806 32
Current Loans and Discounts in Canada and elsewhere (rebate interest reserved- and other assets	$112,087,981 86	
Bank Premises at Montreal and Branches		600,000 00
Debts secured by mortgages or otherwise	231,424 79	
Overdue debts not specially secured (loss provided for)	208,117 52	
		112,527,524 17
		$239,892,330 49

Bank of Montreal,
Montreal, 31st October, 1910.

E. S. CLOUSTON, General Manager.

THE PRESIDENT'S ADDRESS.

The President, Mr. R. B. Angus, then moved the adoption of the report, seconded by the vice-president, Sir Edward Clouston.

In moving the adoption of the report the president said :—

"With your permission, gentlemen, I move the adoption of the report just read.

"On this occasion we recall the fact that at last annual meeting of the shareholders the president was unable to attend, because of illness, which, unfortunately, and to the great regret of his colleagues, resulted in his demise on the 2nd of February last. Sir George Drummond occupied a most distinguished position in the business community ; and the shareholders of this bank may well entertain a grateful appreciation of his services as president and of his work in the Senate, where his intelligent and patriotic efforts were largely devoted to the protection and development of the banking interests of the Dominion.

"To fill the vacancy created by the death of Sir George it was deemed advisable that I should, for a time, occupy the chair ; and consequently I was elected to the presidency on the 22nd of July—while the directorate was at the same time strengthened by calling the Assistant General Manager, Mr. H. V. Meredith, to a seat at the Board. The expansion of business in recent years vindicates the expediency of this latter arrangement.

"The period under review has been marked by almost unbroken prosperity. The bounteous crops harvested during preceding years had raised the expectations of our farmers and excited the attention of intending immigrants, and although the bright prospects of the present season were somewhat dimmed by the excessive drought of June and July, causing partial failure of the wheat crop in some districts of the West, the actual result has proved more favorable than was then anticipated. The latest estimate of the harvest from the Western grain fields, by parties well qualified to judge, gives a yield of

95 million bushels of wheat
128 million bushels of oats
25 million bushels of barley and flax

which under the conditions existing may be regarded as fairly satisfactory.

"We are naturally most interested in the outcome of the young and rapidly-growing country, for to it belongs the future. Still it may be long before it overtakes the productiveness and wealth of the older provinces, which in their undeveloped resources, timber, minerals and arable lands, afford abundant opportunities for expansion and settlement.

"On the first intimation of injury to the growing crops in the West the confidence of the eastern merchants and manufacturers was somewhat shaken, but the curtailment of business activity which followed was only temporary in its character and soon gave way before more hopeful indications. Business quickly revived and has continued good throughout the year.

"One notable feature may be remarked, that the Western people, farmers and settlers and tradesmen, shewed little sign of depression under the circumstances. The unusually dry season might serve as a warning to more careful tillage of the soil, but could not disturb the prevailing hopefulness and contentment. The agricultural results in

the eastern provinces of the Dominion were upon the whole quite gratifying.

"Immigration from Europe and the United States of America was on an extensive scale, no less than 300,000 to 350,000 being the estimated number of arrivals during the season, enriching the country by valuable contributions in property and money and still more by additions to the agricultural population. Such an unprecedented influx of new settlers to a comparatively small community, many of them experienced farmers, could not fail to have a stimulating effect upon all the commercial interests of the country. The extraordinary expenditures on railway construction and other public works also largely contributed to this result. The rapid growth of all industrial enterprises no less than the great and profitable expansion of agricultural operations, together with the opportunity of acquiring unoccupied land, render Canada a popular field for the employment of European capital. Important transfers of money to this country are of daily occurrence and especially from England, where political and financial unrest has induced many people to seek new avenues for investment.

"Contributions through the Stock Exchanges and money markets of Europe to the financial enterprises of Canada have been extremely generous of late and it is eminently desirable that the confidence thus displayed should not be abused. Some offerings have been made, it is feared by over sanguine promoters whose statements it would be hard to justify, and in relation to schemes where the advantages to buyers are not quite apparent. It might be well to consider that, while money seeking investment is much more abundant in some countries than it is with us, there is seldom much lack of capital here for participation in enterprises that are unquestionably sound. Our friends abroad might reflect that a home market, especially in the case of industrial securities, will generally furnish some indication of values.

"In the earnings of the railways, the output of factories and the large volume of commercial transactions there is evidence on every hand of widespread and almost universal prosperity throughout the land. The statement of the Bank's affairs now submitted shows that this institution has participated to a considerable extent in these advantages: the net profits have been fair, about the same as last year, and would have been more ample had not the Bank met an unfortunate complication through the error of an agent and the failure of a foreign bank. The earlier rumors concerning this matter were much exaggerated and to the best of our knowledge the ultimate loss has been fully provided for.

"I leave the General Manager to comment upon the annual exhibit and the more technical aspects of the situation but may here state that the accounts, cash and securities of the bank nave been examined and verified by the inspecting officers and by committees of the Board. The organization of the bank is believed to be in excellent condition, and, as is customary in this institution, the reserves have been maintained at a very high standard of safety.

"In reference to a question that has exercised the minds of some of our friends, who marvel that the bank premises account remains at the comparatively modest figure of $600,000 while the known expenditures under that head have of late years been unusually large; the fact is, as stated, the explanation being that the directors have been indisposed to burden their assets with any large item that could not be promptly converted into cash; and they have consequently charged directly against revenue the entire expenditure connected with the building, extension and maintenance of the bank's premises; these amounts have been considerable, owing to the necessity of opening branch offices in new settlements and enlarging facilities at important centres where business has outgrown the existing accommodation.

"The directors are, however, of opinion that the call for extraordinary outlays of this nature has almost passed and that such charges will hereafter cease or greatly diminish.

"It is unnecessary that I should attempt to give a specific account of the various industries of the country, but in reference to the more important natural products it may be noted that the lumber business has been fairly good in the east, and unusually active on the Pacific Coast. Exports to the United Kingdom have not been as large as in former years, but have been offset by the greater home demand.

"The wood pulp mills have found a good market for their product, notwithstanding adverse duties in the United States.

"There has been a wholesale falling off in the exports of produce from this port during the past season of navigation, owing partly to decreased production, and also largely to increased home consumption.

"A marked decline in the exports of live stock, which was observable during the last few years, and was probably to be accounted for by the requirements of new and expanding settlements and the home consumption of a growing population, seems now to be checked. It was natural to suppose that in view of our unequalled facilities for cattle raising the condition would only be temporary, and it is gratifying to find a change for the better has set in—the shipments, especially from the West, having largely increased.

"A true index to the rapidly increasing trade of the country may be found in the combined imports and exports of the past fiscal year, which amounted to the big total of $693,211,221, as compared with $571,268,767, showing an increase of $121,945,454 over the previous year.

It is to be noted, however, that the excess of imports over exports is increasing; the government revenues are buoyant, but Canada's borrowings from Europe are very large, and will doubtless continue so, while expenditures for railway building, the improvement of navigation and for the legitimate needs of growing municipalities are maintained on the present extensive scale.

With regard to trade, the wholesale dry goods houses report that business during the past year has been exceedingly good, and payments have shown a fair average, while failures have been rare. The same remark applies to groceries, iron and hardware trade, leather, boots and shoes, and other branches.

"I am aware these are but running comments, and to give any adequate description of the season's results would call for a review from the Atlantic to the Pacific. With our partial shortage of crop in the Western Provinces, we have one reassuring view exemplified this season, namely, that with the newly developed territories, the field is now so extensive that what affects one part of the country adversely or otherwise, is unlikely to induce similar conditions elsewhere. Even the visitation of the drought was by no means uniform. The weather was so capricious that the injury from that source occurred in widely separated spots, and the result of the harvest, although less than anticipated, was yet immense, considering the small population which has to share its benefits.

"We are, therefore, safe in saying that the country as a whole has undoubtedly experienced a fair degree of prosperity throughout the year, and no doubt need be entertained as to its continued and rapid growth in wealth and population; if, however, we are to realize our best expectations, we must carefully avoid undue inflation. In some districts there has been excessive speculation in town and village properties, but the movement already shows signs of languishing, while farm and fruit lands maintain their value or steadily appreciate.

"Money has been very abundant throughout the year, and from a lender's point of view the rates of interest, except for a brief period, have been abnormally low, thus rendering it difficult to employ our surplus funds to advantage in London or New York, where short or call loans are readily available. But this department of the subject will be left to the General Manager, Sir Edward Clouston, who seconds the adoption of the report."

The conclusion of the President's address was greeted with applause by the meeting.

SIR EDWARD CLOUSTON.

In seconding the adoption of the report, Sir Edward Clouston said:—

"In my address last year I made the remark that I should be very much disappointed if we did not make a better showing of profits during the year we have just passed through, and, though I did not say it, I had in my mind that I might be able to suggest to the directors that it was time to do something for our shareholders in the way of a bonus. Unfortunately my anticipations were not realized. Our profits show $28,000.00 less than last year.

"The general statement, as you see by the copies you hold in your hands, is a strong one, and exhibits the steady progress the Bank is maving. For the first time in our history our circulation exceeds our capital, and we were obliged to make use of the emergency circulation authorized by the Government.

"Our deposits have increased $18,000,000, but this does not fairly show the actual increase in our regular deposits, as last year we had some large special deposits which were withdrawn during the year. Our readily realizable assets, that is our reserves, are about the same, though they show a slight decrease in percentage to our liabilities. The amount of money employed outside of Canada has been reduced $14,000,000. Fault has been found with us by critics who have not given sufficient consideration to the subject for keeping such large balances in other countries, but experience has taught us that it is not on-

ly safer for the Bank but for Canada, that we should hold large reserves which we can draw on in case of necessity without disturbing financial conditions in our own country. The important position of the Bank of Montreal in the financial fabric involves the keeping of a large portion of our assets in a form immediately available for conversion into cash. Our responsibilities in this respect force us to be content with a very low return on the money we lend on call in London and New York, a return, which for long periods during the past year was little better than 2 per cent. at either centre, and taxes to come out hf that. It is not to be supposed that we would ignore the superior advantages of a 5 per cent. call rate in Canada, could we employ $10,000,000 or $20,000,000 here, with the certainty that we could get it back on three hours' notice any day we wanted it.

Of the increase in our investments, $5,000,000 is accounted for by the purchase of a municipal issue which has been largely disposed of since the close of the statement.

"Our loans and advances have increased $21,000,000, and call for no special comment, except that they evidence that we are doing our share in assisting the development of our rapidly growing country.

"The present session of parliament will see introduced legislation of importance to bankers, as our charters come up for the usual decennial renewal. Though the Bankers' Association has not been taken into the confidence of the government about any proposed alterations or amendments, I think it hardly likely that there will be any great change. The Act is a very good one as it stands, is thought well of by financial authorities in other countries, and answers admirably the requirements of our own. When trouble arises it is apt to be condemned by unthinking critics, but it is not the fault of the Act but of those who work under it, and no amount of legislation will guard against the fallibility of the personal factor and keep men from being fools or knaves.

"The President has spoken on the general trade of the country, which may be characterized as satisfactory, with a promising outlook. There is possibly too much real estate speculation in some sections of the country, and municipalities are borrowing rather heavily; the greater part of it, however, is quite legitimate, arising from the rapid growth of the newer cities and towns throughout the west.

To them flows the ever increasing tide of our immigration, which, from the best figures at present available, will this year number over 300,000 souls. The quality of this immigration is admittedly high, and when one considers that it represents in a single year about 1-20 of the country's population, it is well that it is so. To this influx of population, as well as to the greatly increased prosperity of the people, is probably due the fact that while our production of such food-stuffs as butter, eggs, cheese, etc., has increased during the present twelve-month, the exports of these products have declined, indicating a large home consumption.

"As regards the general prospect, in the older countries there seem to be at least enough pessimists to counterbalance the optimists. In Canada we have many of the latter, and few of the former—too few, perhaps, at times, to sufficiently regulate our youthful exuberance. It might be well to remember that the prosperity we have enjoyed may be largely due to a continuity of policy and a disposition to employ experience rather than theory as the basis for the conduct of our affairs. Such principles have made us self-reliant, and seem best calculated to ensure our future progress and permanent stability." (Applause.)

After the usual resolutions of thanks were passed, the retiring Board of Directors were re-elected as follows:

Messrs:—R. B. Angus, A. Baumgarten, Sir Edward Clouston, Bart, E. B. Greenshields, C. R. Hosmer, Sir William C. Macdonald, Hon. Robert Mackay, H. V. Meredith, D. Morrice, James Ross, Sir Thos. Shaughnessy, K.C.V.O., Rt. Hon. Lord Strathcona and Mount Royal, G.C.M.G., G.C.V.O.

OFFICERS ELECTED.

At a meeting of the Directors held later the Right Honorable Lord Strathcona and Mount Royal, G. C. M. G., G.C.V.O., was elected Honorary President of the Bank, Mr. R. B. Angus President, and Sir Edward Clouston, Bart., Vice-President.

Tillson's Pan-Dried Oats

A Food—Not a Fad



Have solved the Breakfast Food Problem for every class of customer you supply—they are the "best possible" alike for cottage and mansion.

And you'll find it well worth while to feature TILLSON'S OATS, because our extensive consumer and bill-board advertising is creating an unprecedented demand for this favourite cereal.

Better send along that order NOW!

Canadian Cereal & Milling Co., Ltd.

Head Office:—Lumsden Building, TORONTO

Put up in Two Sizes
Premium Family Package
Retails at 25c.
Pan-Dried Package
Retails at 10c.



"All Aboard!"

This Traveler Sells

Anchor Brand Flour

Hence the pleasant smile; satisfies both the dealer and the housewife. 26

Bakers, "Get on board!"

LEITCH ANCHOR BRAND OAK LAKE

Manfd. by LEITCH BROTHERS FLOUR MILLS, OAK LAKE, MAN.

Keep in mind the dominant fact that mankind from its first appearance on the earth has been schooled by nature to look for signs; for invitations to taste; for suggestions as to what to wear. Tell your story briefly, forcibly, truthfully, and address it through the proper media and you can successfully apply advertising as a means to increased distribution.

NO CHEMICALS are used in the manufacture of

EPPS'S COCOA

Epps's flavour is the natural flavour of fine cocoa, and is cocoa as it should be.

Epps's

'MILENIA MILK CHOCOLATE'

Melts in the mouth with a delightful smoothness and a lingering delicacy of flavour.

MADE WITH FULL-CREAM MILK.

Special Agents: C. E. COLSON & SON, Montreal

Nova Scotia: E. S. ADAMS, Halifax. Manitoba: BUCHANAN & GORDON, Winnipeg

TRY A

Condensed Ad

IN

Canadian Grocer

YOUR BISCUIT TRADE!

Good Biscuit Condition is as essential to successful selling as good Biscuit Quality, and condition and quality are the leading features of

'WHITE LILY' Brand Cream Sodas

They are noted for their purity, crispness and delicious flavour, and will be found a very profitable line to handle. Put up in 20 lb. tins, 30 lb. boxes and in ½ or 1 lb. packages. Start a new era of profit-making TO-DAY by featuring 'Havelock Lunch,' 'Cottage Mixed,' 'People's Fancy,' 'Marshmallow' and 'Jam-Jams'—all WHITE LILY BRAND BISCUITS.

J. A. MARVEN, Limited, - Moncton, N.B.

NORTHERN ONTARIO MERCHANTS

The

Season's Greetings

The Young Company, Limited, NORTH BAY and SUDBURY, Ontario.

You Don't Want a Flour That's Dead White

Why not?

You see, Mrs. Buyer, the right colour for strong flour is an *even creaminess.*

Not dark, nor yellow, nor even white.

But just the healthy, delicate creamy complexion you always find in, say, FIVE ROSES.

It's "bleached" flour that's dead white, *unnatural* white.

Hardly the kind YOU want!

Now FIVE ROSES is *not* bleached, Madam.

This I guarantee most absolutely.

What's more, this is the only big-mill flour I know of which it can be truly said *it was never bleached.*

Bread with that glow of health, rich in nutriment, easy digested.

Pastry that melts, satisfies, leaving no regrets.

Yours in every pound of FIVE ROSES.

You say you will take a whole barrel?

Well, it's a mighty good beginning.

Five Roses

Packed to suit your trade—barrels and halves
Bags of 7, 14, 24, 49, 98 pounds
Ask your Jobber

WISHING THE TRADE

A MERRY CHRISTMAS

AND A

PROSPEROUS NEW YEAR

McWILLIAM

Mc. AND E.

EVERIST

25-27 CHURCH ST. TORONTO

are Largest Receivers

St. Nicholas Home Guard

PACKER:
FRANC TRACUZZI

We wish you all A Merry Xmas and a Prosperous 1911

AGENT:
J. J. McCABE, Toronto

Puck

Christmas Fruit Trade at its Height

Heavy Demand for Oranges, Cranberries and Specialties for the Season—The Ordinary Trade Has Been Good—Potatoes are Firm—Demand for Malaga Grapes Has Sent up the Price—Volume of Trade this Year Is Expected to be Well up to Average.

It is not expected that the present Christmas season will show any decrease in comparison with other years. The total amount of trade should reach a big figure. There is a feeling of prosperity abroad, expressing itself in many ways and as far as can be learned the fruit dealers have been experiencing it to their satisfaction. The present trade runs into a special groove, the demand being for particular goods such as oranges, apples, nuts, grapes, etc. On the whole of course the general demand is good, but on some lines there is a big increase in sales. Business in special imported small vegetables is good for this time of the year, they being of course limited.

MONTREAL.

Green Fruits.—There is a brisk trade passing in all lines of green fruits and though the high prices prevailing curtail the demand to a certain extent, dealers are satisfied. There is a slight drop in Florida pineapples, while the supply of plums is short.

Apples, bbl.	5 00	6 00
Bananas crated, bunch	2 00	2 25
Cranberries, bbl.	10 00	12 00
Cocoanuts, bags.		4 25
Cali. Malagas		2 00
Lemons	3 00	4 50
Holly, case		4 00
Wreaths, bale		1 65
Oranges—		
California, late Valencias	4 00	5 00
Pineapples—		
Floridas, case	3 75	4 25
Plums, crate	2 00	2 25
Pears, bbl.	7 00	10 00

Vegetables.—"We do not expect that there will be any great volume of business doing this Xmas. Things are all very high, but still we are optimistic about the New Year's trade. We expect a good move in the market about then," said a dealer.

There is a scarcity of leeks and prices are on the ascent. Both lettuce and spinach and radishes have gone up, no doubt due to a large amount of the crop being frozen.

Beans, American basket		12 00
Beets, bag	0 75	0 90
Carrots, bag	0 75	0 90
Cabbage, doz.	0 40	0 50
Cabbage, bbl.	1 00	1 50
Celery, crate	4 00	4 25
Cauliflowers	1 50	3 00
Cucumbers, doz.	2 00	2 50
Garlic, 2 bunches		0 25
Green Peppers. small basket		0 75
Green Peppers, large basket		2 50
Leeks, doz	1 75	2 00
Lettuce—		
Curly lettuce, box	1 30	1 60
Boston, box		2 75
Onions—		
Spanish, cases	2 75	3 00
Red, bag		1 25
Potatoes, bag	1 00	1 10
New Bermuda Potatoes, lb.		0 07
Sweet potatoes, basket		1 85
" " bbl.		4 00
Parsley, dozen	0 75	0 80
Parsnips, bag	1 00	1 25
Radishes, dozen bunches	0 60	0 75
Spinach, bbl		5 50
Tomatoes, crate		4 00
Tomatoes, hot-house, lb.	0 35	0 40
Turnips, bag	0 75	0 90

TORONTO.

Green Fruit.—Dealers have been pretty busy this week with the demands for Christmas trade. They have been showing a fine general stock of fruit and as before stated, if the people do not receive the quantity they were looking for, it is not the fault of the jobbers. A big run on oranges is expected and already a great quantity has been passed out to the retail trade.

Apples, bbl.	3 50	6 00
Apples, box	2 00	2 50
Bananas	1 50	2 00
Citrons, doz.	0 60	0 75
Cocoanuts, sack	4 00	4 50
Cranberries, bbl	9 00	11 50
Cranberries, case		4 00
Grapes, case		2 25
Malaga bbl.	5 00	6 50
Almeria, bbl.	5 00	6 50
Grape Fruit—		
Florida per case		4 00
Jamaica, case		3 50
Lemons—		
Messina	2 75	3 25
Limes, box		1 25
Oranges—		
Tangerines, a strap	5 50	6 00
Florida	2 50	3 00
Navels	3 00	3 25
Mexicans	2 00	2 25
Pomegranates, doz.		0 75
Pineapples crate	4 00	4 75

Vegetables.—There is nothing new in regard to this department of trade this week. Jobbers are finding a good demand. The feeling seems to be one of satisfaction with the Christmas trade. The latter has confined business to a large extent to the special goods which owe their increased demand to the holiday and festive season. Potatoes are firm and are holding their strong position.

Beets, Louisania doz.		1 25
Canadian beet, bag	0 60	0 75
Cabbage, case—Canadian	0 75	1 50
Cabbage, per 100		3 50
Carrots, Canadian, bag		0 50
Carrots, Louisania, doz		1 00
Cauliflower, dz.		0 75
Celery, dozen	0 30	0 40
Celery, California, case	4 50	5 00
Cucumbers, Boston, doz		2 50
Endive, 12 heads		1 00
Lettuce, Canadian, head	0	0 30
Boston head lettuce, doz.		1 50
Onions—		
Spanish, large	2 50	2 75
Spanish, ½-cases		1 50
Yellow, per bag	1 25	1 35
Potatoes, Ontario, bag	0 85	0 90
Sweet, hamper.	1 25	1 50
Sweet, barrel		5 00
Parsley, per doz		0 75
Parsnips, bag		0 [illegible]
Red pepper	0 50	0 75
New turnips, per 11-qt. basket		0 50

ACT TO SAVE THE DAYLIGHT.

A bill has been introduced into the House of Commons, Ottawa, called The Daylight Saving Act aimed to promote a more extended use of daylight during the summer months. It is proposed that from and after 2 o'clock in the morning of the first Sunday in April each year until 2 o'clock a.m., of the first Sunday in November, the standard time be one hour in advance of the standard time now in use. That means when 2 o'clock comes on the first Sunday in April, we call it 3 o'clock, get up an hour earlier, and go to bed an hour earlier until November. This act if it becomes law as proposed on Jan. 1, 1912, will not apply to the Yukon territory.

TRADE NOTES.

Few things are as expensive as those we try to get for nothing.

A bag of Brazil coffee costs about six or seven dollars more than it did a year ago.

Under the new pure food and drug act in the United States 990 cases were reported during the past year, 776 for criminal action and 224 for seizure proceedings. The total of the fines collected under the act during the year was $11,049.31.

The annual convention of Holbrooks, Ltd., will be held in Toronto on December 28, 29 and 30. All the salesmen will be in from all parts of Canada and the United States. On the evening of the 29th the staff will be guests at a banquet tendered by the management.

The Untrained Clerk Brought Loss of a Sale

By J. C. Mundle.

Too much emphasis cannot be laid on the fact that in order to secure the very best results from your employes, whether they be salesmen, clerks, travelers or heads of departments, they should undergo a proper and systematic course of training in their respective duties before they are permitted to deal directly with the public and would-be purchasers. Not only should they be properly coached but they should be shown by one who thoroughly understands his work—theory is good but practice is better.

Adverse criticism of a house where clerks are incompetent is the invariable result of lack of training, and in the majority of cases this leads to a loss of business from an immediate sale and may even produce a boyoctt. There should be a strict rule that, if asked a question about anything they are not familiar with, clerks should never venture at "faking" or what is worse, admitting that they do not know. In such a contingency the proper mode would be to ask the customer politely to wait a moment until Mr. So-and-So comes (and at the same time send for him) who knows everything there is about the article in question.

The personal experience of the writer calling in at one of the largest retail fur houses in Montreal and asking if a mink muff was dyed received the answer from the clerk serving him, "I don't know." Further questioning elicited the information that the clerk was until recently employed in a grocery store, had been engaged by the fur house and, with only the information of the private price marks, had been put in charge of a fur section. This seemed hardly possible but an investigation of the story confirmed the facts. It is needless to say no purchase was made at that store.

We wish our many Friends
a Happy Christmas and a
very Prosperous New Year.

WHITE & CO., Limited
TORONTO and HAMILTON
WHOLESALE FRUIT, PRODUCE AND FISH

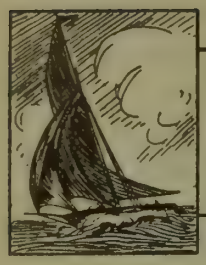
HEADQUARTERS
FOR
Fancy Navel Oranges
GRAPE FRUIT,
ALMERIA GRAPES,
BANANAS, LEMONS,
CRANBERRIES,
OYSTERS, NUTS,
FIGS, DATES
Write, phone or wire your orders.
HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



Season's Greetings

May you spend a Merry Christmas, and may your cup be filled to overflowing with (Buster Brown Lemonade) joy and prosperity in 1911. : : :

Sales Agent, W. B. STRINGER Toronto



Fish - Oysters



White Fish and Halibut Still Scarce

Strong Demand for all Lines of Fish is now Being Felt—Conclusion of the Advent Season Will Likely Cause a Slight Falling Off—Higher Prices for Halibut and Salmon Not Altogether Unlikely—The Present Situation of the Market.

With the season of Advent passing there is likely to be a little easier feeling for a time after the first of the new year. Markets are fairly active, prices are holding well and the trade in general is at present on a satisfactory basis. The lobster season has opened on the Atlantic coast but thus far has not been much of a success.

QUEBEC.

Montreal.—The market is keeping active and prices rule fairly high. This is the last week of the Advent season and a busy time is expected in the different fish lines, and with Xmas at hand oysters, both in shell and bulk, will be in great demand. After the holiday season a period of dullness is expected, particularly in preserved and pickled lines.

In the frozen lines, namely halibut and salmon, the supplies already show signs of weakness and one can predict safetly that if weather keeps cold as of late, the prices will certainly advance considerably.

Frozen smelts which are generally abundant in this market at this time of the year are scarce and high, due to the demand which is increasing every year from the United States markets.

Tom cods are a little late this year, but whatever came to this market so far have sold readily, and at remunerative prices.

FRESH

Perch	0 10	Sea bass	0 15
Steak cod	0 06	Smelts	0 12
Market cod	0 04 0 05	Haddock	0 05
Sturgeon	0 10	Halibut	0 10
Sea trout	0 12 0 14	Bullheads	0 10

FROZEN

Codfish	0 04	Flounders	0 08 0 10
Dore, winter caught, per lb	0 08½ 0 09	Pike	0 07 0 08
Haddock	0 04½ 0 05	Salmon, B.C., red	10 0 13
Halibut, per lb.	0 08 0 09	Gaspe salmon, per lb	0 20
Herring, per 100	1 70 1 80	Smelts, 10 lb. bxs	0 09 0 12
Market cod	0 04½	Whitefish, large, lb	0 09 0 10
Steak cod	0 05	Whitefish, small	0 07
Mackerel	0 12½		
Tom cods, bbl	2 25 2 50		

SALTED AND PICKLED

Green cod, No. 1, bbl	8 00 9 00	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" " ½ bbl	3 25	" " pink, bbl	12 00
Labrador sea trout, bbls	12 50	" Labrador, bbl	16 00
Labrador sea trout, half bbls	7 00	" " ½ bbls	8 50
No. 1 mackerel, pail	2 00	" " trcs., 300 lb	22 00
½ bbls	9 50	Salt eels, per lb	0 07½ 0 08
No. 1 pollock, bbl	6 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, No. 2, bbl	4 50	Scotch herring	6 50
		" " keg	1 00
		Holland herring, bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 25
Haddies	0 07 0 07½
Boneless haddies	0 10
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 40

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 24
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 60 2 00
" bulk, selects	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	6 00
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

ONTARIO.

Toronto.—There is somewhat of a scarcity in whitefish and halibut. Demand on the whole is good. The oyster business is fairly brisk. Dealers state that enquiry for practically all the lines they handle is satisfactory.

FRESH CAUGHT FISH

White fish	0 12 0 13	Steak cod	0 08
Herring	0 06	Perch	0 07
		Haddock	0 06 0 07

FROZEN LAKE FISH

Gold eyes	0 6	Salmon trout	0 12
Halibut	0 09 0 10	Smelts, No. 1	0 12
Herring	0 04	Smelts, extra	0 18
Pike	0 07	White fish, pan frozen	0 10
Pink sea salmon	0 09	Yellow pickerel	0 08½
Round red "	0 09		

OCEAN FISH (FROZEN)

Herring, per 100	2 00	Mullets	0 04
		Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb	0 05
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb	0 12
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3 25
Acadia 3-lb. bxs per crate	5 40	Herring, bbl	6 00
Shredded cod	2 25	Haddie, Finnan	0 08½ 0 09
Bloaters, box	1 25	Kippers, box	1 30
Boneless Digbys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Oysters, standard, gal	1 65
		Pickled lake herring, 100 lb. kegs	4 00
		Quail on toast, per lb	0 06

NOVA SCOTIA.

Halifax.—The lobster season is now on. It opened on Thursday of last week under unfavorable conditions. The weather was stormy and the fishermen were unable to set many of their traps. In consequence few fish were marketed, and those that were offered for sale were small. Few large lobsters are marketed here. The best stock is shipped alive to the Boston market, and some even go as far west as Chicago.

There is keen competition for the fish between the canneries and the buyers for the United States fish houses. Small lobsters are selling here at 15 cents a piece.

There is some improvement in the receipts of fresh fish, several small cargoes having been landed here during the past week. The fish were mostly cod and haddock. Halibut continues scarce. Smelts are now coming on the market in good supply. The quality of the fish is better. Ex vessel cod is selling from 50 cents to 75 cents lower. July herring are quoted at $4.75 to $5, and Newfoundland at $3.50. Stocks of mackerel are light, and No. 1's are quoted at $20, and No. 2's at $16.

How a Consumer Sees Importance of Retail Grocer

The most numerous of all the various divisions of the retail trade is that of the Retail Grocer.

There are two hundred and fifty thousand retail grocers in America. We can't eat a meal without first interviewing a grocer. You can omit the preacher, waive the lawyer, but you'll have to send for the doctor unless you deal with the right grocer.

Our lives are literally in his hands.

He supplies the fuel that keeps our vital processes in motion. Just a little of the wrong kind of food and our outlook on the world is disturbed and the young men carry us out.

"Of all the men in my employ, the only one with whom I dare not break friendship is the cook," said Frederick the Great. He would better have said "my grocer," for the cook cooks what the grocer provides. Of all men, the retail grocer should be a man of integrity and intelligence.

The grocer has often stood to us as a glib and oily party who sold us sand for sugar, chicory for coffee, alum for cream of tartar, and axle grease for butter. Then another reason why we have despised him, is the ease with which the sheriff has sold him out. He hasn't made enough money to be really respectable, and we all recognize that a man hopelessly in debt is dishonest. No man on half rations can ever tell the truth.

A clergyman does not necessarily minister to society as much as does the grocer, and should not be granted any more privileges or honors.

A grocer recently took off an order route, having found that most of the customers had telephones. He spends half an hour or more each morning telephoning to one after another of the customers. At first the latter did not like it, but now they have become used to it the plan seems to work pretty well, and the grocer is pleased, as he says he gets the orders much cheaper than heretofore. Some grocers have young lady bookkeepers who know how to use the telephone to great advantage.

W. L. Senn, Brantford, Ont., has purchased the grocery business of F. Corey, Colborne St.

E. Walsh has opened a grocery business at 227 West Mill St., Brantford, Ont.

OCEAN BRAND FISH

At this festive season we wish to extend on behalf of ourselves and principals the Glad Hand of Good Fellowship to all Canadian Grocers and their Clerks.

HALIFAX COLD STORAGE Limited

SELLING BRANCH

45 William Street

MONTREAL

SATISFACTION



WE DESIRE TO EXTEND TO OUR MANY CUSTOMERS AND ALL OUR FRIENDS IN THE FISH BUSINESS OUR BEST WISHES FOR

A MERRY XMAS AND A PROSPEROUS NEW YEAR

Canadians to Study B.W.I. Conditions

Railway Co. and Steampship Line to Run Excursions for Commercial Men to Visit the Islands This Winter—Impressions of a Writer Who Recently Spent Several Months in the South—His Suggestions for Trade Improvement with Canada.

By David Williams.

It has been announced that it is the intention of the C.P.R. and also the Pickford & Black steamship line to convey commercial men to the West Indies this winter with a view to studying the extension of trade between Canada and her southern sister. It is further stated that the steamships conveying them will take also several tons of samples of Canadian products for exhibition purposes among the Islands. This is along right lines and is to be highly commened.

When visiting the Indies recently there was one thing that impressed me everywhere. That was the good feeling that prevailed towards Canada and the desire was constantly expressed for more extended trade relations. At the present time a large part of the importations of the Islands and also Demerara are brought from the United States, much of which might well be supplied by the merchants and manufacturers of Canada. The main reason for this is not because the importers of the West Indies are more favorably disposed towards United States goods than to Canadian, but that for a number of reasons it is often much more convenient to trade with that country.

Should Study Conditions.

One thing that is particularly necessary for the extension of Canadian trade in the West Indies is a closer study by Canadian exporters of conditions there and the requirements of the market. This would enable out exporters to supply the West Indian merchant with the goods he wants and in the way he wants them. Both these points are important for it must be borne in mind that the West Indian merchant is English or European in his methods and does not fall in readily with newfangled United States or Canadian ways of doing things. Another thing that would greatly facilitate trade between these sister British domains, would be the appointment of capable Canadian trade commissioners who would have the time and opportunity to make themselves thoroughly conversant with the requirements on the one hand and the capabilities of supplying them on the other.

Select the Proper Men.

The appointment of these men should be made not haphazard or on the patronage plan, but selected with a view solely to their fitness for the task, their knowledge of conditions and their ability to adequately fulfil the requirements of the office. One of these offices should be stationed where now is Commissioner Flood—who is the only real Canadian Commissioner on the Islands. He should have his sphere of operations much enlarged. Instead of acting only for the little Island of Barbados he should supervise work in the whole of the Windward Islands. The Island of Barbados is so situated that communication is comparatively easy with all the Windwards, as nearly all the great lines of West Indian ocean steamers converge there.

Another live man similar to Mr. Flood should be stationed in Demerara and another in Jamaica. As it is now, the so-calleh Canadian agents in these latter places are simply native merchants who are given an allowance for their services to Canada. Usually these services are about equal to their allowance, but it is only natural that their positions would be used largely for their own benefit or the benefit of the firms with which they are connected.

U. S. Aggressiveness.

The visitor to the Indies, especially to Jamaica, is impressed with the great and rapid advancement of United States export and import trade with the Island. One of the important reasons for this great development is no doubt largely attributable to the presence in Jamaica of an active, energetic and capable United States agent. This man is said to often know more about the requirements of business houses on the Island than their owners, and he is thoroughly versed in the possibilities of trade between his country and Jamaica.

He, it is said, sends out tons of letters directed to all parts of the United States informing manufacturers, producers and handlers of United States products of the requirements and possible requirements of the people among whom he is stationed. This, no doubt, is one of the factors contributing to give United States traders such a grip upon Jamaica's export and import trade.

The Labeling of Tapioca and Sago Compulsory

In view of the article in a recent issue of The Canadian Grocer on the differences between tapioca and sago, the following order promulgated recently by the Board of Food and Drug Inspection of the United States, Dept. of Agriculture will be of interest to readers:

"It has come to the attention of the Board of Food and Drug Inspection that there exists among the trade in various parts of the United States a very general misunderstanding with respect to sago and small pearl tapioca. Sago is prepared from the starch obtained from the pith found in the stem of several species of palm trees, natives of the East Indies, and tapioca is prepared by heating in a moist state the starch made from the root of the cassava or tapioca plant, which is indigenous to certain South American countries. Both products ordinarily reach the consumer in granulated form and are designated as "pearl sago" and "pearl tapioca," respectively. While "pearl sago" and "pearl tapioca" are separate and distinct articles of commerce, each resembles the other closely in appearance, and fine pearl tapioca frequently has been labeled and sold as sago.

"Under the Food and Drugs Act of June 30, 1906, articles of food are misbranded if the labels or packages contain statements which are false or misleading, or if particular articles are imitations of or offered for sale under the distinctive names of other articles. In the opinion of the Board, the name "sago," or "pearl sago," without qualification, means the product obtained from the pith of East Indian palm trees, and starch products of different origin will be held to be misbranded under the act if labeled or offered for sale as "sago," "pearl sago," etc. The prepared starch product derived from the root of the cassava plant is tapioca, and should be sold and labeled as such.

"There is also on the market an imitation sago made from potato starch. Imitation food products are misbranded under the act unless they are labeled so as to indicate plainly that they are imitation products and unless the word "imitation" is also plainly stated on the packages in which imitation products are offered for sale. Potato or other starch prepared to resemble pearl sago, therefore, should be labeled, for example, "Imitation sago. Made from potato starch," the words "Imitation" and "Made from potato starch" being declared as plainly and conspicuously as the word "Sago." The word "Imitation" must appear on the label, but an equivalent expression may be substituted for "Made from potato starch," which will indicate unmistakably that the product is not made from the pith of East Indian palm trees, but is derived from a different source."

From the above it will be seen that the information given in The Grocer was correct.

Dried Apples

Shipments Solicited
Settlements Prompt

W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1886
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS



BRUNSWICK BRAND BUILDS UP BUSINESS



Because the most carefully selected smallest and sweetest fish is the sardine herring caught in weirs or traps in Passamaquoddy Bay. And in the **BRUNSWICK BRAND** they are canned in such a manner that the natural flavor is preserved. This is the brand, Mr. Grocer, you can handle with credit to your store and with increasing profit to yourself.

BRUNSWICK BRAND
Are Quality Goods

CONNORS BROS., Limited, Black's Harbor, N.B.

AGENTS—Grant, Oxley & Co., Halifax, N.S.; C. H. B. Hillcoat, Sydney, C. B ; J.L.Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A. W. Huband, Ottawa; C. De Carteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta.; J. Harley Brown, London, Ont.; Johnston & Yockney, Edmonton, Alta.

TO OUR FRIENDS:—

The Canadian Grocers and their clerks, we present our heartiest good wishes for a record holiday trade,

A Happy Christmas
and a
Prosperous New Year

MATHEWSON'S SONS
WHOLESALE GROCERS
202 McGILL ST., - MONTREAL

Items Done in Brief for Busy Dealers

A Coffee Purchase Involving Half a Million — Fake Tea Peddler in Chicago—Kingston Grocer Discovers an Old Paper—What Blue Point Oysters are—How to Pile Dried Fruit Boxes —Crusade Against Bad Eggs In Chicago.

One of the large United States coffee houses recently purchased 30,00 bags of coffee valued at present prices at half a million dollars.

A bogus tea agent in Chicago took orders from consumers for a high grade tea at eighty cents a pound and delivered in its stead a mixture of cheap tea and what is said to be chopped hay. The women have appealed to the police.

Secretary Wilson of the United States department of Agriculture in his annual report says the farmers do not receive exorbitant prices for their products. High prices to the consumer he attributes to the cost of distribution and advises consumers to buy all the foods they can over the retailers' heads. He evidently needs some tutoring.

The Seattle Grocers' Association are preparing to ask the civic authorities to regulate the registration of families and persons whose household goods or effects are moved from one locality to another within the city limits, or from a point within the city to a point outside and providing a penalty.

A Kingston, Ont. grocer submits a copy of The Empire, Aug. 7th, 1888, which has since become the Mail and Empire, published in Toronto. He found it behind an old mirror. On the market page flour is quoted at $4.50 for first patents. To-day the price is ranging between $5.40 and $5.50 and this comparison indicates with several exceptions, the differences between prices past and present.

Blue Point oysters are grown in Great South Bay off the south shore of Long Island. It is claimed to be an ideal oyster culture ground. The popular idea regarding these oysters was that the name had no real significance. Blue Point is an actual name and the oysters grown off that part of the coast have a particular flavor and deliciousness.

Toledo grocers have abolished the trading stamp, likewise the long established custom of treating in some way or another their customers when bills are paid; and the giving of Christmas presents is practically abolished.

Rochester, N.Y., retail grocers' association have as their object: to unite retail grocers to co-operate for the benefit of all; to abate trade abuses; to disseminate useful information; to expose fraud and food adulterations; to watch and influence legislation toward the better protection of capital; to assist members in collecting delinquent accounts; to protect them against fraudulent customers; to promote social intercourse; to encourage members to close their places on Sundays and holidays and to co-operate with the State and National Associations.

Three employees of a big New York wholesale grocery firm have been arrested on charges of robbery. One is a clerk and the others were engaged as drivers. It is believed the thefts have been going on for six months and will amount to $30,000. One of the trio has made a statement implicating the others.

In piling boxes of dried fruits it is well to leave an inch of space between the rows for air circulation.

The beginning of a crusade against spoiled eggs was marked in Chicago recently when 5,000 lbs. of canned eggs were seized by government officials.

The G. T. R. company has issued a bulletin to the effect that general stores are needed in Beaudry, Cabot, Gregg, Oakner, Rivers and Uno, Manitoba; and in Allair, Birmingham, Bradwell, Cana, Goodeve, Hubbard, Jasmin, Leney, Leross, Mortyn, Punnichy, Quinton, Raymore, Undora, Venn[illegible] in Saskatchewan; a[illegible]

Spokane Retail [illegible] decided at a speci[illegible] the incoming legisla[illegible] to enact a law prohi[illegible] lent or misleading, o[illegible] nicious advertising i[illegible] zines, billboards or b[illegible] following kinds of a[illegible] be deemed to come [illegible] of the act: Advertisements of sales of "damaged goods," of "fire sales," of "bankrupt sales," of "wreck sales," and the like, where merchandise not a part of such "damaged" stock represented in the advertisement is offered, represented or sold as a part of such stock.

The Mayor of Des Moines, Ia., has started on a crusade against grocers and butchers and the wholesale dealers in food products, and will lay before the grand jury evidence he has which he believes will show the existence of a combine to hold up prices. The dealers are indignant over the matter and make strong denials.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

[illegible] MAIL

Bla

Th

Ch

Sold b

TRADE NEWS OF THE WEEK.

Business Changes Among Canadian Grocers From Coast to Coast.

Ontario.—P. E. Skinner, grocer, West Lorne, Ont., has sold his business.

E. J. Wilson, grocer, Milton, Ont., has sold to John T. Hannant.

Geo. Elliott, grocer, Sudbury, Ont., has sold to W. G. McKinley.

A. Currie, general merchant, Hillsgreen, Ont., has sold to Wm. J. Jarrott.

J. McFarland, grocer, Toronto, Ont., has sold to G. R. Long.

T. J. Jackson, of Port Hope and P. B. McQueen, of Chatham, have opened a grocery store in Peterboro, Ont.

Wade & Stevens, grocers, Fort William, Ont., have assigned.

C. Bernfeld, general merchant, Cobalt, Ont., has assigned.

Quebec.—Albert Emond, grocer, Quebec, Que., has assigned.

M. Thibaudeau, grocer, etc., Quebec, Que., has assigned.

Waddell & Frere, grocers and butchers, Ste. Therese, Que., have registered.

Maritime Provinces.—Thos. Hill, grocer, Joggin Mines, N.S., advertises his business for sale.

Robt. McConnell, grocer, St. John, N.B., sold to his son, R. McConnell, Jr.

Western Canada.—Mrs. I. Dunn, grocer, Calgary, Alta., has sold to R. C. Hensley.

D. B. Hanna has opened a grocery store in Edmonton, Alta.

L. Sodom has opened a grocery store in Regina, Sask.

DERIVATION OF TEA NAMES.

Where The Hyson, Oolong and Congou Teas Get Their Names.

The derivation of the names of teas is a matter of general interest. "Hyson" is a corruption of two Chinese words one of which signifies "before the rains" while the other "Hi-chun" is the name of a young girl, which being translated means flourishing spring. About two hundred years ago this girl suggested to her father an improved method of sorting his tea. He adopted it and the tea having become famous he gratefully called it after his daughter.

"Oolong" is a name meaning Black Dragon owing to the fact that one Su was the first to bring to notice the peculiar excellence of a tea plant in which he had discovered a black snake coiled up.

"Congou" simply means "well-worked." Applied to Ceylon tea it is used to mean tea made from the lower and coarser leaves of the plant, as opposed to the Golden Tips, which sufficiently indicate the young buds growing higher on the main stem.

The Chinese call "Orange Pekoe" by a name meaning superior perfume. The pure Pekoe is called Lau-stze's eyebrows. Pekoe means "white hair" and is applied to the young leaves, owing to the fact that they are covered with a fine white down.

CO-OPERATIVE SOCIETY FORMED.

The proposed co-operative association in St. Thomas, Ont., mentioned in The Grocer a few weeks ago has become a reality. The company has been given a charter by the Ontario government and it will be known as The Ideal Co-operative Association of St. Thomas, Ltd. The share capital is placed at $40,000 divided into shares of $5 each. The objects are set down to be the following: (a) To manufacture, buy, sell and deal in goods, wares and merchandise of all kinds; (b) To carry on the general business of a land and building company, with incidental and subsidiary powers and the usual limitations and restrictions.

The provisional directors are L. D. Gillett, E. N. Compton, G. H. Sloggett, C. W. Dyer, Neil Marple, Charles Scrace, T. G. Campbell, Keppel Hastings, T. G. Courtenay and John Heard. How long will it last?

A Dominion charter has been granted Hodgson's Limited, Montreal, to carry on the business of manufacturing, buying, selling, and dealing in all kinds of gum, confectionery, biscuits, jam, etc.

Tuckett's

Orinoco

Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost **must** accompany all advertisements. **In no case** can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENTS WANTED.

AN OLD ENGLISH FIRM of Cocoa Manufacturers are open to appoint a good firm of Commission Agents or wholesale grocers as agents for the Province of New Brunswick. The firm's products are already known in New Brunswick. When applying please give references. Box 47, CANADIAN GROCER, 88, Fleet St., London, Eng. (52)

SOLE AGENCY, Eastern Provinces, for popular English Fruit Sauce, commanding large sales. Brokers only apply. Box No. 46, CANADIAN GROCER, 88, Fleet St., London, England. (51)

WANTED—A manufacturer's agent in each of the Provinces of Canada to represent a high grade Fluid Beef. Address, OXVIL, 309 King St. W., Toronto. (1p)

BUSINESS CHANCES.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (52)

COMMISSION LINES WANTED.

WANTED by a responsible, energetic firm about to open an agency business in Calgary, lines on commission, or will buy outright if necessary. Address Room 37, Herald Block, Calgary, Alberta. (1p)

SITUATION WANTED.

EXPERIENCED grocery clerk wants position as buyer, stock-keeper, or to take charge of grocery department or store, twelve years' experience in British Columbia. First-class references, married, steady and energetic, state salary. ARTHUR H. NAPPER, Grand Forks, B.C. (51)

WANTED.

WANTED—Second-hand meat slicer. Address Box 370, CANADIAN GROCER, Toronto. (52)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BY paying a small amount each month you can buy a first-class rebuilt Typewriter from us at bargain prices. Stock-taking is only a month away. We do not want to carry any of these machines over. We can give you any make. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

MISCELLANEOUS.

A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Beaumel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

THE NATIONAL CASH REGISTER CO. guarantees to sell a better Register for less money than any other house on earth. We can prove it. Make us. The National Cash Register Co., 285 Yonge St., Toronto.

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 833 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave, Toronto.

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

W. H. GILLARD & CO.

Diamond 1-lb. tins, 2 doz. in case		$2 00
½-lb. tins, 3	" "	1 25
¼-lb. tins, 4	" "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.



Ontario and Quebec Prices.

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case $6 00
1 "	12 "	
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ¼-lb	1 40
" 6 oz	1 95
" ½-lb	2 55
" 12 oz	3 85
" 1 lb	4 90
" 3 lb	13 60
" 5 lb	22 35

Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz		
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 2 doz	2 50	No. 12, 4-oz., 3 dz.	0 75
		In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams	Per doz		
Strawberry	1 95	Peach	1 80
Raspberry	1 95	Pear	1 70
Black currant	1 95	Jellies	
Red currant	1 75	Red currant	2 00
Raspberry & red currant	1 95	Black currant	2 15
Raspberry and gooseberry	1 80	Crabapple	1 45
Plum jam	1 55	Plum	1 70
Greengage plum, stoneless	1 75	Grape	1 85
Gooseberry	1 75	Marmalade	
		Orange Jelly	1 55
		Green Fig	2 25
		Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

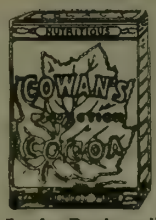
Freight allowed up to 25c per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa— Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ½'s & 1's, cakes, 12-lb. bxs	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ½'s and ¼'s, 12-lb. bxs., per lb	$0 4
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ½'s, ¼'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ½'s " " "	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90
Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ½, ¼ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" breakfast cocoa, ½s	0 38
" " " ¼s	0 38
" No. 1 chocalate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocalate, ½'s	0 24
" Plain choice chocalate, liquors	0 32
" Sweet Chocalate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ½ and ¼ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ½ and ¼ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases. Per lb.

1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
½ and ¼-lb. packages, assorted	0 27½
½-lb. packages, assorted, in 5-lb. boxes	0 28
¼-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 23

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in dampproof bags and tins.

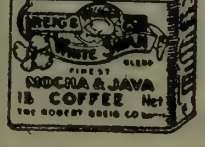
Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha whole			0 17
" " " ground			0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz. $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1-lb. tins	$0 33
"Gilt Edge" in 2-lb. tins	0 32
Canadian Souvenir 1-lb. fancy lithographed canisters	0 30

Cheese.—Imperial.

Large size jars, doz.. 8 25

Medium size jars, per doz. 4 50

Small size jars, per doz. 2 40

Individual size jars per doz. 1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40

Cream



FUSSELL & CO., LTD
London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



	W.S.P.	Ret. P.
Ground or bean, 1s	0 32	0 50
" ⅓s	0 33	0 50
" 1s	0 29	0 40
" ⅓s	0 30	0 40
" 1s	0 22	0 30
" ⅓s	0 23	0 30

Packed in 30s and 50-lb. case
Terms—Net 30 days prepaid

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

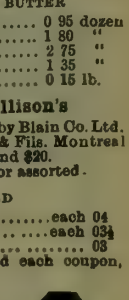
UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ⅛ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.		1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

	Mapleine	Per doz
2 oz. bottles (retail at 50c.)		4 50
4 oz. bottles (retail at 90c.)		6 80
8 oz. bottles (retail at $1.50)		12 50
16 oz. bottles (retail at $3)		24 00
Gal. bottles (retail at $20)		15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	1 80
7-lb. wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails	0 07

Soups



W. CLARK'S
SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (Inglass Brand), No. 1½, $10; No. 2, $12 dz.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.





Winter Time is Stove Polish Time

Stock and recommend

Black Knight Stove Polish

It gives a brilliant and lasting shine and calls for but a fraction of the 'elbow grease' required by other stove polishes.

Economical in use. Put up in an attractive box. Will not stain the hands. Feature this ready seller.

Order from your jobber.

THE F. F. DALLEY CO., LIMITED
HAMILTON, CAN. - - - BUFFALO, N.Y.

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over - - - - $3,570,000
Income for 1906, over 3,609,000

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W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

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CAPITAL - - - - - -	$1,400,000.00
ASSETS - - - - - - - - -	2,162,753.85
LOSSES PAID SINCE ORGANIZATION	29,833,820.96

MOLASSINE DOG and PUPPLY CAKES

are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

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81 YOUVILLE SQUARE, MONTREAL

Tea Lead,

Best Incorrodible

"Pride of the Island"

Manufactured by BRAND

ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. LIMEHOUSE,
A.B.C. Codes used 4th and 5th Editions. LONDON, E., ENG.

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BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg

A Household Necessity!

The best line of Metal Polishes for you to sell—the line of satisfaction and profit—is

Royal Polishes



They are ready sellers, because they are sold at the right price.

We can ship promptly.

Order to-day.

Royal Polishes Company,
Montreal

BUY

Star Brand

Cotton Clothes Lines

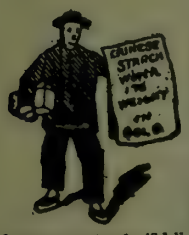
AND

Cotton Twine

Cotton Lines are as cheap as Sisal or Manila and much better

For Sale by All Wholesale Dealers.

SEE THAT YOU GET THEM.



OCEAN MILLS
Montreal

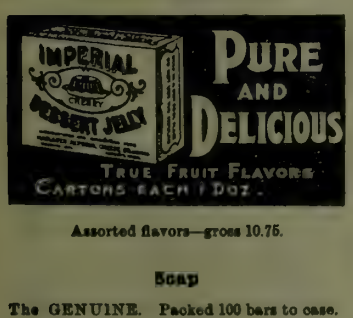
Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8 oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75

Jelly Powders

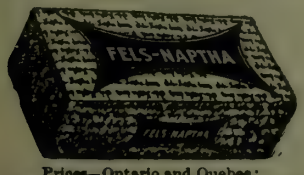
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices—Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 [illegible]



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.



Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11½
½-bbls.	0 11½
Tubs, 60 lbs.	0 11½
20-lb. Pails.	2 38
20-lb. tins	2 28
Cases 3-lb.	0 12½
" 5-lb.	0 12½
" 10-lb.	0 12½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 11
Tubs	0 11½
20-lb. pails	0 11½
20-lb. tins	0 11
10-lb. "	0 11½
5-lb. "	0 12
3-lb. "	0 12
1-lb. cartons	12½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (36 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50
"Purity" licorice, 10 sticks	1 45
" " 100 sticks	0 73
Dulo, large cent sticks, 100 in box	....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

	Per case
1 case of 4 doz	$3 50
3 cases of 4 doz	3 40
5 cases or more	3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.



SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25

Cereals.





Grape Nuts—No. 22, $3.00; No. 23, $4.50.
Post Toasties—No. T3, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.80
Baby size, per case	2.00
Ditto, hotel	3.70
Silver Cow Milk	4.55
Purity Milk	4.35
Good Luck	4.00

Mustard

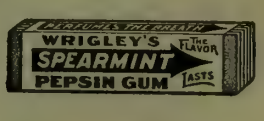
COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ¼-lb. tins	1 40	F.D., ¼-lb. tins	1 45
" ½-lb. tins	2 50		Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ¼-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum.



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

	Per case
No. 1, cases 60 1-lb. packages	$2 60
No. 2, " 120 ½-lb. "	2 60
No. 3, " {30 1-lb. " / {60 ½-lb. "	2 60
No. 5 Magic soda—cases 100—10-oz. pkgs.	
1 case	3 00
5 cases	3 00

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

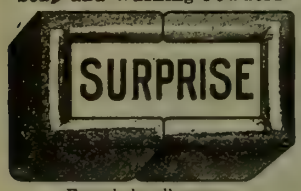
The Choicest of the Choice.

Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. **Montreal**

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box $3 60

6 doz. to box $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 30 lb.	0 07
6-lb. toy trunks, 8 in case	0 08
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Milk



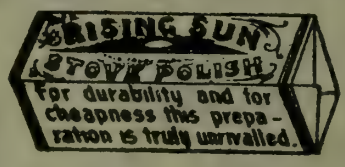
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ½ & ¼ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ¼ gross boxes	5 40
No. 10 Sun Paste, ¼ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

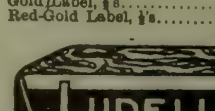
(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz in case	$3 50
5 " 1 " "	4 0
10 " ½ " "	3 95
20 " ¼ " "	3 90

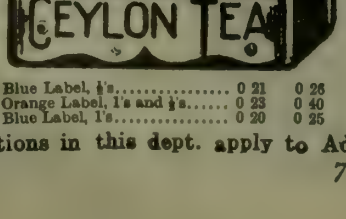
(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 23	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

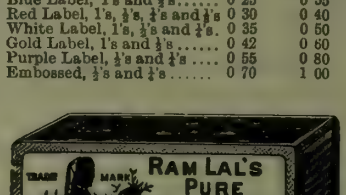
LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.	0 25
Princess Louise half case 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 70	1 00



		Wholesale	Retail
Pink Label	1's and ½'s	30c.	40c.
Gold Label	1's and ½'s	35c.	50c.
Lavender Label	1's and ½'s	42c.	60c.
Green Label	1's and ½'s	50c.	75c.
Canisters			
Gold Tins, 5's		35c. 1.75	50c. 2.50
Gold Tins, 3's		35c. 1.05	50c. 1.50
Gold Tins, 1's		36c. each	50c. each
Gold Label, ½'s		18c ea. 36 lb.	25c ea. 50 lb.
Red Tins, ½'s		35c ea. 70 lb.	50c ea. 1 00 lb.
Red Tins, ¼'s		18c ea. 72 lb.	25c ea. 1.00 lb.



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ⅛s	0 70	1 00
" " ¼s	0 55	0 80
" " ½s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ½s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1 lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20	
Black Label, ½-lb., retail at 25c	0 21	
Blue Label, retail at 30c	0 24	
Green Label, retail at 40c	0 30	
Red Label, retail at 50c	0 35	
Brown Label, retail at 60c	0 42	
Gold Label, retail at 80c	0 55	



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Primrose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

Cream Tartar.

GILLETT'S CREAM TARTAR.

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
¼-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 25

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5-cent packages.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LASCELLES DE MERCADO & CO.

General Commission Merchants

KINGSTON, JAMAICA

EXPORTERS OF

Sugar, Rum, Coffee, Cocoa, Pimento and all West Indian Produce

You, Mr. Grocer,

will agree that it is a positive pleasure to handle

S N A P

the magic hand cleaner, because its worth is well known and superiority acknowledged and because it is a line that doesn't take an awful lot of talking, pushing and explanation to effect a sale. Whenever the hands are soiled with dirt, paint, grease or tar, SNAP is the thing to make them clean and soft again in the shortest time,

BE SURE YOU STOCK IT.

Beneficial



Antiseptic

WARNNG!

Crescent BM&Co. TRADE MARK Brand

SODA-CRYSTALS (WASHING SODA)

Foreign Soda Crystals—and some of English manufacture—are being extensively offered for sale in this country which are grossly adulterated with Glauber-Salts (Sulphate of Soda), a cheap product which is not only entirely useless for washing purposes, but is even likely to injure the fabrics with which it comes in contact. The Adulterated Soda-Crystals, although nominally lower in price than BRUNNER MOND'S PURE SODA CRYSTALS, are in reality much dearer owing to the large quantity of useless and injurious matter which they contain.

BRUNNER, MOND & CO., LIMITED
WINN & HOLLAND, Agents
MONTREAL

FREQUENCY OF SAILINGS

Every twelfth day a Pickford and Black steamer leaves Halifax for Bermuda, The British West Indies and Demerara, and is away thirty-eight days. A delightful trip for moderate cost. Write us.

PICKFORD & BLACK
HALIFAX

OAKEY'S The original and only Genuine Preparation for Cleaning Cutlery, 6d. and 1s. Canisters.

'WLLINGTON'
KNIFE POLISH

JOHN OAKEY & SONS, Limited
Manufacturers of
Emery, Black Lead, Emery, Glass and Flint Cloths and Papers, etc.

Wellington Mills, London, England

Queen City Water White Oil

GIVES PERFECT LIGHT

The most economical high-grade oil ever sold in Canada.

FOR SALE EVERYWHERE

WRITE TO

Verret, Stewart & Co.
Limited
Montreal

for information and advice about

SALT

There is no one so well qualified to help you.

Your Customers Know—

AND WILL BUY

WETHEY'S MINCE MEAT

IN ANY FORM

because they are acquainted with our quality and cleanly methods.

APE YOU HANDLING IT?

We have condensed mince meat in cartons—also ready for use in enamelled cans and pails—also in wooden pails and tubs. We have mince meat to just suit your trade—no matter what it may be.

WRITE US.

J. H. Wethey, Limited
ST. CATHARINES, - ONTARIO

A Merchant seldom discontinues his subscription to The Canadian Grocer unless he goes out of business

For over a year the editor of *The Grocer* has been furnished regularly with a list of dealers cancelling their subscriptions, And he has made a point of finding out exactly why they did so.

There were not many of them, but even one cancellation means a loss of thousands of dollars to the annual purchasing power behind this paper.

It means also—where the merchant in question continues in business—that he has not found the paper worth $2 a year. And that to the editor is a serious proposition.

In 95 per cent. of cases the cancellations come from dealers going out of business.

In the few other cases we discovered that the paper was not being read. After giving actual instances to show that good merchants in every section of Canada save many times the subscription price every year by studying our market quotations and general reading matter closely we generally got a renewal order.

In this space two weeks ago we pointed out that *The Grocer* has for some time made a net circulation gain of over 100 a month. Last week, for instance, the net increase was 27; the week before 26; the week before that 24, and the week ending Nov. 26 it ran up to 31. Figuring the annual purchases of each one of these merchants at only $10,000, there has been an increase in the annual buying power behind this paper of over $1,000,000 a month.

CANADIAN GROCER

A Weekly Newspaper Devoted to the Grocery, Fruit, Provision, Canned Goods and Foodstuffs Trades of Canada.

Montreal: 701-702 Eastern Townships Bank Bldg. Toronto: 143-149 University Ave. Winnipeg: 911 Union Bank Building
London, Eng.: 88 Fleet St., E.C. New York: 115 Broadway.

VOL. XXIV. PUBLICATION OFFICE: TORONTO, DECEMBER 30, 1910 NO. 52.



Robinson's Patent Barley!

As a healthful, nourishing and enjoyable food for young and old, Robinson's Patent Barley is unequalled. Druggists sell it; grocers can sell much more of it—It is a food and right in their line. Those who are wise will always sell it.

Write for Particulars

FRANK MAGOR & CO., 403 St. Paul Street, MONTREAL
Agents for the Dominion of Canada

How Is Your Stock

OF

"Crown Brand" Table Syrup?

The wide-awake grocer gives this reliable, quick-selling line every prominence, because he has found that it just "hits the public taste."

You'll find it pays to handle "Crown Brand." It's the Syrup that guarantees "repeats."

EDWARDSBURG STARCH CO., LIMITED

ESTABLISHED 1858

53 Front St. East, Toronto, Ont. Works, Cardinal, Ont. 164 St James St., Montrea

1911
MacLAREN'S
"IMPERIAL PRODUCTS"

WISHES YOU A PROSPEROUS AND HAPPY

NEW YEAR













MANUFACTURED AND GUARANTEED PURE BY

MacLaren Imperial Cheese Co., Ltd.

MANUFACTURERS AND IMPORTERS OF GROCERS' SPECIALTIES

TORONTO CANADA

Steps to Success

A HAPPY NEW YEAR To All

A. P. T. & CO.

LA CALICE



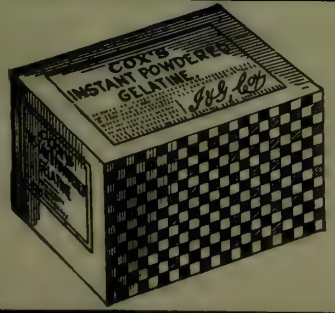
PURE CASTILE

Codou's Macaroni

White, delicate, tender—the product of a factory famous for its cleanliness. Codou's Vermicelli, fancy letters and pastes, are quite as renowned for their superiority. The product commands an ever-increasing patronage from the best class of trade.

Griffin & Skelley's Fruits

The dried and canned fruits, packed under the "Griffin" brand, admit of no argument as to quality—there can be nothing better than the best." Seeded Raisins, Canned Fruits, White and Green Asparagus, Prunes, Seedless Raisins, Cured Fruits of all kinds, but only the highest quality of each.



Cox's Gelatine

Always reliable, unvarying quality, the standard of the whole English-speaking world. Sure profits, satisfied customers, absolute purity.

ARTHUR P. TIPPET & CO., Agents
Montreal



Montreal Office

Manufacturers' Agents and Brokers' Directory

Manufacturers and merchants cannot expect to develop, maintain and get the best out of the Canadian market without the assistance of local agents. The following is a representative list of reputable agents. The service department of the Canadian Grocer is at the disposal of firms wanting agents or of agents wanting agencies.



Winnipeg Office

R. B. Colwell

BROKER HALIFAX, N.S.

REPRESENTING LEADING MANUFACTURERS, SUCH AS

E. D. Smith Lowneys Toblers

J. W. GORHAM & CO.

JERUSALEM WAREHOUSE, HALIFAX, N.S.

Manufacturers' Agents and Grocery Brokers

WAREHOUSEMEN

can give close attention to few more first-class agencies. Highest references.

FOR SALE

Cheap for cash, Fruit Cleaning Plant with Date Press. In good running order.

J. T. ADAMSON & CO.

Customs Brokers and Warehousemen

27 St. Sacrament Street, Montreal

TEL. MAIN 778 BOND 28

ROBERT ALLAN & CO.

MONTREAL

General Commission Merchants

Green Cod, Skinless Cod, Herrings, Seal and Cod Oils, White Beans, Peas, etc.

WESTERN DISTRIBUTORS LIMITED

Wholesale Commission Merchahants, Customs Brokers and Manufacturers' Agents. Cars Distributed, Warehoused and Forwarded. Warehouse on Transfer Track. Business solicited. Our position is your opportunity.

SASKATOON, - WESTERN CANADA

BUCHANAN & AHERN

Wholesale Commission Merchants and Importers

QUEBEC, P.Q.

Groceries, Provisions, Sugars, Molasses, Dried Fruit and Nuts, Grain, Mill Feed, Fish, Fish Oil, Etc.

Correspondence Solicited. P.O. Box 29

M. Allan Deans

GROCERY BROKER AND MANUFACTURERS' AGENT

Bank of Hamilton Chambers, 34 Yonge St., Toronto

On Spot Gallon Apples and Marrowfat Beans

W. S. CLAWSON & CO.

Manufacturers' Agents and Grocery Brokers.

Warehousemen

ST. JOHN, - - - N.B.

Open for a few more first-class lines.

Beans Evaps.

All those that bought from us the past year have done well. Wishing all the Compliments of the Season.

W. H. Millman & Sons

Wholesale Grocery Brokers

TORONTO

Currants Raisins

NEWFOUNDLAND

T. A. MACNAB & CO.

ST. JOHN'S, NEWFOUNDLAND

MANUFACTURERS' AGENTS and COMMISSION MERCHANTS

Importers and exporters. Prompt and careful attention to all business. Highest Canadian and foreign references. Cable address: "Macnab," St. John's.

Codes: A,B,C, 5th edition, and private.

G. C. WARREN

Box 1036, Regina

IMPORTER, WHOLESALE BROKER, and MANUFACTURERS' AGENT

Trade Established 12 Years.

Domestic and Foreign Agencies Solicited

W. G. A. LAMBE & CO.

TORONTO

Grocery Brokers and Agents.

Established 1885

WRITE TO

10 Garfield Chambers, Belfast, Ireland

For sample copy of the

Irish Grocer, Drug, Provision and General Trades' Journal

If you are interested in Irish Trade.

W. G. PATRICK & CO.

Manufacturers' Agents and Importers

77 York Street, Toronto

MacLaren Imperial Cheese Co. Limited

AGENCY DEPARTMENT

Agents for Grocers' Specialties and Wholesale Grocery Brokers

TORONTO, Ont. DETROIT, Mich.

We wish all our friends a Very Happy and Prosperous New Year.

Lind Brokerage Company

73 Front St. E., Toronto

THE HARRY HORNE CO.

309-311 King Street West, Toronto

Grocery Brokers, Manufacturers' Agents and Importers of Groceries and Specialties

WE ARE OPEN FOR MORE BUSINESS AND INVITE YOUR CORRESPONDENCE

WATSON & TRUESDALE

(Successors to Stuart, Watson & Co.)

Wholesale Commission Brokers and Manufacturers' Agents.

WINNIPEG, - MAN.

Domestic and Foreign Agencies Solicited.

—WINNIPEG—

H. G. SPURGEON

Wholesale Broker and Manufacturers' Agent

Canadian, British and Foreign Agencies Solicited.

230 Chambers of Commerce. P.O. Box 1812

DISTRIBUTORS, LIMITED

P. O. Drawer 99

EDMONTON, ALBERTA

Manufacturers' Agents, Commission Merchants, Warehousemen.

Track connection with all Railroads.

A. Francois Turcotte

COMMISSION MERCHANT

Room 16 Morin Block

Quebec City, - Canada

Open for one or two more agencies.

Black Tea Agency Wanted.

Good Openings here for Lard, Oats, Boiling Peas.

HAVE YOU ANY TO OFFER?

'Tis Ever Increasing——

The volume of the sales of our "GOLD MEDAL" COFFEE each month shows marked increase over the preceding month. There must be some good reason for it. We can show you good reasons why you should push the sale of

WHOLE OR GROUND

1 and 2-lb. Sealed Tins Only.

"GOLD MEDAL" COFFEE

PACKED IN AIRTIGHT TINS—making a convenient package to handle.

It reaches the consumer with all its aroma, strength and delicacy of flavor unimpaired.

It pays you a handsome margin, and with its steadily-increasing sale is the most profitable coffee on the market.
Our name is on every tin—a guarantee of unequalled quality.

A CARD WILL BRING YOU A SAMPLE, QUOTATIONS AND FULL PARTICULARS.

EBY-BLAIN, LIMITED - WHOLESALE GROCERS TORONTO

It Will Pay You to Handle

"RAM LAL'S PURE TEA"

The Consumers will like it, because it is reliable, and is a firm favorite when once used.

Ram Lal's Pure Tea Co., Limited

MONTREAL, P.Q.



Every grocer knows that **Cowan's Perfection Cocoa** is a distinctly profitable article to sell. You can increase your sales by telling your customers of the many different ways in which it can be used.

For Chocolate Ice Cream, for Chocolate Fudge, Puddings, Cakes, etc., Cowan's Perfection Cocoa is unsurpassed.

THE COWAN CO., LTD., TORONTO, ONT.

"Simcoe" Brand Baked Beans



One of our lines that has become exceedingly popular in various parts of Canada by reason of a combination of high quality and generous quantity.

As the green label on each can tells your customers, these tins contain more beans than the 3's flats that are sold at a higher price.

And you can guarantee the quality, because the beans are all hand-picked, processed with exceeding care, and nothing but the purest sauces and spices are used.

We extend to every member of the trade our best wishes for a Happy and Prosperous New Year.

Dominion Canners Limited
Hamilton ∴ Canada

We can supply Red Cross Brand in place of Simcoe when desired.



You MUST push the Best Goods if you would hold your trade permanently.

The "Best Goods" in a grocery stock always includes



Borden's Eagle Brand Condensed Milk and Peerless Brand Evaporated Cream

WILLIAM H. DUNN - Montreal and Toronto

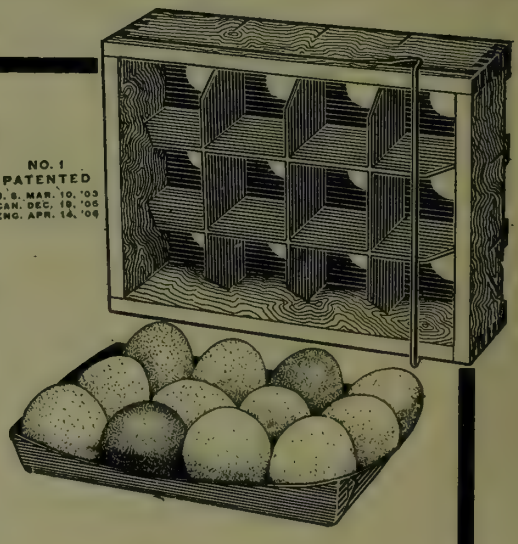
Mason & Hickey, Winnipeg, Man. **Shallcross, Macaulay & Co., Vancouver, Victoria, Nelson and Calgary**

BROKEN EGGS CUT YOUR PROFITS

Now, when eggs are high, is the time to stop all breakage by using

STAR EGG CARRIERS AND TRAYS

FOR SAFE EGG DELIVERY



They pay you an extra profit of 1c. on every dozen eggs delivered, because they *stop all breakage*, *stop miscounts*, *save time*, and *satisfy customers*. Cheaper to use than paper bags or boxes. Ask your jobber. **Write for our booklet, "No Broken Eggs."** See about having your advertisement on every Star Egg Tray.

JAMES BURNS, BRANTFORD, CANADA, WRITES:

We have used Star Egg Carriers over a year; never have any broken eggs and our customers are well pleased.

STAR EGG CARRIER & TRAY MFG. CO.

1550 JAY STREET, ROCHESTER, N.Y.

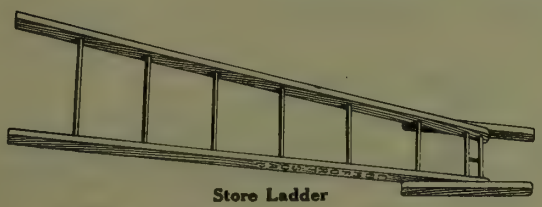
YOUR CHOICE FREE

with

COMFORT SOAP

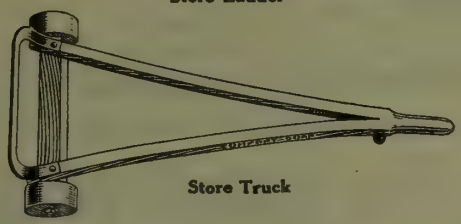
It's All Right

Any of the following useful premiums given free with five boxes of Comfort Soap.



Store Ladder

Ladder :—Light, but strongly made. Can be used for all ordinary ladder purposes in the store. Seven feet long, weighs seven pounds and can easily be carried in one hand.



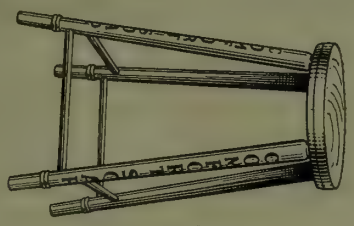
Store Truck

Truck :—A strong, durable, well-made truck. No handier article for the store. Barrels, boxes and other heavy packages can be moved about easily with a Comfort truck.



Nail Puller

Use a **Comfort Nail Puller.** Strong and very serviceable. Preserves your nails and cases for future use. No store should be without one.



Stool

Stool :—Give comfort to your customers when they buy at your store, by using this Comfort Stool. It costs you nothing when shipped with Comfort Soap, and does much to make the store attractive to your customers.



Solid Aluminum Scoop

Scoop :—Best quality scoop in the world. Every store needs scoops, take this one, FREE with Comfort Soap.

With a twenty-five box lot we give FIVE TIMES as many premiums as with a five box lot.

WRITE TO-DAY FOR ILLUSTRATED PRICE LIST.

Address:—Comfort Soap, Toronto



BALAKLAVA BRAND BAKED BEANS

have no superiors and few equals. They are put up in a sanitary, up-to-date factory and the greatest care is exercised to uphold their standard.

WRITE FOR PRICES AND INFORMATION.

THE EASTERN CANNING CO., Port Canada, N.S.

CANADIAN AGENTS—Green & Co., John Street, Toronto; D. G. Hannah, London, Ont.; G. Wallace Wesse, Hamilton; H. D. Marshall, 197 Sparks Street, Ottawa; Nicholson & Bain, Winnipeg, Western Agents; Martin & Robertson, Vancouver, B. C.

DON'T CRY OUT
OVER LOST OPPORTUNITIES



There are unique profit possibilities **AHEAD** for every grocer who is featuring

BJELLAND'S
SMOKED HERRINGS IN BOUILLON

Only the finest small summer-caught herrings are packed in our patent cans under the cleanest and most sanitary conditions, and their distinctive flavour has won for them Dominion-wide popularity.

Retail profitably at 10c. a tin.

Ask Your Wholesaler

John W. Bickle & Greening
(J. A. HENDERSON)
HAMILTON :: :: ONTARIO

Get New Trade

and keep it by pushing the sale of Minute Tapioca. Just tell your customers this: By using

Minute Tapioca

a delightful, dainty and wholesome dessert is ready in fifteen minutes. Minute Tapioca is perfectly pure. It is made in the largest and most sanitary tapioca factory in the world. Six quarts to a package.



Ask your Jobber for Minute Tapioca

Minute Tapioca Co.
Orange, - Mass.

Canadian Representatives:
Canadian Specialty Co., Toronto
R. B. Hall & Son, Montreal
W. S. Clawson & Co. St. John, N.B.

SOAPS THAT



SATISFY!

Soap Quality

has the biggest say in successful Soap Selling and

RICHARDS PURE SOAPS

sell better than any others because their quality never fails to satisfy. See to your stocks. Here's the complete line:—

Richards Pure Soap, Quick Naptha Soap, Snowflake Soap Chips, Ammonia Powder, 100% Pure Lye, Toilet Soaps.

RICHARDS PURE SOAP CO., LTD.

WOODSTOCK, ONT.

Agent for Toronto and Hamilton:—A. Hutchinson, Omand Mfg Co., 76 Colborne Street, Toronto



SANITARY CANS

FOR

WINTER PACK

OF

BAKED BEANS, SOUPS, MEATS, CONDENSED MILK, EVAPORATED MILK.

Sanitary Can Co., Ltd.,

Niagara Falls, Ont.

Make "1911" Your Banner Year

Olive Oil yields a handsome profit, and if you are wise you will build up a good Olive Oil trade. To do so you must have THE BEST.

"VERGINE" BRAND OLIVE OIL

is a sure trade builder. This brand is known and extensively advertised throughout the Dominion of Canada, and the demand is increasing every day. If you have none in stock

START THE NEW YEAR RIGHT

Send us your inquiry for "Vergine" Olive Oil to-day. Samples and prices promptly submitted upon request. Don't trust your memory.

DO IT NOW!

Head Office:
Cor.
Church & Colborne Sts.
TORONTO

The Charles Ciceri Company LIMITED

Branch:
256 St. Paul Street
MONTREAL

Gossages' Magical Soap



The Best, The Sweetest and The Cheapest Free Lathering Soap in the Market.

GUARANTEED GENUINE

William Gossage & Sons, Ltd., Widnes, Eng.

Agents:—Arthur B. Mitchell, Mitchell's Wharf, Halifax, N.S.; C. E. Jarvis & Son, Vancouver, B.C.

Real Sellers

You will find no other flavoring extract that sells as fast as

Shirriff's
TRUE VANILLA



It is a real purity product, made of finest Vanilla Beans that grow in Mexico--and made in such a way that it has far greater strength---and will satisfy your trade far better---than inferior and imitation vanillas.

You can recommend Shirriff goods to the trade you are most anxious to get and keep. Stock these

STRONGER,
RICHER,
DAINTIER

Shirriff's
EXTRACTS

Your profit is bigger on them. Your sales are surer. Order and let them prove it to you. If your jobber cannot supply you, write direct to

IMPERIAL EXTRACT CO.

8-10-12 Matilda Street, - TORONTO

They Guarantee 'Repeats'!

ROWAT'S PICKLES

AND



PATERSON'S SAUCE

are two lines of sustained profit which every grocer should handle.

Are ready, steady and profitable sellers.

ROWAT & CO., GLASGOW, SCOTLAND

CANADIAN DISTRIBUTORS:—Snowdon & Ebbitt, 325 Coristine Bldg., Montreal, Quebec, Ontario, Manitoba and the North-west; F. K. Warren, Halifax, N.S.; F. H. Tippett & Co., St. John, N.B.; C. E Jarvis & Co., Vancouver, B.C.

Northern Saskatchewan Grocers!

TRIAN
STRENGTH
FLAVOR
PURITY
TRADE MARK

You save Freight when buying from our Prince Albert Warehouse.

And you get full advantage of the carload rate on all your orders, small and large.

Figure out how much your freight adds to your cost in one year's business.

Then communicate with us at Prince Albert Warehouse, and see what a big saving you can make buying from us at this point.

Your enquiry will receive immediate attention. Write us to-day.

Cameron & Heap, Limited, Wholesale Grocers,

REGINA FORT WILLIAM KENORA PRINCE ALBERT

"CANADA'S BEST" SOAP

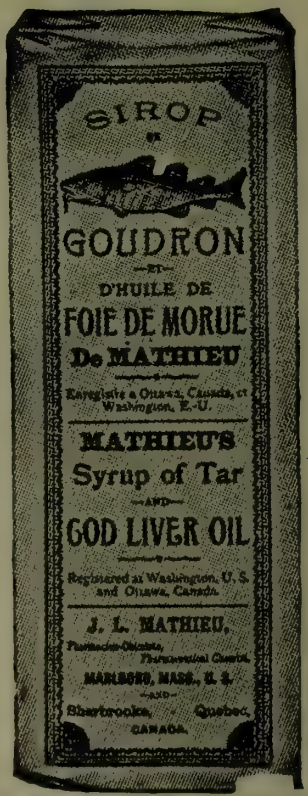
is a chemically pure soap made by "men who know" the soap business.

It is the laundry soap to feature because it possesses unique qualities.

It answers every requirement of the housewife—and most satisfactorily.

United Soap Company of Canada

Montreal



MATHIEU'S SYRUP

of Tar and Cod Liver Oil

MATHIEU'S NERVINE POWDERS

are the safest sellers amongst all the cold cure and cough remedies on the market.

The sale has increased enormously—
Thousands of testimonials attest their wonderful value—
They never become dead stock—
They afford dealers a good profit—
Those who once use them make them a household remedy—
Dealers who do not carry them simply lose sales that go elsewhere.

As the demand will be continuous for some months order a good supply now.

Sold by all wholesale dealers.

AND

J. L. MATHIEU CO., Props.

SHERBROOKE, P.Q.

Distributors for Western Canada..

Foley Bros., Larson & Co., Wholesale Grocers and Confectioners, Winnipeg, Edmonton, Vancouver.

L. Chaput, Fils & Cie., Wholesale Depot, Montreal.



Many people forego the pleasure Coffee gives them owing to the trouble of making it. With

SYMINGTON'S COFFEE ESSENCE

your customers can have the most fragrant and delicious Coffee without fuss or difficulty by simply adding boiling water. Remember there is no other Coffee Essence to equal SYMINGTON'S



Thos. Symington & Co., Edinburgh and London

AGENTS :— Ontario—Messrs. W. B. Bayley & Co., Toronto. Quebec—Messrs. F. L. Benedict & Co , Montreal. Vancouver and Winnipeg—Messrs. Shallcross, Macaulay & Co.

LOOK AT THIS CASE — AND AT THIS



Do you want your product to arrive in a condition that will draw further trade instead of repelling it? Clean and fresh, with attractive, legible label? Then use

H & D Corrugated Fibre Boxes

They will absolutely protect your shipment against water, damp and damages, and trim down your freight bills because of the lighter weight of fibre board as compared to wood.

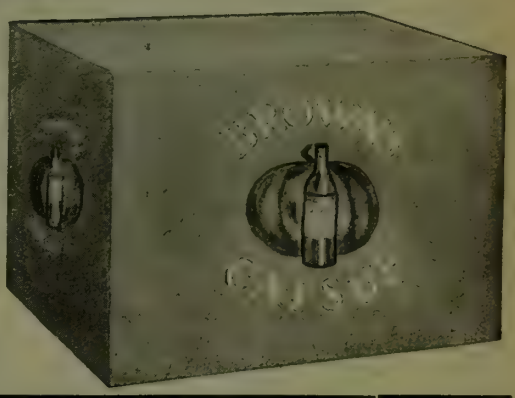
No matter what you have to ship, we can design a better, cheaper and more satisfactory packing case than you are now using

Ask for booklet "How to Pack It."

WRITE US TO-DAY

The Hinde & Dauch Paper Co., Ltd.

TORONTO, CANADA



The Holiday Festivities

call for a refreshing, palatable beverage that will leave no bad after effects.

And you Mr. Grocer, need have no hesitation in recommending—

The T. A. Lytle Co., Ltd.

Sterling BRAND WINES

They are pure, tasty and contain so small a percentage of alcohol as to be absolutely harmless.

We can supply you promptly. Order to-day.

The favourite kinds are Port, Grape and Black Cherry.

Sterling Road, Toronto

Don't hesitate to recommend and stock

McLean's Cocoanut



IT'S A QUALITY ARTICLE THAT NEVER FAILS TO PLEASE

The Canadian Cocoanut Co., Sole Makers, Montreal

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



OUR GUARANTEE

We will instal a System of Gipe Carriers in your store; you use them TEN DAYS, and if you do not find that they give you BETTER and QUICKER SERVICE than any other WIRE CARRIER, PNEUMATIC TUBES, CABLE CARRIERS or CASH REGISTERS, we will remove them at our expense.



CATALOG FREE

THE GIPE-CARRIER COMPANY

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 115 HOLBORN, LONDON E.C. ENG.

INVALID OXVIL

Used in large Hospitals and recommended by all the leading Physicians.



Invalid Oxvil is in a class by itself, and as a stimulant it is superior to any seasoned Fluid Beef.

THE PERFECT FLUID BEEF

INVALID OXVIL is made from fresh Beef only, and contains the albumen and fibrine, together with the soluble extracts.

INVALID OXVIL is now being sold by all the leading grocers and chemists in Canada on the strength of its Purity and Genuine Beef Flavor.

Manufactured and Guaranteed by

The F. L. BORTHWICK CO., Kingsland Rd., London, England

Write for Illustrated Price Lists to our Canadian Agents:

THE HARRY HORNE CO., 309-311 King St. W., TORONTO

The Chief Competitor

Of Prepared Foods is Home Cooking

¶ Housewives would not go to the trouble of preparing all the foods they do at home if they could buy satisfactory substitutes ready cooked.

Most women who are prejudiced against goods in cans and bottles have simply tried the wrong kind.

¶ The only way to build up a good business on prepared foods is to sell a quality as good or better than can be made in the home.

HEINZ 57 VARIETIES
PURE FOOD PRODUCTS

are made of the best materials money can buy. They are prepared in model kitchens by methods which are the result of forty years' experience and endeavor to improve the best home ways of food preparation.

¶ The housewife may be able, in some instances, to prepare similar foods that will be more pleasing to her own individual family, but she cannot make cleaner, purer, or better.

H. J. HEINZ COMPANY

Members of American Association for the Promotion of Purity in Food Products

The Finishing Touch

to the appearance of your store is given by the installation of an

ELGIN
National
Coffee Mill



The attractive symmetry and finish of the "Elgin" compel attention and it is, moreover, the fastest grinding and easiest running mill on the market. The "Elgin" has steel grinders and can be adjusted while running. Made in 40 different styles, they sell at a very moderate price. Ask any of the following jobbers for our Catalogue:

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MONTREAL—The Canadian Fairbanks Co. (and branches).
EDMONTON, ALTA.—The A. MacDonald Co.

Woodruff & Edwards Co.

ELGIN, ILL., U.S.A.



A Strong Combination:

UTILITY
CLEANLINESS
ATTRACTIVENESS

A "Walker Bin" Outfit is a "Necessity" to the Modern Grocery

Write for Illustrated Catalogue
"Modern Grocery Fixtures."

Walker Bin Store Fixture Co.
LIMITED

REPRESENTATIVES:—
Manitoba: Watson & Truesdale, Winnipeg, Man.
Saskatchewan and Alberta: J. C. Stokes, Regina, Sask.
Montreal: W. S. Silcock, 33 St. Nicholas Street

Berlin, Ontario



Why You Can Sell Package Dates

Because they are clean and sanitary, while bulk dates are not.

Because—Speaking now of our own package **Dromedary Golden Dates**—they have been advertised to your customers in the leading magazines; your customers know the name and are only waiting for you to remind them they can get them from you

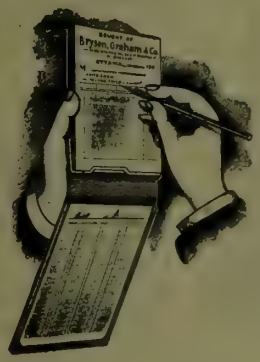
Fill a window with **Dromedary Dates** and paste a magazine advertisement on the glass. Then see if they sell.

Dromedary Dates keep moist and fresh indefinitely. Your jobber sells them.

We also pack ***Royal Excelsior*** and ***Anchor*** brand package dates.

The Hills Brothers Co., Beach and Washington Sts., New York

COUNTER CHECK BOOKS



Write for samples and prices; we are now in a position to give better service, with no advance in price.

F. N. BURT CO., Ltd.

TORONTO - MONTREAL

Phone Main 2511 **Phone Uptown 5962**

PUT UP IN ELEVEN DIFFERENT SIZES!

This is a feature that cannot fail to boost your sales of

GINGERBREAD BRAND MOLASSES

Are you handling this ready-selling line? It enables you to cater for every class of customer from the smallest to the biggest.

Quality and flavor are distinguishing features of Gingerbread Molasses, which has good body, and is a strong baker.

Why not give your wholesaler a trial order? Send along to-day.

The Dominion Molasses Co., Limited

HALIFAX - NOVA SCOTIA

THE MILK WITH A REPUTATION!

You can rely on a steady sale for any article that combines purity and quality!

"Canada First" Evaporated Cream

is made only from the purest tested cow's milk, and every can comes to you guaranteed and fully sterilized. It is canned in air-tight, sanitary cans—most attractive package. A splendid selling line. Order from your jobber.



The Aylmer Condensed Milk Company, Limited, - Aylmer, Ontario

Head Offices: Hamilton, Ontario

Real Favorites at 10c package



A Dainty, Tender Biscuit of Delightful Flavor!

We also make all kinds of dainty and high-grade biscuits.

There's something seductive and different abou TELFER'S VANILLA WAFERS that cannot fail to please the housewife and her guests. Try these dainty biscuits yourself and you will feel more competent to recommend them Always reach you fresh and crisp.

TELFER BROS., Limited, COLLINGWOOD, ONT.

BRANCHES· TORONTO, WINNIPEG, HAMILTON, FORT WILLIAM

BRANDS

"BANNER" & "PRINCESS"

CONDENSED MILK

are prepared from the purest and richest country milk, with no addition but that of pure sugar.

St. George Evaporated Cream

(Unsweetened)

The most sanitary conditions are observed in the canning and handling of the milk. The reputation of these brands as genuine satisfaction-givers is unsurpassed.

Lines that mean much in profit and reputation to every grocer who handles them.

J. MALCOLM & SON

ST. GEORGE, ONT.

The Mill They All Want

AND THE REASON WHY



No. 40—D.C.—$65.00
No. 45—A.C.—$75.00

Because it represents the greatest real Value of Material, Quality and Workmanship at the Lowest Price.

Every Mill is ready for immediate use by simply attaching it to your lamp socket. Grinds two lbs. a minute and can be adjusted while the Mill is running. Grinders are of the best quality cast steel. It is furnished with detachable hand crank for use in emergencies, so that the grocer is never without his Mill if the current gives out.

COLES MANUFACTURING CO.

1625 North 23rd St., Philadelphia, Pa.

AGENTS—Chase & Sanborn, Montreal; Todhunter, Mitchell & Co., Toronto and Winnipeg; Young Bros., Vancouver, B.C.; Wm. Braid, Vancouver, B.C.; L. T. Mewburne & Co., Calgary, Alta.



A DROP IN

FLAVORED AND **MAPLE** SYRUP MIXTURE



PREPARED CAKE ICING



We are now packing a Maple Mixture and Maple Flavored Syrup under "Habitant" and "Pancake" Brands at a price to compete with cheap Mushroom Brands that are sure to spring up when Sugar and Glucose are cheap. HABITANT BRAND is of a heavy texture, rich reliable, high grade in every respect. Prices are delivered to all Railway Points in Canada East of the Soo THROUGH JOBBERS' ONLY.

"HABITANT" BRAND MIXTURE.

Quart bot., 12 to case ..	$2.30	Half-gal., 12 to case ..	$4.60
Pint tins, 24 to case	2.40	1-gallon, 6 to case	4.30
Quar.-gal., 24 to case ...	4.00	2½-gallon, 2 to case ...	3.80

"PANCAKE" BRAND FLAVOR.

Quart bot., 12 to case ..	$2.30	Half-gal., 12 to case ..	$4.55
Pint tins, 24 to case ...	2.40	1-gal., 6 to case	4.25
Quar.-gal., 24 to case ..	4.55	2½-gal. Imp., 2 to case.	3.75

CANADA MAPLE Exchange Ltd.

MONTREAL

Molasses and Syrup Refiners.

The following Brands are Standard world over for past 32 years. No change.

"SMALL'S SELECTED PURE."

Quart bot., 12 to case ..	$3.40	Half-gallon, 12 to case ..	$7.25
Pint tins, 24 to case ..	3.90	1-gallon, 6 to case	6.50
Quar.-gal., 24 to case ..	7.25	2½-gal. Imp., 2 to case..	6.50

"SMALL'S STANDARD"

Quart bot., 12 to case ..	$2.35	Half-gal., 12 to case ...	$4.70
Pint tins, 24 to case ...	2.50	1-gal., 6 to case	4.40
Quar. gal., 24 to case ..	4.70	2½-gal. Imp., 2 to case..	3.90

START THE YEAR WELL

By resolving to use the best Sugar

ST. LAWRENCE GRANULATED

The Standard of Quality

ST. LAWRENCE SUGAR REFINING CO., Limited, MONTREAL

The Sugar that has Stood the Test of Time

Redpath

Extra Granulated Sugar

First made in 1854 by John Redpath and to-day by the largest and best equipped Sugar Refinery in Canada.

It is a matter of pride with us to turn out nothing but the best. We will stop business when we stop doing that.

All Grocers who have regard for the best and most permanent custom will give **"Redpath"** Sugars first place.

Extra Granulated
Extra Ground
Powdered
Golden Yellow.

PARIS LUMPS
in 100, 50 and 25 lb. boxes and in "Red Seal" dust proof cartons.

The Canada Sugar Refining Co., Limited

Montreal, Can.

Established in 1854 by John Redpath

Cut this out for Reference

BRITISH COLUMBIA COMPANIES ACT 1910

We are prepared to act as principals for companies desiring to do business in British Columbia without such companies assuming the responsibilities and obligations imposed by the above Act.

This Act, which came into force July 1st, 1910, requires the registration or licensing of extra-provincial companies doing business in British Columbia, the payment of fees set forth in the Act and the filing of statements, together with particulars of all mortgages and charges created by an extra-provincial company.

Shallcross, Macaulay & Co., Ltd.

Branches at Victoria, Vancouver, and Nelson, B. C. Edmonton and Calgary, Alta., and Winnipeg, Man.



Branch: Sault Ste. Marie

BIGGER AND BIGGER SALES

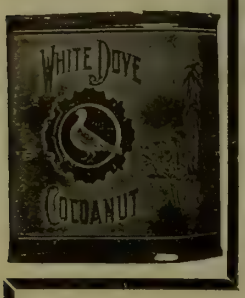
That's the tale you'll have to tell if you are featuring

AURORA COFFEE

because superior merit and better value are bound to win. "Aurora" is the coffee with that exquisite aroma and flavor which guarantees repeats. It is the best that money can buy and retails at 40c., leaving you a splendid profit.

W. H. GILLARD & CO., Hamilton, Ont.

Your particular customer wants the best!



WHITE DOVE COCOA-NUT

because of its purity and quality, is the acknowledged leader in Cocoanuts!

The friend of all who cook!

W. P. Downey,
MONTREAL

THE PEOPLE OF
JAMAICA

are now buying things in the United States which they ought to buy in Canada. They don't know what we can do. A small advertisement in the

KINGSTON "GLEANER"

might bring inquiries. Better write for rates to

I. C. STEWART, Halifax

SUCHARD'S COCOA

This is the season to push SUCHARD'S COCOA. From now on Cocoa will be in demand daily. It pays to sell the best. We guarantee Suchard's Cocoa against all other makes. Delicious in flavor. Prices just right.

FRANK L. BENEDICT & CO., Montreal Agents

GEORGE & BRANDAY

Established 1879

Shipping and Commission Agents

Dealers in Coffee, Cocoa, Pimento, Hides, Honey Wax, Sugar, Rum, etc., etc.

KINGSTON, - - - - JAMAICA

A. C. LANDRY

STE. FLAVIE STATION, QUE.

Jobber and Wholesaler in

Groceries, Flour, Grain and Provisions

Open to buy Timothy, Red, White and Alsyke Clover Seeds.

CAMMEMBERT CHEESE

Le Gaulois Brand

$3.00 a dozen, or $2.75 per crate of 5 dozen.

CAMMEMBERT — CAMMEMBERT

Le Gaulois

THE ST. LAWRENCE GROCERY

395 St. Lawrence Boulevard Montreal

THE HODGSON GUM CO.

398 St. Lawrence St. MONTREAL

Makers of High Class Gums at Popular Prices. Write for Samples and Quotations.

We make special brands to order.

The W. H. ESCOTT CO.

WHOLESALE

Grocery Brokers

137 BANNATYNE AVENUE

WINNIPEG

COVERING

MANITOBA and SASKATCHEWAN

CORREPSONDENCE SOLICITED

'2 in 1'
JELLY POWDER

is a rapid seller because, apart from its delicious flavor, the package contains a powder for sauce to be served with the jelly.

This unique feature has had a big influence on the sale of "Club" Jelly Powders! Send along a trial order and give "Club" Jelly Powders prominence.

They pay well to sell!

S. H. EWING & SONS
Montreal and Toronto

ATTENTION, MR. GROCER!

Will you permit yourself to be subjected to the losses, errors, disputes, delays and many other vexations arising from antiquated methods of handling credit customers? Or will you join the ranks of progressives and adopt the ONE WAY to avoid them?

Allison Coupon Books

point the way to safety. They guard against loss; they hold the credit customer in check; save time money and trouble.

HOW THEY WORK



A man wants credit. You think he is good. Give him a $10 Allison Coupon Book. Have him sign the receipt or note form in the front of the book, which you tear out and keep. Charge him with $10.—No trouble. When he buys a dime's worth, tear off a ten-cent coupon, and so on until the book is used up. Then he pays the $10 and gets another book. No pass books, no charging, no lost time, no errors, no disputes. Allison Coupon Books are recognized everywhere as the best.

For sale by the jobbing trade everywhere. Manufactured by Allison Coupon Company. Indianapolis, Ind.

WINDSOR SALT

CAR LOTS OR LESS. Prompt shipments Write us for prices. Phone order our expense

TORONTO SALT WORKS

TORONTO, ONT. GEO. J. CLIFF, MANAGER

WARMINTON'S

Shipping Specialties

STRAPPING, CLUTCH NAILS, PAIL HOOKS, ETC.

Save expense to shipper

J. N. WARMINTON

207 St. James St., - MONTREAL

Century SALT

"The Salt of Salts"

MR. GROCER—This is the salt that is winning public attention and favor. Best for table. Best for dairy. Stock it and see it sell! First, get our price list. We ship promptly.

DOMINION SALT COMPANY, Limited

Manufacturers and Shippers

SARNIA, ONT.

Afternoon Tea Biscuits



Dainty Biscuits Daintily Packed

A post card brings our Album.

PEEK, FREAN

& CO., LTD.

LONDON ENGLAND

Donald says:

"There is no alum present in

Quaker Baking Powder

It is, therefore, an efficient and healthful Baking Powder. We consider the package an attractive one."

Report of analysis by Dr. J. T. Donald, Dominion Gov't Analyst.

November 26, 1910.

MATHEWSON'S SONS

WHOLESALE GROCERS

202 McGILL ST., - MONTREAL

Is Your Coffee Trade Large and Profitable?

IF NOT

You Can Make it So

BY SERVING YOUR CUSTOMERS WITH

WHITE SWAN COFFEE

Try it and Watch Your Trade Grow Quickly

IT IS

THE COFFEE OF QUALITY!

Packed in Handsome 1-lb Tins

PERFECTION is not attained in a day. It takes years of experiment, experience and expense to obtain a perfect article. We have it in



OUR latest triumph in perfect blending and roasting. Your customers demand the best and "Rideau Hall" will satisfy their demand. Packed in 1-lb. tins only by

GORMAN, ECKART & CO., Ltd., London, Winnipeg



Agents :—Maclure & Langley, Ltd., 12 Front E., Toronto—604 Lindsay Bldg., Montrea
W. L. McKenzie & Co., Winnipeg ; R. Robertson & Co., Vancouver and Victoria

A Rapid Seller!

ASEPTO SOAP POWDER

"The Enemy of Dirt"

Can be used with equal effect for the cleansing of clothes, dishes, walls or floors, etc. Takes the place of soap on every occasion and is much more economical.

Better than the best on the market and the package is as large as the worst.

Order from your jobber

Asepto Mfg. Co.

St. John - - - N.B.

Rose & Laflamme Ltd., Agents, Montreal

NORTHERN ONTARIO MERCHANTS

If profits count in your business—

LISTEN! It means at least 5% and as high as 10% MORE PROFIT TO YOU when buying from your Local Jobber.

MOREOVER, it means QUICKER DELIVERY, and thus FEWER DISAPPOINTED CUSTOMERS. We have the goods and at right prices.

Write, wire or phone us to-day.

THE YOUNG COMPANY, Limited

North Bay and Sudbury, - - Ontario



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The Ultimate Effect of Parcel Post

Writer Thinks That the Express Companies are The Chief Opponents—Why This is a Mistaken Impression—The Retail Merchant is the Chief Obstacle—Parcel Post Would Tend to Break Up Prosperous Rural Communities and Congest the Cities.

A Sarnia, Ont., reader of The Grocer in a letter respecting Parcel Post, says:

"You say that cheap parcel post is desired by the mail order houses; very likely. But this old story has been going the rounds until it is threadbare. The real opponents of parcel post are the express companies, who do not want any interference with their present monopoly at fancy prices.

"After a good many years' experience of shopping in small towns in Ontario I venture the opinion that the local dealer himself is a loser by the excessive cost of getting small parcels, not so much directly, but in ways that he does not perceive. It prevents him from procuring things that are not in stock, promptly, and at a reasonable price; and this in turn drives people to the catalogue houses, not so much because of prices but because they have the assortment.

"Here is the way the thing occurs: A customer asks for something that is not in stock. It may be a specialty, or a novelty, or repairs, but anyway it is not in stock, and the dealer says: 'Haven't got it—anything else?' Some times he will express regret, and sometimes he will behave as though the enquiry were a reflection on his methods of store-keeping. So the customer trys another store, with no better result; and then, thrown on his own resources, hunts up the mail order catalogue, which is now as common as the big bible on the parlor table used to be twenty years ago.

"If he finds what he wants he mentally adds the express charges, and grumbles at the expense. Just at this point his attention is attention is attracted by some other items, and it occurs to him that by ordering a good sized parcel he will save some freight. Consequently he sends five or ten dollars out of town when he only intended to send one or two.

"Needless to say, this does not account for every instance, but it is a good rule for local dealers never to refuse business for anything that can be procured and delivered at a fair price. At present the express rate on small parcels between Ontario points averages about $10 per cwt. with a minimum of 35 cents. It is absurd, and altogether beyond the fair cost of the service, or the value to the ultimate consumer."

A Common Mistake.

EDITORIAL NOTE.—The Canadian Grocer was glad to receive this letter because it gives an opportunity of pointing out a common fallacy on the part of many people. It shows that the writer of that letter has also been drawn into the trap skillfully laid by the quiet manipulations of the mail order houses who are anxious to have everyone believe that the express companies are the only opposition to such a measure.

When he says that the real opponents of parcel post are the express companies, he is mistaken. To prove this one has only to ask himself the question: How long would it take to establish parcel post if the merchants were quite willing that it should come? The great opponents are the merchants, not the express companies. No one will undertake to dispute the inference that the express companies charge fancy prices. This has been the general impression, and the finding of the Commission appointed to investigate express conditions in Canada arrived at that conclusion. We can therefore expect that within the coming three months some amelioration with respect to the excessive rates charged by these express companies, and consequently we should not be able to say at the end of that time that we ought to have the parcel post on account of these high rates.

Where Merchants Err.

What the writer subsequently says contains on the whole several truths. It is true that in most towns, villages and country sections, there are merchants who do not pay enough attention to assortment and who are not overanxious sometimes to serve a customer with an article not in stock. But in a town the size of Sarnia, one is constrained to question the inference that frequently he is unable to get goods required from some merchant. The whole trouble in connection with this misundestanding lies in the fact that merchants in all lines of trade do not advertise their goods through the public press or otherwise, sufficiently to let the general public know the assortment they carry. If every merchant boomed his own business in proportion to the manner that the mail order houses do, there would be very little business leave any town, village or rural community.

This is what the trade newspapers of the MacLean Publishing Co. have been pointing out for years, and a great many cases are known where the mail order business has been greatly reduced simply because merchants have adopted more aggressive measures.

To get back to the main issne: the retail merchants base their opposition to parcel post on the assumption that a parcel post would give the mail order concerns greatly augmented power in competition with local merchants in all the smaller cities, towns, etc., in every province.

These houses have already appropriated a large portion of the trade of a great many retail merchants. Add to their present advantages, the services of the government in providing them with greatly reduced transportation rates and rural mail delivery, and the effect of the intensified competition against retail merchants becomes to the latter alarmingly evident.

But here is the situation in brief: the question concerns not alone the survival or the prosperity of the retail merchants; it concerns, through them, also the prosperity and individual welfare of our rural population and our smaller cities, towns, and villages, whose merchants are the main support of public improvements, of libraries, of the professions and of civic progress in general.

A parcel post, therefore, means more than cheaper transportation or resistance to any extortions on the part of express companies; its evident vital relationship to commercial and political condtions in every community demands attention.

It is for these reasons, The Grocer maintains, that the contention of the great and, so far, unsurmountable obstacle—the retail merchant—to the parcel post should be given proper recognition.

Draws Life From Rural Sections.

What has been said above is fully substantiated by the New York Journal of Commerce, one of the leading lights on trade and commercial questions in the United States. It says: "The strongest advocates of parcel post are the large department and mail order stores in centers of distribution for merchandise. Some of them now send catalogues and circulars all over the country and take orders by mail, but their business is restricted by the necessity of delivering most of their goods by express.

"If they can get the government to carry and deliver them a thousand miles at the same rate as from the village post office to the outlying farms, what will be the effect upon the local storekeeper? He may find the most profitable part of his trade drying up, and he cannot prosper by merely buying and selling farm produce. Retail trade in villages is important for the conservation of community life. Its prosperity is good for all the neighboring country and its languishing would be a calamity. Parcel post would tend to its extinction and counteract the effort to encourage living in the country, by increasing the tendency to congregate in cities and large towns. Trade and industrial life need to be diffused and not concentrated more and more, and the government ought not to divert its mail service to increasing congestion and drawing the life from rural towns by blighting their commercial side."

Has the Ear Marks of a Good Salesman

Story of How a Young Clerk Made a Sale Long Before the Goods Actually Left the Store—He Did Not Allow the Prospective Customer to Mope About—A Big Future is Predicted for Him.

A young man who is commanding a big salary away up in the four figures for his salesmanship ability with one of the largest commercial enterprises in the world to-day recently related an incident which had impressed him, for it clearly demonstrated the opportunities which come to the retail merchant but which in the vast number of cases are allowed to slip by. In fact he claims that they are not recognized.

"I was in a shoe store with my wife," he began. "A clerk was serving her. I walked up and down until presently a young clerk approached me and said: 'I would like to show you a fall and winter boot that we are handling this year.' The incident by the way occurred about six weeks or two months ago.

Getting in Early Work.

"I told him that I did not need any new boots just then, but he replied, 'Well, I just want to show you them. It may not be long until you do want a new pair, and anyway I think you will admire them,'

"Well, even if I had not wanted to look at them there was hardly any escape and soon the young man was expounding the virtues of these particular boots. They were a good seasonable kind and there wasn't a single good point that the young fellow did not touch upon. 'When you get a pair of rubber heels on them,' he said 'you will go a long way before you will find anything to equal them for comfort during this time of the year.'

"My wife had made her purchase; I thanked the young clerk who had interested me and we left. There was not a sign of disappointment on his face because I did not buy. In fact he seemed pleased at having interested me.

"About three or four weeks later, I felt that I needed a pair of good, stout, every-day boots. Do you think I could forget that young clerk? Why, the boot he had shown me was the one I had been thinking about and had decided I needed. I went down to the store and asked for this clerk.

" 'He is not here in the day time,' was the answer. 'You see he works in an insurance office during the day time and comes in here in the evening.'

When the Sale was Made.

"Well, the rest of the story may be shortened. Of course I found him an evening later and bought the boots he had recommended. He was learning salesmanship, although he satisfied me that he was to the "manor born." I need hardly say that he had sold me the boots that very evening when I was with my wife. He took advantage of my presence in the store. He did not let me mope around and go on about my business. But in a nice, pleasing manner he drew my attention to a seasonable article and sold it to me. If that isn't salesmanship of the 24 karat kind. Well I am going to watch that young chap. He is going to make his mark."

TO INSTRUCT CLERKS.

Cincinnati Retailers Impressed With Necessity of Clerks Possessing Salesmanship.

At a recent meeting of the Cincinnati (O.) Retail Grocers' association, at which more than 200 of the retail grocers of the city were present, A. C. Secrest, who delivered an address entitled "How Can a Small Buyer Improve His Condition?" said that the secret of improvement lies in the bettering of the salesmanship qualities of clerks in the retail groceries. He advocated the education of the clerk along the lines of knowing the origin and cost of what he sells and how to differentiate between various classes of goods.

So much impressed was the association with the talk that an arrangement has been made whereby monthly lectures will be delivered to grocers' clerks this winter, showing the origin of the goods they handle, how they are packed and how to sell them most advantageously for their employers. Many of the lectures will be illustrated.

WAS HE RIGHT OR WRONG?

There are tricks in all trades. An Old Country grocer relates the following experience. "A woman walked into my shop the other day and asked to taste some American cheese. At the time the best American cheese was selling at 7d. per lb. She tasted five different ones, and then said, "Have you nothing better, something about 8d. per lb? I don't care much for the taste of these." As it happened I had half a cheese under the counter, the fellow-half to one she had already tasted. I said "Certainly ma'am! Here is one at 8d. per lb."

"After tasting it she said "Ah! That's better. I will take 3 lbs. of it."

A Goderich, Ont., grocer recently reported the receipt of a shipment of butter which proved to contain a considerable amount of tallow. The retailer promptly shipped it back, and says that if the firm which sold it to him does not prosecute the makers, he will do so himself.

BELIEVES IN TAXING LAND, NOT INDUSTRY

By Ald. Ross, Calgary, Alta.

We must tax land not industry in order to raise money for governmental purposes. All taxes on buildings, improvements, farming implements and stock, business machinery, food, clothing, etc., should be be abolished, and all governmental revenues should be raised by the taxation of land values. Land should be taxed exclusive of all improvements upon it.

Land values are created by the community at large. As the Province of Alberta is settling up year after year, the selling price of land is yearly increaseing. Manhattan Island, N.Y. once sold for $24 worth of goods. To-day it is assessed for more than $2,400,000,000. A lot in Calgary that sold for $5,000 ten years ago, is worth $50,000 to-day. The world is full of concrete examples. These values are all created by the community at large. By raising governmental revenues by taxing land values, the community would retain to itself a very small part of that which it itself creates. Surely this is no robbery.

If a citizen is enterprising and industrious, and paints his house, builds a fence, lays down a lawn, or does anything to beautify his home and incidentally the surrounding neighborhood, his assessment is promptly raised. If he builds a house, we increase his taxes. If he pulls one down, we decrease his taxes. If he converts the prairie into a garden, we increase his taxes. If he divides a market garden into town lots and holds the land idle waiting for a rise in prices, we reduce his taxes. The more a man does for the community, the less the community does for him. The less a man does for the community, the more the community does for him.

A tax on land values would not only relieve labor and capital of the tax burdens which they now bear, but would increase their share in distribution by providing them with locations for homes and industries and with raw materials for their production on better terms than those on which they can now be secured.

A tax on production acts as a check to industry. For plainly if it costs a given amount to produce a given article, any tax imposed on that article must be added to the price, and the more it costs, the less of it will be consumed.



A window that sold $100 worth of goo ds on Saturday preceeding Christmas week—dressed by Harry McClement and his clerks.

Windows that Made Good as Selling Agents

One Dealer Says That His Christmas Display Sold $100 Worth of Goods in One Day—Another's Display Pulled People Across the Street to Make Purchases—Symmetry and Attractiveness Aimed at in Both—Suggestion Made to Keep a File of Good Window Displays.

Toronto, Dec. 29.—"Every photograph of a window that appears in The Canadian Grocer, I cut out and place on file until I have an opportunity to use it," says Harry McClement, a grocer at 1717 Dundas Street. He places more confidence in his window as a trade getter than in any other asset he has, with the possible exception of personal salesmanship when he gets his customers or prospects into the store.

Many of the windows The Grocer has reproduced during the past year he has used with good results. A close study of his window shown here illustrates the care he took to make his Christmas display a positive salesman.

The symmetry of it demands immediate attention, but of course this is not so pronounced in the cut as if the original window were before our view. The Christmas tree in the centre laden with stockings, etc., made a good background and caught the attention of every passing boy and girl. This in itself was a splendid ad. because it got the children talking about the Christmas tree at McClement's.

On either side of the tree is a barrel of Almeria grapes with a block of dates between. A case of oranges flank each barrel and nuts, oranges, dried fruits, boxes of chocolate, and wines are placed with perfect symmetry on the floor of the window. This combined with a few Christmas decorations here and there went to make up an effective display.

Makes His Windows a Salesman.

A window that doesn't get business is not much good. Mr. McClement always figures on a selling display and not simply a picture and his Christmas window this year, he says, was one such. He calculates that on Saturday, December 17, it sold at least $100 worth of goods. His entire business that day amounted to more than $240 in excess of that of the corresponding Saturday of a year ago. He is a believer in price tickets, especially in a district where the majority of the purchasers belong to the laboring class and he always aims at supplying the quality desired.

ISLAND'S CHRISTMAS DISPLAY.

In dressing his window, J. W. Island, 262 Dundas St., paid particular attention to attractiveness and appropriateness as aids to the making of sales.

As the accompanying illustration signifies there was considerable work spent on it. In the first place the window had to have a false bottom to make the floor slant. A few boards of lumber were required for this and it was well repaid by the better appearance resulting. The partitions between the sections of dried fruits, candies and nuts consisted simply of slats covered with different clored tinsel. Each section runs into a common centre in the shape of a half moon filled with peel. The stars on either side consist of currants and the letters in "Seasons Greetings" are written with loaf sugar. Many would not take the trouble, but Mr. Island cut the loaves of sugar so that each letter was made properly. This necessitated considerable work, but had the letters been constructed with whole prices of the sugar they would not have been of the correct shape and therefore not in general keeping with the attractiveness of the remainder of the display.

The background was simple but neat, consisting of figs and dates symmetrically arranged. It was not high, so that a passer-by could see past it into the store.

In order to prevent reflections a white sheet was hung up to the rear of the window, but even this precaution did not altogether eliminate the trouble.

Objects to Price Tickets.

It will be noticed that there are no price tickets in this window. This is not because Mr. Island forgot, but that he doesn't favor them for a trade such as his. He says his customers are the kind who do not pay much attention to price but who depend on the dealer to give them quality at fair cost. When he has a special price to offer, he deems it advisable to use a card.

Island's store nearly always has a well-dressed window, not for ornamental purposes, but because it pays. Both Mr. Island and his partner maintain that their Christmas window made many sales. It had even pulled many people across the road and brought them into the store to purchase, and there can be no better illustration given of its selling power than this.

As suggested by Mr. McClement, these illustrations ought to be placed on a special file for future reference; they will come in handy sometime, if not for imitation, for suggestion.

Meat Slicer Means of Landing Big Contract

Five Hams Ordered By Church Organization for Social Function—One Customer got Biggest Pound of Bacon in his Life—New Computing Scale Saves Time and Labor — Evidence of How a Dealer's Selling Power can be Increased by Store Fixtures.

Toronto, Dec. 29.—When a dealer instals a store fixture he is anxious that it will save him the money that the salesman said it would. If it doesn't he regrets having purchased it and usually accepts the first opportunity to dispose of it.

J. W. Island, Island's Grocery, 262 Dundas street, purchased a meat slicer some months ago and his testimony of its efficiency is interesting.

Proving a Business Getter.

"We wouldn't be without it," he enthusiastically said, "and we wouldn't sell it for any money if we couldn't get another.

Got a Big Pound.

" 'Well,' he said, 'that's the biggest pound of bacon I ever got.'

"The machine had made about twice the number of slices he had been accustomed to receive."

Island's Grocery recently secured the contract to supply a church entertainment with sliced ham simply because they were able to attractively do the slicing. The contract was a large one, some 5 hams being required. In addition to all the above evidence, this firm maintains that people are attracted by modern equipment since the appearance of the store is enhanced.



This display was the means of bringing people across the street to purchase goods shown—dressed by J. W. Island and his partner.

"We have increased our sales of bacon a great deal among our every day customers and we have others who come in for their bacon only just because they get it sliced correctly. Eventually we will get some of them regularly. It isn't everyone who can slice bacon evenly with a knife, no matter what edge it has, but with the machine the work becomes simple to anyone.

"The other day a customer bought a pound and I weighed it. He asked if the scales were correct. I believed they were. I told him, for I had just bought a new computing scale.

New Scale a Time and Money Saver.

Their new computing scale is also admired. It saves time and labor since it is known at a glance the cost of an article weighed.

"Even if there is a little more on the scale than is asked for," remarked Mr. Island, "It does not matter. We simply say that there is such and such a value there and customers accept it; we cannot lose."

This firm expects to gradually increase their store equipment from time to time. They are strong advocates of the value of interior appearance, and store fixtures that give a superior service.

The above experience proves conclusively that a dealer's selling power can be increased by modern equipment and indicates that in time such a fixture will pay for itself.

The Clerk Did Not Want to Sell from the Window

One of the most potent weapons of the grocer in meeting dangerous competition is the show window. A small stock is no bar to the successful use of the window. But there must be no reluctance to sell from the window, as was recently exhibited by a clerk in a Winnipeg tobacconist's store. A customer asked for a staple brand and was told that the store was out of the goods. He came back with the reply that a lot of the goods was stacked up in the window, and the clerk admitted the fact, but pleaded the objection that he did not like to "spoil the display." The sale was eventually made, but not until the customer had relieved his mind of some caustic remarks.

Show windows should be treated with an eye to the standing of the store and the classes of people to be reached. The coldly dignified display may suit one neighborhood and not suit another. But wherever the store is situated, the one rule always holds good—that constant care should be bestowed upon the window.

Plans to Overcome Mail Order Trade

Use the Newspapers Judiciously and be Honest in Advertising so as to Gain the Confidence of the People—They Must be Given as Good or Better Value for Their Money Than They Can Get From the Catalogue Houses.

By W. R. Patterson.

Undoubtedly the merchants in the smaller towns all over Canada, feel the effects of the mail order business done by large departmental houses, who make a specialty of this kind of trade, and not only do the merchants suffer, but the town as a whole must feel the effects of so much money being sent away instead of being spent at home.

The subject has been discussed from every point of view, but discussion alone has little effect in keeping trade at home. Very few merchants seem to have made any definite efforts to accomplish this, and to stem the outward flowing tide of orders to mail order houses. Much of the discussion has been after the style of the small merchant running a "behind the times" general store, who said in commenting upon the situation, "It simply must be stopped." When asked how this was to be done, he could offer no suggestion.

Face the Matter Fairly.

It requires action on the part of merchants, to keep the mail order trade from invading a town, and carrying away cash that should go into the cash register of the home stores. Looking at it from the buyer's standpoint may help the merchant to see wherein lies the attraction, and, as a result, what obstacle they have to contend with.

In the first place, there is no law which compels the person living in a small town to spend his or her money there if it seems advisable to send it to Toronto, Montreal or any other place. One of the most important steps to be taken is that of letting the public know what he can do for them.

In many of the stores the arrangement of stock is such that the customer would have no idea that certain goods were kept in stock, did he or she not ask for them particularly. To educate the public as to the ability of the stores to serve them, it is necessary to advertise as extensively as possible. Tell what lines are carried and at what prices the goods are sold. Do not be afraid to tell the public exactly what you have on your shelves, but do not overlook the fact that honesty is the best policy in advertising, even if it does not seem to be the case in some lines of business. Honesty in your advertising will create confidence in your store, and you will get the reputation for giving full values. Everyone has heard of some store where prices seem high, but where it is generally conceded, it paid to shop.

Get the Public's Attention.

Use the newspapers, fight the mail order house with its weapons by constantly bringing your store and goods to the attention of the public.

The retail business is not done to-day even as it was a year ago, let alone twenty years ago. Many and many a retail merchant who fifteen, twenty or twenty-five years ago, found it comparatively easy to make a little money, to-day has discovered that it is almost impossible for him to make a respectable living and interest on the money invested. Such men to-day will say to you, that some way or other, things have changed. They tell you that years ago they were making a little money, but to-day it is hard for them to do so. The trouble with such men is that conditions have changed, and they have not. They fail to understand that to-day, as never before, it is not only one's neighbor who is his competitor, but it is every other man on the face of the earth.

Our fast railroad trains, our electric lines, our telephones, telegraph systems, wireless telegraphy and rural mail delivery have made of us one family. To-day the retail merchant must compete with every other retail merchant in the civilized world. No longer is trade in local boundaries bound to him. It goes where it pleases, it goes to the men who to-day know how to appeal to it and reach it scientifically.

A Frank Statement.

Speaking for myself, I wish to inform the farmer's wife, the merchant's wife, the banker's wife, or the mechanic's wife, that I will never be the one to spurn her cash (for I need the money) and I will tell her frankly to trade where she can get the biggest value for her dollar, whether it is in Toronto, Montreal or any other city; but if prices will range equally the same between the mail order house and the local merchant, I think all fair-minded people will agree with me when I say I think she should favor the latter, for the reason that every dollar spent at home helps to enhance the value of her property as well as mine. It is practically useless to talk of loyalty to the home town. To the customer it is individual with individual, and not a case of loyalty. Therefore it narrows down to a question of supplying the right goods at the right price.

There is no reason why the mail order trade in a town may not be reduced to a minimum, if a real effort is made, but it cannot be done if merchants fold their arms and grumble at the mail order houses and at the people who buy from them. It is the merchant who must take the first step and give the people the opportunity to get the goods they want at home. It is hustling and enterprise that has built up the mail order concerns and it will require hustle and enterprise on the part of the merchant to bring the outgoing trade to their own stores.

Use Mail Order House Methods.

To sum up, my last word is this: in grappling with the mail order problem, adopt as much of the system of the mail order house as possible, investigate their methods, prove to your people that you can make shopping at home, as bright and attractive and fascinating as it can possibly be by mail, do everything to inspire your people's confidence and make good use of printers' ink.

A WORTHY OBJECT.

Everyone who reads the accompanying article will observe that it has been written by a hard-headed business man, capable of going beneath the surface when he thinks. W. R. Patterson is a Collingwood, Ont., business man, keenly interested in the development of his own town. Recently a number of papers were submitted to the Collingwood Advancement Association on the question of Loyalty to Collingwood, by men interested in the building up of the town. Mr. Patterson's was among the number. These papers have been printed in pamphlet form and distributed among the citizens, who are requested to give them serious consideration.

Preventing the Inroads of Rats and Mice in Flour

The following is one grocer's method of keeping mice and rats from finding a way into the flour and feed storeroom:

"Every grocer is confronted with the problem of how best to keep mice and rats out of his flour and meal. For years I have tried cats, traps, poison and other methods of exterminating the pest with but little success. At last I have found what is absolute security against them, having partitioned off part of my wareroom large enough to hold all my flour and meal. I lined this room on sides and top with metal lath and covered the floor with one and one-half inches of cement. The door is a good solid frame covered with metal lath and closely fitted and furnished with a strong spring which will keep it closed at all times, thus preventing neglect of clerks and myself to close it after entering or leaving the room.

"I would advise those contemplating the erection of a building for store purposes to use metal lath throughout the building, and to cover the false floor with metal lath before laying the floor.

Customers Depend on Dealer's Judgment

In the Majority of Cases He Supplies the Brand, Which Illustrates the Confidence His Customers Repose in Him — Personal Salesmanship a big Asset in Moving Out Goods but the Grocery Salesman Must Know Groceries — Other Selling Forces Used — Story of How This Dealer Lost Interest in one Manufacturer's Products.

Chatham, Ont., Dec. 29.—"Nine-tenths of my customers simply ask for soap in their orders," states Hugh Malcolmson, a local retail grocery dealer. "The other tenth stipulates the brand."

This illustrates one thing in particular; that is that Mr. Malcolmson's judgment is given a high place in the estimation of his customers. It means that he acts as an advisory board to his patrons and that the latter have every confidence in his decisions.

Not only is this the case with respect to soap; in practically all their purchases his customers name the general article and he supplies the brand that, in his opinion, is best suited to them. If he thinks someone should have Jones' Worcestshire sauce he gives him Jones'; if Brown's he sells Brown's always bearing in mind the profits he derives from each. The matter is left to his judgment.

This is, of course, a result of the building up of a reputation and goodwill. It is a condition that is almost bound to exist where the merchant handles his customers carefully and never betrays a trust. On the other hand if the merchant does not study his trade and does not know what to do when he becomes the executive committee, he will not have the confidence of many of those who deal with him.

Strong Advocate of Advertising.

This is the opinion of Hugh Malcolmson who is a strong advocate of the development of Selling Power in the retail dealer. Among his chief methods in increasing the power of his sales forces is the use of newspaper advertising.

"I would just as quickly close my door as to stop advertising and I would just as soon stop advertising as to neglect changing my ad. copy every day," he said.

Mr. Malcolmson did not go into advertising blindly; he first invested in retail advertising course and studied the science of advertising. He doesn't maintain that he knows everything about it now for he is still studying. He reads carefully the advertisements written by paid experts such as the ads of the big mail order houses and gets many pointers in this way which when combined with his own ideas and the conditions of his own trade, make effective copy. He is not averse to stocking new and worthy goods which are not known by his customers, because he can create demand for them if he so desires. They must, of course, cary with them a fair profit. To create this new demand one of his chief mediums is newspaper space. He always advertises new goods in the newspapers and gets results because he writes the convincing kind of copy.

Salesman Must Know Groceries.

Mr. Malcolmson is a great believer in the value of personal salesmanship as a means of moving out goods. But he qualifies this by saying that the salesman "must know the goods." He maintains that a superior salesman from say a drygoods store, cannot sell groceries at first. He might be all right in a few cases but if a customer were to ask whether this is green tea or that is sago or tapioca he would be at sea. A woman likes to deal with the salesman who knows the goods and can talk intelligently about them.

The telephone conversation is another good asset in selling goods although this Chatham grocer prefers to get the customers into the store.

"They see more when they come in," he says—which goes to show the value he places on interior display.

Opinion of Substitution.

He does not believe in substitution. He thinks that if a merchant is carrying a brand of goods asked for he should fill the order; but he does not believe in using the selling forces at his command to sell an unprofitable article or one that does not meet with his idea of quality. In other words he gets behind the manufacturer's goods which allow him a fair profit and uses all his practical methods to sell them. A customer frequently asks him his opinion of two or more articles and "I always sell her the one in which I am the most interested—the one that I am familiar enough with to talk intelligently about it, taking into consideration the price and profit," he declared.

Dropped a Manufacturer's Line.

"A long time ago there was a certain firm's goods that I used to handle extensively," he told the writer. "I carried them before they built a factory in Canada. Once they sent me poor goods, no doubt by mistake, and I wrote back to tell them so. This they denied saying that I would have to accept them or they would place the account in the hands of a lawyer for collection if I did not settle up.

"To avoid any trouble I paid them but didn't order any more of the goods. A month later a traveler of the firm called to see me but I said, 'No.' He wanted to know how I could get along without them because they were widely advertised to the consumer who was well acquainted with them.

"I told him I could get along very well without them and that I didn't care to stock any more. He, of course, said they would make me stock them, but I claimed they wouldn't—I haven't handled those goods since simply because I considered I wasn't used right and I lost interest in the goods."

Provided for Stable Room for Farmers' Horses

A Pennsylvania town was losing much of the country business because it provided no adequate accommodations for the farmers' teams or even for the farmers themselves when they came to the city to shop. The result was that they were enticed to more distant cities where the accommodations afforded them were more in keeping with their purchases; but there was one retailer in this city who realized the importance of the farmers' trade and who took measures to afford them accommodation which the city would not provide. Consulting the manager of the most centrally located livery in town, this retailer made an agreement with him to redeem "standing-in coupons," which he would issue to certain farmers on his mailing-list.

This coupon, which entitled the holder to free standing-in privileges for one horse one time at the largest livery in the city, was mailed to farmers with a personal letter, explaining the use of the coupon. The only stipulation was that the holder should purchase $1 or more at this store. The coupon further stated that the store guaranteed satisfaction or their money would be refunded. Each coupon was stamped with a serial number, so that each recipient felt that he was receiving this coupon together with a favored few. In order to make the coupon finally good at the livery, one of the clerks stamped it to the effect that the holder of this coupon had purchased goods amounting to $1 or more.

The result of this letter campaign was that many farmers, who had been going to other cities to trade, were, by this little schme, induced to return to this city and continue their patronage there. Another retailer, in another city, has varied this scheme to the extent that in his letters to farmers he says, "You will have no more trouble about hitching when you come to town. Use the standing-in ticket we are enclosing absolutely free with our compliments. Come into the store and get another one to use the next time you come to town. This offer of giving free standing-in tichets is entirely original with us. We realize the trouble farmers have had in the past in this respect and have decided to furnish standing-in tickets to leading farmers absolutely free. No other store has been so enterprising—no other store has ever been so liberal."

This retailer further strengthened this scheme by removing from the mind of the prospect any idea that there was a trick behind his offer. He said in his letter, "There are absolutely no strings to this offer. The enclosed ticket entitles you to one standing-in at ———'s stable, whether you trade with us or not." He then went on to say, however, that there was no reason why the recipient should not trade with him, and showed conclusively in his letters from purchases made at their store more than justified this small outlay.

The Canadian Grocer

Established - - 1886

THE MACLEAN PUBLISHING CO., LIMITED

JOHN BAYNE MACLEAN - PRESIDENT

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PARCEL POST PROBLEM.

On another page is an article on the Parcel Post problem, pointing out just what effect such a measure would have on the commercial life of the country, and particularly in rural communities.

Some readers may wonder why this question is being exploited just now, since there is no immediate prospect of a bill being introduced into the Canadian parliament. But Parcel Post is under consideration in the United States and President Taft has even gone so far as to favor its establishment on rural free delivery routes. This is only the thin edge of the wedge and later on, if this goes through, one may expect to see parcels mailed across the continent just as cheaply as to a nearby village.

Mail-order houses in Canada will then likely seek the same legislation. But if Canadian members of parliament are thoroughly made acquainted with what will be the ultimate effect on the general welfare of the country, it would be a simpler matter to prevent it being introduced than to kill it after it is introduced.

Therefore, since "an ounce of prevention is worth a pound of cure," let each merchant who feels that he is at all concerned over this question, take the matter up with the member for his constituency and gain his opposition right away.

There will soon be no necessity for the Parcel Post on the grounds that express rates are high since these, according to the finding of the Railway Commission, must be reduced to a reasonable basis within three months' time.

PROTEST AGAINST THE BILL.

The present is a good time to interview the member for your electoral constituency in the Federal house about those Co-operative bills; during the holiday season he is likely to be home. But if you cannot see him personally, drop him a card and ask for his opposition to the measure.

Co-operative joint stock companies allowed to operate differently from any similar concern is class legislation and is dangerous to the stability of our commercial welfare. There is nothing on the statutes at the present time to prevent them being established as joint stock companies responsible to parliament. If this is done there will be few complaints on the part of merchants; but when these societies want permission (which is granted to nobody else) to form companies which are not responsible to parliament, there will be established a precedent which is almost sure to prove detrimental to business in general.

Unresponsible joint stock companies are an incentive to wild-catting. It will be remembered that at the time a certain co-operative store went into liquidation some months ago in a Canadian city, the promoters of the scheme were nowhere to be found. Some of the shareholders—most of them poor people who had recently come to Canada—were interviewed by the writer and in tears they told how those who had promoted the company had disappeared with the money they had with much difficulty scraped together.

If wild-catting can be so carried on under present conditions what may we expect under the conditions sought by those behind the Co-operative bills.

Each merchant should at once request the member for his constituency to oppose the bills and when the time comes each should be prepared to join the big deputation to Ottawa to protest personally against the passage of any such measure.

WHY TURKEY PRICES HELD.

There are always a great many turkeys consumed in Toronto around the Christmas festive season, and this year was no exception. There have been times, however, when the retailer lost money on turkeys, but this year an exception was made.

It will be remembered that a year ago the cry went up some days before Christmas that turkeys were scarce. Retailers grabbed them at around 25 cents only to find that two days before Christmas they were down to 18 and 20 cents with the natural result that they had turkeys on hand after the day had passed or that they sold at a loss.

This year things were different and turned out fairly satisfactory for Toronto retailers. Some time ago the produce men had an understanding that no more than 20 cents per pound was to be paid farmers no matter what the latter demanded. This had the effect anticipated, as wholesale produce houses bought their turkeys eventually, if not at first, for 20 cents and even 19 and 18 for inferior fowl. The retailer secured them at 22 cents and less so that he was able to sell at 25, 26, and 27 cents, make a little profit and at the same time he felt pretty secure that few could offer them more cheaply. This was the reason why prices were so well maintained during the week before Christmas.

There was no shortage in turkeys in most places; many families of course invested their allotment for poultry in geese, chickens and ducks because they were cheaper.

Reports from other places indicate varying conditions. It was estimated that on Saturday morning last 200,000 lbs. of turkey went into Napanee, Ont., and as high as 22 cents was offered. In Hamilton farmers were asking 25 to 27 cents; this turned attention to ducks, geese, etc. On the St. Thomas market they sold at from 20 to 25 cents; at Owen Sound from 19 to 22 cents; Stratford, 20 to 22 cents; London, 24 to 25 cents; Collingwood, 17 to 20 cents.

On the London market there were only about 100 turkeys offered, demonstrating that produce buyers had been pretty busy there prior to the Christmas week.

BETTER POULTRY AND MORE EGGS.

It would seem only natural to see improvement in poultry raising and preparation as a result of the farmers' own initiative. Yet the longest step so far made in this direction is the result of a campaign for better conditions carried on by a Montreal produce house for some months past, and which culminated recently in a prize poultry competition open to all parts of the Dominion.

The entries for this have been large and representative, coming not only from Ontario and Quebec, but also from Nova Scotia, New Brunswick, Prince Edward Island, and as far west as Saskatchewan.

Naturally the $100 offered as prizes has gone a long way toward making the competition successful, for this educational campaign is sure to have its effect. Farmers who received the instructions provided for the competition, will in future know how their poultry should be prepared to bring the best prices, how it should be fed previously, and the value to themselves of raising such stock.

In the past all the average farmer thought of in this regard was to kill, dress and get to market with the least trouble to himself. Now that he has been shown the possibilities of his business by a practical list of instructions and the resulting effect on his birds, there is no doubt that a long step upward will be the result.

THE GROCER, WHERE WAS HE?

A prospective purchaser entering a store expects to see some one there to serve him.

His expectations are not always realized. A case in point happened in Winnipeg last week when a buyer walked into a grocery store to purchase a quantity of bacon. There was no one there. Thinking that the proprietor or a clerk would appear soon he waited a moment or two, but still the silence in the warehouse, cellar and upstairs reigned supreme.

The result was that the dealer lost a sale of bacon and a probable customer, for it happened that the buyer was a representative of a family which had just moved into the district. He purchased his bacon elsewhere.

This little incident is probably insignificant in itself, but it bears a moral. The general public of the nineteenth century would possibly have been satisfied until "something did turn up,"—as Dickens' Micawber would put it—but the public of the twentieth century wants service. It is so common now-a-days that it can be easily secured somewhere. The old-timer may have made some money in the past, but his old-time ideas are anti-profit-producers of the present day.

BUSINESS COSTS AND EXPENSES.

The National Association of Credit Men recently formulated the following simple but comprehensive rules for business accounting:

1. Charge interest on the net amount of your total investment at the beginning of your business year exclusive of real estate.

2. Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3. Charge in addition to what you pay for hired help, an amount equal to what your services would be worth to others: also treat in like manner the services of any member of your family employed in the business not on your regular payroll.

4. Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage or any other cause.

5. Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6. Charge amounts donated or subscriptions paid.

7. Charge all fixed expense, such as taxes, insurances, water, lights, fuel, etc.

8. Charge all incidental expenses, such as drayage, postage, office supplies, livery or expense of horses and wagons, telegrams and 'phones, advertising, canvassing, etc.

9. Charge losses of every character, including goods stolen or sent out and not charged, allowances made to customers, bad debts, etc.

10. Charge collection expense.

11. Charge any expense not enumerated above.

12. When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show the per cent. which it has cost you to do business.

13. Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14. Go over the selling prices of the various articles you handle and see where you stand as to profits, and then get busy in putting your selling figures on a profitable basis, and talk it over with your competitor as well.

CALL THE CLERKS TOGETHER.

Just now one of the most important things any merchant can do is to call his staff of salesmen together and talk over plans for getting a larger share of the profitable trade anticipated during 1911.

The man who does the buying, the clerks behind the counter, the window trimmer, ad. writer and book-keeper, and even the delivery boy, should be given an opportunity of making suggestions as to what goods to buy, and how to display, advertise, sell and deliver them.

There are few merchants who do not put forth every effort to make the next year outshine in preparations and in profits the one that has gone before, and he is already well on his way who knows where his last effort can be improved upon, where the staff, regular and temporary, can be strengthened, or where his last year's stock fell short. All this information cannot be stored away in tablets of memory but the best system is to have some data to steer by.

The ideas adopted for next year's trade must be something original or at least mark a departure from that featured before. Now is the time to plan, to hold a conference and adopt plans which will not only increase sales and profits but make the cogs of the business wheel run smooth.

Make one member of the staff responsible for the ad. writing, another the window dressing, etc., and see that their work is planned well ahead. Then encourage a friendly rivalry and ask every member of the staff to jot down some suggestions and hand them to you in, say, a week's time.

The first thing to do is to get together and enlist the co-operation of the entire staff. Then keep in close touch with what is done, encouraging every member of the store force to do his utmost for his own and your good.

The merchant whose clerks know that he is listening to every word they say to every customer who comes in will not have employes who will develop any great amount of confidence in themselves or in the employer.

"A GIGANTIC FRAUD."

Such is Term Used by Retail Dealer in Describing Daylight Bill.

Editor Canadian Grocer—I would have great pleasure in "dropping you a line," a clothes line, or even a brick, if only I could convince you that the "Daylight Saving Bill" is a gigantic fraud.

If it is really necessary to start the day earlier, by all means do so, but don't tamper with the clock.

There is one side of the question that has not been mentioned as far as I have seen, viz., when the housewife really does her shopping. My experience has been that most women (I mean working men's wives, for they are the backbone of the trade) do their shopping "between the lights," that is when it is too dark to do the housework and not dark enough to turn on the lights. They will, I am fully convinced, still adhere to that plan, call the hour whatever you like. Then it seems earlier closing will not be effected by this means.

The only remedy that I can see is to fix the hour and to stand to it, whatever that is.

J. K. KADWELL.

Chatham, Ont., Dec. 28, 1910.

EDITORIAL NOTE.—Mr. Kadwell's letter is interesting. He, however, does not make clear the point re early closing. If a grocer closes at, say 6 o'clock in summer or even 7 o'clock, he would not have his store open at all during twilight as twilight does not come in summer until between 8 and 9 o'clock. The point made in the article in last week's issue dealt with early closers. If dealers keep open until ten or eleven o'clock at night there would, of course, be no difference to them because they would not be enjoying any daylight after hours.

Readers of The Grocer would, no doubt, be glad to hear again from Mr. Kadwell or in fact from any other dealer who has a decided opinion on this question.

Methods of Hiring and Retaining Help

Character, Utility, Experience and Ambition Among the Items That an Employer Should Seriously Consider—Finding Fault For Small Errors Discountenanced—Occasional Encouragement for Good Service Goes a Long Way to Insure Interest in the Store.

By O. S. Johnson.

Have you ever thought why you find it difficult to retain some of your clerks? If not consider for awhile and you will most likely agree with some of the following statements.

Store enthusiasm is always aroused by the knowledge that one is doing well and that one's efforts are being appreciated. The ambitious clerk will spend his last ounce of energy for an employer who gives him all due encouragement and is not backward in saying "Well done" when occasion arises.

Some merchants refrain from acknowledging satisfaction in their employes' work and rather seize every opportunity to magnify a simple error, and endeavor by harsh methods to make the clerk believe that he has committed some gross and unpardonable mistake.

This policy is doubtless a wrong one. It is moreover detrimental for the employer to prevent a good clerk from framing a high estimate of the value of his services to the store.

There are only a few employes who will be spoiled by being told that they are good salesmen, but on being continually informed that their work is unsatisfactory they will begin to look out for a more encouraging and genial employer.

Get the Clerk Interested.

Conditions around a store must be pleasant, otherwise employes will not evince that keen interest in their work which makes them invaluable to their employer. Until the employer lets his salesmen know from his own lips that their progress is bringing them steadily nearer promotion, they will not banish the idea that there are better chances to improve their position under different management.

Every merchant has his own way of running his business and of handling his help, but as far as the latter is concerned there is certainly one method which could be beneficially utilized by all, and which would tend to create a strong feeling of rivalry among clerks, and spur them on to get home by more than a short head.

A system or recording the sales and general conduct of each employe—in other words, of writing up a short account of the week's doings in the store—would allow each clerk to see whether he had made a backward or forward move, and would also give him an idea of what his manager thought of him.

The idea of the other fellow getting ahead would soon arouse a keen desire in him to go one better the next week.

Investigation on Hiring.

The value of an efficient salesman does not lie entirely in his ability to secure ready sales. Careful inquiries should be made before hiring. While questioning the applicant for a position in his store, the merchant should pay close attention to suggestions on character, temperament and habits which may be brought out by conversation.

He should make sure that the man's aim in life is settled, and that he is determined to remain in the grocery business, as otherwise his services would only be temporary and not so valuable.

Few merchants on examining applicants remember to question them concerning their health. The man that is capable of doing hard work and whose physical condition is strong enough to bear continuous strain, if necessary, will prove a greater acquisition as a rule than the individual who possesses good selling abilities but who is subject to some inherent or contracted disease.

"What experience have you had?" is one of the regular series of questions put to all applying for a position, and one which leads to the production of references. Care must be taken in the perusal of the latter, and further information than provided should be sought as many employers have a stock letter which they hand each member of their firm when leaving, whether his services have been all that could be desired or otherwise.

It is advisable to leave the experience question till the end, since out of it arises a discussion about salary, around which, as a matter of fact, all interest centres, and because the merchant by that time has a good idea of how much the applicant wants, how much he is actually worth, and how much the position will pay.

By carefully cross examining all applicants on the subject of character, health, utility, experience and ambition, the merchant will make his task of choosing good, reliable help lighter, and will also give him an insight into the nature of the man he employs, such as will remove any doubt he might otherwise have.

Playing Game of the Mail Order Houses

Village Store Issues Big Catalogue Filled With Illustrations of Everything Required in Food, Dry Goods, Hardware and Furniture Lines—Various Articles Advertised Described in Modern Style—This Year's Catalogue Twice the Size of That of the Last.

Brownsville, Ont., Dec. 29.—Meeting the big catalogue and mail order houses at their own game is the method of Joseph Corbett, whose departmental store in Brownsville, a village of some 300 inhabitants in Oxford County, Ontario, has thrived on whatever competition it has had to meet. Figuratively speaking, Mr. Corbett has taken a page or two from the book of systems these large city establishments employ, and with a confidence that foreruns success, has adopted a broad policy that should counteract the influence from abroad and keep trade at home.

One criterion of Mr. Corbett's success is found in his annual fall and winter catalogue, which also covers the Christmas trade. It is this year more than double the size of the catalogue issued a year ago. From the standpoint of brightness, attractiveness, and from a business form and sense, it is much better than the 1909 catalogue, and even that was quite pretentious.

A Good Business Talk.

Twenty-eight pages, exclusive of the cover, are required to advertise some of the goods handled in this store. The very first page is impressive. The illustration is well chosen and emphasizes the following little introductory talk: "Making your dollars go farthest is a problem that confronts a good many people, especially at this time of the year, when so many things are necessary to add to one's comfort during the fall and winter season. We feel positive no store will offer you better values, and our range is so wide to choose from. Whether judged from the point of view of mere sight-seeing, or from that of intending purchases, you will find our store is a very interesting place. Read this catalogue carefully from first to last word. It will pay you, it carries with it a message of interest to everyone who appreciates and practises saving money. In every department we carry full lines. We have not begun to mention all the articles in each, but merely draw your attention to our prices in each department, and in any of your wants we can supply you at correspondingly low prices."

Lesson on Quality.

Such is the general introduction. The grocery department has the following brief announcement apart from the articles and their talks and prices. "Practice economy always, but never sacrifice quality for price, especially so with regard to food products. Our groceries are high grade in every particular, and

can be served with the utmost satisfaction. Our stock consists of everything that is desirable for Christmas cooking. Prices quoted are of economic interest to you."

The following is an example of the confidential talks upon the various goods, "Coffee! Try our delicious ground-while-you-wait blend at 40 cents per lb. It makes a delicious beverage. Save the bags, return ten and get a pound free. Extra good value is our special blend whole bean coffee, ground-while-you-wait at 25 cents per pound. One pound in a beautiful lithographed tin, as per cut, 40 cents."

Suggestions for Planning a Large Seasonable Sale

By A. H. Harvey.

In planning a big seasonal or special sale it is usually best to advertise it extensively in the local newspapers which circulate among the farmers, but live retailers have learned that the newspaper publicity can be given an individual and personal appeal, which is doubly effective when introduced by letters. These letters are primarily for the purpose of calling the customer's attention to the announcements of the sale running in the newspapers, and for making each recipient feel that the retailer has written him or her a personal letter, so that it will be possible for them to take advantage of the bargains which are offered. But in order to make this letter as effective as it should be, it is often necessary to add some inducement not included in the newspaper advertisement. These extra inducements are put up to the reader in a way that makes her believe that she is one of a favored few.

One excellent scheme of this kind that is used is a special discount card. In the first letter which the prospect receives there is enclosed a card, which entitles the holder to a discount of five or ten per cent. from the regular sales prices quoted in the newspaper advertisement. The recipient is told that this discount to her is only one being sent to a favored few. Her name is filled in with pen and ink, and the card is stamped with a serial number. It also shows the limit of the offer, usually five or ten days.

This first letter is followed up by another within a week, calling the recipient's attention to the card and the fact that the limit on the offer is about to expire. Occasionally a third letter is written to the persons whose cards have not been redeemed at the store, stating that the retailer has decided to extend the limit for a few days longer. In this letter another discount card is enclosed and marked "Special Duplicate." The new time limit is also stamped over the limit set on the first card.

Some Problems Discussed by Retailers

The Following Somewhat Broken Conversation Serves to Show How Dealers' Minds are Broadened at Association Meetings—The Value of Giving Credit and of Personality in Business—Honesty in Business and Thoughtless Knocking.

"What and why is the credit system in a retail business?"

Attention was abruptly turned to the new speaker who threw out this query implying at the same time that he knew the answer and would give it. Conversation had been upon system in business and one speaker had dwelt upon the points in favor of the strictly cash system. The others agreed with his sentiment to a certain extent, but the majority were hardworking grocers who had only a one-third cash business. The rest was credit.

"Credit is a convenience," said the speaker after a pause. "The majority of housekeepers demand it and appreciate it. They may not go out of their way to tell you about it, but nevertheless, they like it. A customer of a "cash only" needs some particular goods. She knows she is going down town that day and says, 'Well, I might as well buy it at Seaton's or one, or one of the other big stores with the other stuff.' That is the tendency. Take the convenience away from retailing and it wouldn't be long until the small retailer would be a thing of the past.

Put Up With Much.

"It's a corker what the people will tolerate in these big stores. When they find they have not received the value for money spent on some article they do not rant and rave and hunt up the proprietor, yelling 'thief, robber, etc.' at him. They made the purchase from a clerk, a part of the machinery of the big store, and a clerk pays as much attention to a complaint as does the big clock over the main street entrance. There is no personality in these big stores. You cannot find the proprietor to tell him what you think of him, whether he is wrong or not. You have to wait four or five minutes, often more for your change, but Pshaw! Somebody hit upon the truth when he said: "the people like to be done."

An Oyster Episode.

"This is a strange world, but it is nothing like its people. Why only last week a man brought back a quart of oysters, one of the new brand kind that have a continental reputation. He said they were rotten. Imagine that. I sold all the rest of the shipment and not a word of complaint. But to this man they were bad. Funny! Why I know they were good, but what are you to do? I would rather lose a little money than a good customer's entire trade."

Honesty in Business.

Another grocer said: "We should not be led away with the idea of success to such an extent that we become blinded by the almighty dollar. True, the world may seem to judge a man by the money he has, but the final question every time is not how much he has made, but how has he made it. According to the standard of wealth, some of the worst scoundrels are recognized as successes. But you and I know that they include men devoid of character in its broadest sense. There are bloodstains on their money bags. By paying low wages to their young men and particularly to the young girls in their employ they have wrung their success from the bodies and souls of these employes. Personally, I would rather be a failure and fail honestly, than be a success and jeopardize my reputation whether the world knew it or not." And this is, I think, a sentiment that is characteristic of most of that large body of Canadian grocers.

A little play on words had a double meaning. One of the members said, "To win the confidence of the people you must deliver the goods." He was speaking in a general sense but it was pointed out that prompt delivery pleases and is one of the features of convenience.

Thoughtless Knocking.

Conversation turned into different channels. Then the following. It was one of the weaknesses of the trade the speaker said and he had heard it frequently.

"This is an example.

"It is midafternoon and two clerks are in the storeroom opening up new goods. 'Well, get onto this stuff,' says one. 'Look at what he expects to sell for thirty cents. He must have been crazy when he bought that.' The anvil chorus is doing nicely at this stage. 'Why nobody asks for this stuff around here. I never heard of it before. Some traveler must have had him on the string.'

"The next morning the proprietor sets out for the fruit market. His sympathetic clerk has something to say about his general appearance. He calls to a fellow employe. 'It's a wonder he isn't ashamed to drive that old rig up the back lane. Just look at it. If he'd slap a little paint onto it, it wouldn't be so bad. I suppose we'll not see him now for the rest of the morning;' the clerk finishes with a vicious snap at the string he has been using in tieing up a five pound bag of sugar and cuts the paper by the unnecessary force he applied."

The relater of these incidents finished with: "Now, how can a store become a success with disloyalty of that kind rampant?"

The above comment was recently heard at a meeting of a retail grocers' association. Talks like this serve to broaden a dealer's mind and make him see matters in a different light.

The Causes of So Many Business Failures

Lack of Clear Knowledge of Percentages and of General Business Principles with a Tendency to Overlook the Small Details —Do Ninety Per Cent. of Those who Enter Business Fail Sooner or Later?

By Howard R. Wellington.

It has been said that ninety per cent. of those who enter business fail sooner or later. Just how near this comes to the truth we hardly know, but there are undoubtedly a large number of failures which might be prevented if merchants would adopt more systematic and practical methods. Of course, there are exceptional cases, when force of circumstances compel a man to discontinue business, and even if additional capital were available, it would make no ultimate difference. As a practical illustration of the erroneous idea of some merchants in regard to expenses and percentages, we will suppose that we commence a jobbing business, with every prospect of a turnover of $100,000, on which we expect to make a margin of profit of 25 per cent.

One method—Profit on -100,000 at 25 per cent. equals $25,000; our selling expense is 10 per cent., or $10,000; our inside expense is 6 per cent., or $6,000; our cash discount is 2 per cent., or $2,000; our profit is 7 per cent., or $7,000; total, $25,000.

The correct method—Profit on $100,000, at 25 per cent., or $20,000, selling expense is 10 per cent., or $10,000; inside expense is 6 per cent., or $6,000; cash discount is 2 per cent., or $2,000, profit, 2 per cent., or $2,000; total, $20,000.

It will be seen by comparing the two statements submitted, that instead of clearing $7,000, we actually earn $2,000 in profits, the percentage of expenses, discount, etc., being figured always on the sales.

A Definite Basis to Work on.

We believe firmly that a certain percentage of profit should be added on each line of merchandise, and that this is governed entirely by the class of goods handled and the situation of the store. There is a tendency to purchase an article for a certain price and mark the retail price immediately without carefully ascertaining what the usual margin is. While it is undoubtedly necessary to cut prices sometimes to compete with an opposition, the correct selling price should be known, as it may be possible to make up the difference on something else.

Stock-taking.

Would you be surprised to know that there are merchants doing a fair business, who never take stock; who seem to have enough cash to pay bills when due, but who cannot know how much profit has been made for a period, or possibly how much loss has been made.

It is such accounts as these that are the credit man's worst enemy, for while a merchant may apparently be prosperous for a certain length of time, in spite of his lack of system, he will surely go under sooner or later without some definite basis to work on.

Figuring Expenses.

Then in the matter of expenses, unless the merchant actually takes stock and draws off an annual statement, showing his turnover, his various charges against profit, and his gross and net profit, it is impossible for him to know whether his business will stand the expense he is charging it with, for salespeople, advertising, rent, etc. Of course, he may argue that his expenses are as low as could be possible, whether he had a statement of affairs or not, but is there any impetus for a merchant to lessen his expenses if he does not know how his sales compare with expenses and profits?

The Annual Statement.

Just to give some idea of the statements which are handed to the mercantile agencies sometimes for distribution to the wholesaler or manufacturer, we are giving here a statement recently submitted, signed by the retailer, and declared to be correct. As a basis of credit we consider this statement a fair risk, but either through the total ignorance of the dealer, or on account of fraud, the whole aspect of his business is changed in a few months' time.

The figures given are approximately correct, with original statement as presented:—

Statement, Feb. 28, 1910.	
Stock on hand	$3,400.00
Cash	150.00
Accounts receivable	400.00
Furniture and fixtures	300.00
	$4,250.00
Accounts and bills payable	$ 850.00
Surplus	$3,400.00

Liabilities are apparently very small, and in such a case, his affairs are in good shape.

Regarding Liabilities.

Perhaps some merchants overlook the fact that is absolutely essential to record accounts and bills payable. A complete record of all purchases should be kept as carefully as a record of sales. Frequently, when an accountant or assignee is called in to take off a statement, the utmost difficulty is experienced in ascertaining the actual liabilities to creditors, although at the same time the debits to customers are carefully recorded. Invoices for purchases should be journalized, and the totals credited to the respective creditors. When accounts are paid, creditors' accounts should be debited, or when drafts are accepted, the same course should be taken, and a record kept of the days on which acceptance falls due.

Statement, Nov. 1, 1910—	
Stock on hand	$5,000
Cash	50
Accounts received	200
Furniture and fixtures	300
	$5,550
Accounts and bills payable	$22,550
Deficit	$17,000

You say such a state of affairs is incredible in such a short time. Perhaps so, but this is an actual case, and while it is quite evident that fraud was practised, it should be a warning to every merchant to keep a clear record of his liabilities.

OUT AFTER PEDDLERS.

Kingston Merchants Waging War Against Men Selling Without Licenses.

Kingston, Dec. 29.—The members of the Kingston Retail Merchants' Association are out with a big stick, after the men who go around the city, from door to door and throughout the country, peddling without a license, and they have decided to fight the matter out to a finish. The matter has been discussed from time to time by the members and at the meeting held recently it was decided that it was time to get a detective on the case, and have every guilty party brought before the magistrate.

The city police have had a few cases of the kind before the magistrate, but the members of the association feel that the matter has not been given the attention it should have received and on this account they have decided to take the matter into their own hands, and employ police to work it out. Legal advice is also to be secured, so as the members of the association can find out just what rights they have in the matter.

The statement was made at this meeting that during the past two weeks an outsider who had been working in this district, and who had not taken out the necessary license, had realized over $1,000 on aluminum goods alone. This is not fair to local retailers.

As far as the local merchants are concerned, it will be war to the end, as they have decided that the thing has got to stop.

The Kingston merchants would like to get the co-operation of the merchants of other places along this line.

Who is it always has the most desirable clerks working for him but the man who is himself the most desirable employer?

Don't let the idea get possession of your head that there is only one kind of advertising just because you never used but one kind. Look over the field and see if you aren't missing a good idea somewhere.

The Markets—Dried Fruit Situation

A Review of the Various Lines and the Condition Existing in Most of Them—Evaporated Apples, Raisins, Currants, Apricots, Prunes, Peaches, All are Firm And Interest will be Centred Upon this Market Until the New Crop Condition Begins to be Felt—Sugar is Dull and Weak—Coffee Firm but Quiet — Canned Goods Strong.

See also Provisions, Cereals and Fruit, Vegetables and Fish Departments on Pages Following.

ONTARIO MARKETS

POINTERS—

Evaporated Apples.—½ to 1 cent higher.

Gallon Apples.—Price advanced.

Apricots and Peaches.—Price advanced.

Toronto, Dec. 29.—A combination of conditions are responsible for something akin to listlessness in the trade in the interval between the holidays. Judging from the presence of the travelers one would consider it "Old Boys" week but it is safe to assume that there is more than a festive spirit attached to the apparent holiday they are having. Preparations are under way for a good beginning with the opening of the new year. The various houses are holding consultations, a banquet is heard of as having been held or as a future event and all in all a big effort is being made to get away to a good start.

Actual business is rather tame this week. There is some passing but not much more than is hoped for at this time. The old year leaves behind it some markets of almost unsurpassed strength. The dried fruit situation, the canned goods situation and one or two others of lesser importance are certainly decidedly firm and it is probably that during the coming year some top figures will be reached.

Sugar just now is weak and it is generally believed that prices are due to decline almost at any time now.

There is a likelihood of not a few changes with the new year but that remains to be seen.

In regard to the dried fruit situation the following refers to conditions in California stocks and is from a reliable source.

"If the present demand continues there will be nothing left for the spring trade, neither domestic nor foreign, French and German operators have been purchasing heavily in California of late taking prunes, peaches, apricots, raisins and apples and at prices much higher than was imagined they would be at this season.

"There is little of anything left. It looks as if there would be less raisins on hand on Jan. 1st, 1911, than was ever known at that time of the year. Never have the stocks in growers' and packers' hands been so light and never has the demand for the season between Thanksgiving Day and Christmas been so heavy.

"It requires a lot of raisins to supply the trade from January 1st to October 1st, in fact from 30,000 to 40,000 tons. Reliable authorities say 41,000 tons were shipped between January 1st, 1910, and October 1st, 1910. Just now there are not 20,000 tons in sight in California. In the way of prunes they are so few that they are hardly worth mentioning. Estimates run from 100 to 150 cars. That is nothing.

"In the way of peaches, never was there so steady and persistent a demand. With apples at a high figure and likely to go higher it is not to be expected that peaches are going to remain at a low figure.

"Apricots are so few that it is hardly worth while taking them into consideration."

Sugar.—Trade in sugar is dull. The demand is light and the prospect is for lower prices. Willett and Gray say, "Regarding Cuba crop there are no receipts yet at principal shipping ports. Fourteen centrals are working against 56 at the same time last year. There should be a large increase working after the holidays." This refers to the market in raws. The market just now is uneventful. Indications point to a declining market, and while there is always the possibility of something intervening, that something is not very apparent just at present.

Extra granulated, bags	4 70
" " 20 lb. bags	4 80
Imperial granulated	4 55
Beaver granulated	4 55
Yellow, bags	4 30
Barrels of granulated and yellow will be furnished at 5 cents above bag prices.	
Extra ground, brls	5 10
" 50-lb. boxes	5 30
" 25-lb. boxes	5 40
Powdered, brls	4 90
" 50-lb. boxes	5 10
" 25-lb. boxes	5 30
Red Seal, cwt	7 10
St. Lawrence Crystal Diamonds	7 60
Paris lumps, in 100-lb. boxes	5 60
" in 50-lb. "	5 70
" in 25-lb. "	5 90

Syrups and Molasses.—Demand for syrup has continued right up to the present. This is something of a precedent and it is expected now that there will be no diminution in the trade. Molasses are steady and there is a good call for maple syrup.

Syrups—	Per case
2 lb. tins, 2 doz. in case	2 25
5 lb. tins, 1 doz. in case	2 60
10 lb. tins, ½ doz. in case	2 50
20 lb. tins, ½ doz. in case	2 45
Barrels, per lb.	0 03½
Half barrels, lb.	0 03¾
Quarter " "	0 03¾
Pails, 38½ lbs. ea.	1 70
" 25 " "	1 20

Maple Syrup—	
Gallons, 6 to case	4 80
½ " 12 "	5 40
Quarts, 24 "	5 40
Pints, 24 "	3 00
Molasses—	
New Orleans, medium	0 30 0 35
New Orleans, bbls	0 28 0 32
Barbadoes, extra fancy	0 45
Porto Rico	0 45 0 52
Muscovada	0 30

Dried Fruits.—The advance in prunes announced last week seems to have been well warranted. Apricots and peaches are also quoted at higher prices and all the way down the line with but few exceptions the position is one of strength and is likely to remain that way for an indefinite time. There may probably be a lull for a short time following the holidays but the trade are expecting the markets to come back later when the real conditions will be laid bare and the situation will be fully comprehended.

Prunes—			
30 to 40, in 25-lb. boxes			0 12½ 0 13½
40 to 50 " "			0 12 0 12½
50 to 60 " "			0 12
60 to 70 " "			0 11½
70 to 80 " "			0 11
80 to 90 " "			0 09 0 10
90 to 100 " "			0 08½ 0 09½
Same fruit in 50-lb. boxes ½ cent less.			
Apricots—			
Standard			0 16 0 16½
Choice, 25 lb boxes			0 16 0 17
Fancy, " "			0 19 0 20
Candied Peels—			
Lemon	0 09 0 11	Citron	0 15 0 17
Orange	0 10 0 12½		
Figs—			
Elemes, per lb.		2½ "	0 11½ 0 12½
1½ inches	0 08 0 10	2½ "	0 11½ 0 13½
2 "	0 08½ 0 10½	Umbrella boxes	0 12 0 14
2½ "	0 09½ 0 12		
Tapnets, "			0 04 0 04½
Bag figs			0 04½ 0 06
Dried peaches			0 10 0 10½
Dried apples			0 08 0 09
Currants—			
Fine Filiatras	0 07½ 0 08	Vostizzas	0 10 0 12
Patras	0 08 0 08½		
Uncleaned ½c less			
Raisins—			
Sultana			0 10 0 12
" fancy			0 11 0 13
" extra fancy			0 14 0 16
Valencias selected			0 08 0 09
Seeded, 1 lb packets, fancy			0 08½ 0 09
" 16 oz. packets, choice			0 07½ 0 08
" 12 oz. " "			0 07 0 07½
Dates—		Sairs	0 04½
Hallowees—		Package dates,	
Full boxes	0 05½ 0 05¾	per 1 lb.	0 06¼ 0 06¾
Half boxes	0 06 0 06½	Fards choicest	0 09½ 0 10½

Coffee.— The attention of the trade is directed away from staples just now and coffee is one of them. The result is a little quietness.

In the primary market it is apparent that coffee is receiving a rest and a more conservative tone is manifest. One reason given is that all staple goods feel the pressure of holiday trade flowing temporarily in other channels. Attention is drawn from coffee and for the present there is a feeling of dullness.

Rio, roasted	0 18 0 20	Mocha, roasted	0 25 0 28
Green Rio	0 15 0 16	Java, roasted	0 27 0 33
Santos, roasted	0 22	Mexican	0 25
Maricalbo, "	0 20	Gautemole	0 18
Bogotas	0 22 0 25	Jamaica	0 20

Spices.—The market is strong but is not attracting much attention just now. Strength, however, is behind it and may be more apparent in a short time.

	Bbls.	Pails or Boxes	Tins	¼-lb. pkgs. dz	½-lb. tins doz
Allspice	0 14	0 15	0 17	0 75	0 80
Cinnamon	0 24	0 25	0 27	0 90	0 90
Cayenne pepper	0 23	0 24	0 26	0 90	0 90
Cloves	0 24	0 25	0 27	0 90	0 90
Cream tartar	0 25	0 26	0 28	0 90	...
Curry powder	....	....	0 25	....	...
Ginger	0 22	0 24	0 26	0 80	0 90
Mace	....	....	78	....	2 75
Nutmegs	....	....	0 30	190	2 00
Pepper, black	0 15	0 16	0 17½	0 75	0 90
Pepper, white	0 24	0 25	0 26½	1 00	1 10
Pastry spice	0 23	0 24	0 26	0 80	0 90
Pickling spice	0 15	0 16	0 18	0 75	0 75
Turmeric	....	....	0 15	....	...
Mustard seed, per lb. in bulk					0 12
Celery seed, per lb. in bulk					20

Tea.—The market is firm and while the strength may not be apparent as far as material changes are concerned still it is there, according to reports.

One report says: "Distributors and blenders are making great efforts to secure by private treaty, the unsold balances of crops of some estates at prices considerably in excess of current market values. . . . There are fresh indications that the investing public is now again seriously turning its attention to tea as a speculative investment of promise.

"There seems little doubt that, should prices, as seem probable, be maintained at the present level, even for a month or two, profits of many of the companies whose crops have been prolific will be quite phenomenal."

The total export of black tea from Ceylon during 1910 up to November 7th was 147,320,395 lbs. as compared with 151,905,994 lbs. in 1909. The total shipment of green tea from Ceylon during 1910, up to November 7th was 5,180,069 lbs. as against 4,683,515 lbs. in the same period of 1909. The exports of all Ceylon teas this year show a comparative decrease of 4,089,045 lbs. The total up to November 7th, 1910 was 152,500,464 lbs.; total up to November 7th, 1909, was 156,589,509 lbs. Rubber exports from Ceylon show an increase of 1,469,213 lbs. or nearly 138 per cent.

Evaporated Apples.—This market has new strength. Stocks are practically out of the hands of the manufacturers. They are reported decidedly light no matter who has them and while prices are now higher it is believed by some that they have farther to go.

Evaporated apples	0 11½	0 11½

Rice and Tapioca.—The market is quiet in view of plum puddings and other dainties of the season. The market is firm, however, and primary reports indicate considerable firmness.

Standard B, from mills, 500 lbs. or over, f.o.b. Montreal		2 90
	Per lb.	
Rice, stand B..	0 03½	0 03½
Rangoon	0 03½	0 03½
Patna	0 05½	0 06½
Japan	0 04½	0 06
Java	0 06	0 07
Carolina	0 10	0 11
Sago, medimm brown	0 05½	0 06
Tapioca—		
Bullet, double goat		0 08
Medium pearl.	0 05½	0 08
Flake		0 08
Seed	0 05½	0 08

Beans.—The market is firm with fair amount of business passing. Just at present there is nothing eventful.

Prime beans, per bushel	1 85	1 90
Hand-picked beans, per bushel	2 00	2 10

CANNED GOODS

MONTREAL.—The trade in canned goods is unusually good this time of the year, even though orders are small. It emphasizes the contention of brokers and packers that the supply in the hands of whoesale and retail grocers is so small that they have to come into the market more often. Buyers are showing a tendency to take chances on the future rather than stock up now, realizing that the canned goods market is fickle. Tomatoes are all cleaned up, while corn is firm but inactive both on the spot and for future delivery. Peas are quiet and unchanged. There is little demand at present for either spot or future goods. Other canned goods are firm under unusually light offerings, but there is not much demand.

Peas, standard, dozen	$1 20
Peas, early June, dozen	1 35
Peas, sweet wrinkled, dozen	1 35
Peas, extra sifted, dozen	2 00
Pumpkins—3 lb., 95c.; gallon, $3.00.	
Beans, dozen	1 00
Corn, dozen	1 00
Tomatoes, dozen (Ontario and Quebec)	1 45
Strawberries, dozen	1 90
Raspberries, 2's, dozen	1 77½
Peaches, 2's, dozen	1 90
Peaches, 3's, dozen	1 90
Pears, 2's, dozen	1 80
Pears, 3's, dozen	2 40
Plums, Greengage, dozen	1 67½
Plums, Lombard dozen	1 00
Lawtonberries, 2's, dozen	1 60
Clover Leaf and Horseshoe brands salmon—	
1-lb. talls, per dozen	2 07½
½-lb. flats per dozen	1 32½
1-lb. flats, per dozen	2 25
Other salmon—	
Humpbacks, dozen	1 40
Cohoes, dozen	1 60
Red Spring, dozen	1 90
Red Sockeye, dozen	2 10
Lobster Futures—	
½-lb. flats, dozen, $2.75; 1-lb. talls, dozen, $4.25.	
1-lb. flats, dozen, $5.25.	

Compressed corned beef, 1s	2 00	Minced collops, 2s	2 50
Compressed corned beef, 2s	3 35	Corned beef hash, 1s	1 60
English brawn, 2s	3 15	Corned beef hash, 2s	2 80
Boneless pigs' feet, 2s	3 15	Jellied hocks, 2s	3 50
Ready lunch veal loaf ½s	1 50	Jellied hocks, 6s	12 00
Ready lunch veal loaf 1s	2 60	Paragon ox tongue, 1½s	7 50
Roast beef, 1s	2 00	Paragon ox tongue, 2s	8 50
Roast beef, 2s	3 35	Paragon ox tongue, 2½s	9 50
Stewed ox tail, 1s	1 60	Paragon lunch tongue 1s	4 00
Stewed kidney, 1s	1 50	Tongue lunch, 1s	3 50
Stewed kidney, 2s	2 65	Sliced smoked beef, ½s	1 50
Minced collops, 1s	1 40	Sliced smoked beef, 1s	2 50

TORONTO.—Higher prices in some lines of canned goods are reported in the wholesale district. Gallon apples are noticeably higher and different lines of peas are up. The whole market is a strong one, although during the present there is not a great deal of activity.

The National Canners' Association of the United States show that the total pack of tomatoes in the United States was 8,031,000 cases, which was about 3,000,000 cases below the 1909 pack. The result of this compilation of figures, it is said, has strengthened, considerably, the market, though without any radical advance.

VEGETABLES	Per doz. Group B	Group A
Asparagus tips, 2's, talls	2 52½	2 55
Beans, Golden Wax, 2's	0 97½	1 00
" " Midgets, 2's	....	1 30
" " 3's	1 37½	1 40
" Refugee or Valentine (Green) 2's	0 92½	0 95
" Refugee Midgets 2's	....	1 30
" " 3's	1 37½	1 40
Beets, sliced, blood red, 2's	0 97½	1 00
" whole, blood red, 2's	0 97½	1 00
" sliced, blood red, 3's	1 32½	1 35
" whole, blood red, 3's	1 37½	1 40
" whole, Rosebud, 2's	....	1 27½
" " " 3's	....	1 52½
Cabbage, 3's	0 97½	1 00
Carrots, 2's	0 97½	1 00
Corn, 2's	0 97½	1 02½
" fancy, 2's	1 05	1 07½
" on cob, gal	0 77½	1 00
Peas, Standard, size 4, 2's	....	1 35
" Early June, size 3, 2's	....	1 35
" Sweet Wrinkle, size 2, 2's	....	1 37½
" Extra fine sifted, size 1, 2's	....	1 87½
Pumpkin, 3's	0 97½	1 00
" gal	3 02½	3 05
Spinach, table, 2's	1 27½	1 30
" " 3's	1 77½	1 80
" " gal	5 02½	5 05
Tomatoes, 2's	1 05	1 07½
" 3's	....	1 35
" gals	3 62½	4 02½
Turnips, 3's	1 12½	1 15
FRUITS		
Apples, standard, 3's	....	1 20
" gal	3 50	3 60
Blueberries, standard, 2's	1 27½	1 30
" gal	5 27½	5 30
Cherries, black, not pitted, heavy syrup, 2's	1 52½	1 55
" black pitted, heavy syrup, 2's	1 92½	1 95
" red, not pitted, heavy syrup, 2's	1 82½	1 85
" red pitted, heavy syrup, 2's	2 17½	2 27½
" white, not pitted, heavy syrup, 2's	1 62½	1 65
" white pitted, heavy syrup, 2's	2 02½	2 05
" red pitted, gal	3 52½	3 55
Gooseberries, 2's, heavy syrup	....	1 77½
Lawtonberries, 2's, heavy syrup	....	1 77½
Peaches, 2's, white, heavy syrup	1 87½	1 90
" 2's, yellow, heavy syrup	1 87½	1 90
Raspberries, black, heavy syrup, 2's	1 77½	1 80
" black standard gal	7 02½	7 05
" red, heavy syrup, 2's	1 77½	1 80
" red, standard gal	7 02½	7 05
" red, solid pack, gal	9 27½	9 30
Rhubarb, preserved, 2's	1 52½	1 55
" " 3's	2 27½	2 30
" standard, gal	3 27½	3 30
Strawberries, heavy syrup, 2's	1 77½	1 80

Clover Leaf and Horseshoe brands salmon:

1-lb. talls, dozen	2 05	2 07½	Cohoes, per doz. 1 77½
½-lb. flats, dozen	1 30	1 32½	Red Spring, doz 1 87½
1-lb. flats, dozen	2 22½	2 25	
Other salmon prices are:			Lobsters, halves, per dozen 2 65 2 75
Humpbacks, doz	1 20	1 25	Lobsters, quarters, per dozen 1 60
Pinks	1 30	1 35	
Northern River Sockeye		1 95	

Chicken	4 00		Soup, 2's 1 90
Turkey	4 00		Soup, 1's 1 40
Ducks	4 00		

QUEBEC MARKETS

POINTERS:—

Prunes—Scarce.

Tarragona Almonds—Very short.

Coffee.—Weaker.

Montreal, Dec. 29.—All Montreal markets are under the holiday spell, and no operations of importance need be expected till the New Year. The dullness is not, however, accompanied by weakness, as there are quite a number of inquiries for certain lines.

The unusual scarcity of prunes is attracting attention and many are wondering whether there is a shortage in the crop or whether supplies are being held for future developments.

Sugar.—There was a holiday dullness noted in the sugar trade, and most circles feel that activity need not be expected pending the close of the year.

Nothing new has developed in refined sugar, the business being seasonably light, as distributors are going slow, pending inventories.

The visible supply of sugar in the world is now 3,050,000 tons, which compares with 2,790,000 last year at this time, an increase of 200,000 tons.

Granulated, bags	4 60
" 20-lb. bags	4 70
" Imperial	4 45
" Beaver	4 45
Paris lump, boxes, 100 lbs.	5 50
" " " 50 lbs.	5 50
" " " 25 lbs.	5 70
Red Seal, in cartons, each	0 35
Crystal diamonds, bbls.	5 30
" " 100 lb. boxes	5 40
" " 50 lb. "	5 50
" " 25 lb. "	5 70
" " 5 lb. cartons, each	0 37½
Crystal Diamond Dominoes, 5-lb. cartons, each	0 37½
Extra ground, bbls.	5 05
" " 50-lb. boxes	5 20
" " 25-lb. boxes	5 45
Powdered, bbls.	4 85
" 50-lb. boxes	5 10
Phoenix	5 15
Bright coffee	4 50
No. 3 yellow	4 45
No. 2 "	4 35
No. 1 " bags	4 20

Bbls. granulated and yellow may be had at 5c. above bag prices.

Syrup and Molasses — There is a steady distributing movement in grocery grades of molasses, though the usual year-end slackening is noted. Prices are firm, but demand is somewhat slack, owing no doubt to the high prices prevailing.

Fancy Barbadoes molasses, puncheons	0 36	0 36
" " " barrels	0 38	0 39
" " " half-barrels	0 40	0 41
Choice Barbadoes molasses, puncheons	0 31	0 33
" " " barrels	0 34	0 36
" " " half-barrels	0 36	0 38
New Orleans	0 27	38
Antigua		0 30
Porto Rico		0 40

Corn syrups, bbls	0 03
" ½-bbls	0 03½
" ¼-bbls	0 03¾
" 38½-lb. pails	1 70
" 25-lb. pails	1 20
Cases, 2-lb. tins, 2 doz. per case	2 60
" 5-lb. " 1 doz. "	2 50
" 10-lb. " ½ doz. "	2 50
" 20-lb. " ¼ doz. "	2 45

Dried Fruits.—There is a brisk demand for the principal varieties of California dried fruits, particularly prunes, but the buying is of the hand to mouth order. Advices from the Coast reflect a strong feeling among holders, who have comparatively little stock left. Peaches are firm, and higher prices are confidently looked for, in view of the high cost of competing fruits, especially evaporated apples. Valencia raisins are exceptionally scarce, and the demand for currants is strong. Yet the recent arrivals seem to have satisfied present requirements of consumption, and little new business seems to be coming to the surface. Figs are quiet, the immediate needs of consumption having been covered.

Currants, fine filiatras, per lb., not cleaned			0 06½
" " " cleaned			0 07½
" Patras, per lb			0 08 0 08½
" Vostizzas, per lb			0 09 0 09½
Dates			0 05½
Figs, 4 crown	0 09	Figs, 6 crown	0 11 0 12
" 5 crown	0 10 0 11	" 9 crown	0 13 0 14
Prunes—			
30-40			0 12
40-50			0 11
50-60			0 10½
60-70			0 09½
70-80			0 09
80-90			0 08½
90-100			0 08½
Raisins—			
Choice seeded raisins			0 07½
" fancy seeded, 1-lb. pkgs			0 08½
" loose muscatels, 3-crown, per lb			0 07½ 0 08
" " 4-crown, per lb			0 09½
Malaga table raisins, clusters, per box			2 40 5 50
Valencia, fine off stalk, per lb			0 07½
" select, per lb			0 07½
" 4-crown layers, per lb			0 08½

Nuts—The holiday trade is done, except the occasional buying of local dealers to keep their stocks up. There is a general firm tone to the market, and no price changes are to be recorded.

In shell—	
Brazils	0 15 0 16
Filberts, Sicily, per lb	0 11 0 13
" Barcelona, per lb	0 10½
Tarragona Almonds, per lb	0 15 0 16
Walnuts, Grenobles, per lb	0 16½ 0 19
" Marbots, per lb	0 15 0 16
" Cornes, per lb	0 11½
Shelled—	
Almonds, 4-crown selected, per lb	0 35 0 37
" 3-crown " "	0 32½ 0 35
" 2-crown " "	0 31
" (in bags), standards, per lb	0 27 0 28
Cashews	0 15 0 17
Peanuts—	
Spanish, No. 1	0 12
Virginia, No. 1	0 13 0 14
Pecans, per lb	0 65
Pistachios, per lb	0 75
Walnuts—	
Bordeaux halves	0 38 0 40
Brokens	0 30 0 32

Tea.—There was a steady inquiry reported for teas, and although fewer sales were noted, the opinion was expressed that considerable business was being put through quietly. Japans are in more request. Ceylons are well maintained, while many orders are being received from the country with January dating of bills.

Choicest	0 40	0 50
Choice	0 35	0 37
Japans—Fine	0 30	0 35
Medium	0 25	0 28
Good common	0 21	0 23
Common	0 19	0 21
Ceylon—Broken Orange Pekoe	0 21	0 40
Pekoes	0 20	0 22
Pekoe Souchongs	0 20	0 22
India—Pekoe Souchongs	0 19	0 02
Ceylon greens—Young Hysons	0 20	0 25
Hyson	0 20	0 22
Gunpowders	0 19	0 22
China greens—Pingsuey gunpowder, low grade	0 14	0 18
" " pea leaf	0 20	0 30
" " pinhead	0 30	0 50

Spices—There was no feature in the spice market, the demand being seasonably dull. After stock-taking is over, about the second week in January, dealers expect quite a change in the situation, some believing that cream of tartar will stop soaring and come nearer earth again.

	Per lb.			Per lb	
Allspice	0 13	0 18	Ginger, whole	0 20	0 30
Cinnamon, whole	0 16	0 18	" Cochin	0 17	0 20
" ground	0 15	0 19	Mace		0 75
Cloves, whole	0 20	0 30	Nutmegs	0 30	0 60
Cloves, ground	0 22	0 30	Peppers, black	0 16	0 18
Cream of tartar	0 25	0 32	" white	0 20	0 25

Coffee.—The coffee market has been quite a dull affair for the past few days, most of the trade seemingly to be simply evening up for the holidays.

The spot coffee situation shows no improvement, only a light jobbing demand being recorded, but the deadlock will probably be broken about the turn of the year, when it is expected that prices will show either an upward or downward tendency.

Mocha	0 22	30	Santos	0 18 0 21
Rio, No. 7	0 15	0 18	Maracaibo	0 20 0 25
Mexican	0 22	0 30		

Rice and Tapioca—While distributors are showing more interest in rice, the trade has not yet become excited by the strength in the South. Grocers seem to be temporarily supplied, and are able to hold off for further developments.

The tapioca market remains steady, there being quite an improvement in the demand.

Rice, grade B, bags, 250 pounds	3 00
" " " 100 "	3 00
" " " 50 "	3 00
" " pockets 25 pounds	3 10
" " ½ pockets, 12½ pounds	3 20
" grade c.c., 250 pounds	2 90
" " 100 "	2 90
" " 50 "	2 90
" " pockets, 25 pounds	3 00
" " ½ pockets, 12½ pounds	3 10
Tapioca, medium pearl	0 06½ 0 07

Beans and Peas.—Things remain much the same in this market as last week, only the demand has been somewhat weakened, no doubt, due to the absence of buyers on holidays.

The steamer United States has arrived at New York from Copenhagen and Christiana with a cargo of 3,352 bags of beans.

Ontario prime pea beans, bushel	1 95
Peas, boiling, bag	2 80

Evaporated Apples.—No one expects a great demand for evaps. at such high prices, yet the inquiries have not been so frequent as anticipated, and dealers are by no means satisfied. How long are these prices going to hold, is the question now being asked.

Evaporated apples, prime	0 11½

MANITOBA MARKETS

POINTERS:—

Prunes—Stronger.

Evaporated Apples—Firm and scarce.

Coffee—Higher.

Tapioca and Sago—Firm.

Winnipeg, Dec. 29.—Trade during the entire fall and Christmas seasons has been fully up to expectations, but is now drawing to a close, and both wholesalers and retailers look for a quiet market till after the Christmas holidays, or about January 10. During this slack period orders will be confined to hurry up shipments by express, and to merchants who require goods to sort up. The stocks held here are exceptionally heavy this year in anticipation of a steady business all through the winter months. Wholesalers state that the time is passed when there will be any great lull in trade during the winter months.

The expectations of the wholesalers regarding the collections during the last few weeks have been fully realized, as they are still keeping up exceptionally well, which speaks admirably for the general trade throughout the country.

Other lines besides those mentioned below have been in great demand especially canned goods, and more particularly in canned vegetables. While the stock held here is fairly heavy, yet some wholesalers claim that there is a certainty of a great scarcity in the spring.

Sugar.—The demand for sugar as well as all staple products continues firm but slow owing to the increased trade along other lines during the Christmas season.

Montreal and B.C. granulated, in bbls	5 35
" " in sacks	5 20
" yellow, in bbls	4 85
" " in sacks	4 80
Icing sugar, in bbls	5 85
" " in boxes	6 05
" " in small quantities	6 05
Powdered sugar, in bbls	5 65
" " in boxes	5 85
" " in small quantities	6 00
Lump, hard, in bbls	6 15
" " in ½-bbls	6 25
" " in 100-lb. cases	6 15

Foreign Dried Fruit.—An active market still continues in all kinds of dried fruits, which are on a general advance, especially prunes and currants. Supplies of prunes are hard to secure and an advance of ½c a pound is expected to be in force early next week. The stocks are almost completed, the total amount held this year being not 25 per cent. of that held at the corresponding period last year. So limited is the available supply that some packers predict big advances before long. Currants and raisins both made slight advances of from 50c to 75c per cwt. during the last week, but it is expected that after the first of the year a slight reaction will set in here. The entire supply of Christmas raisins has almost all been sold off the jobbers' hands.

Smyrna Sultana raisins, uncleaned, per lb			0 12
" " " cleaned, per lb			0 13
California raisins, choice seeded in ¼-lb. packages per package			0 07½
" " fancy seeded, in ¼-lb. packages per package			0 07½
" choice seeded in 1-lb. packages per package			0 08½
" " fancy seeded in 1-lb. packages per package			0 09
Raisins, 3 crown muscatels, per lb			0 06½
" 4 " " "			0 07½
Prunes—			
25lb. bx, 90-100, lb	0 07½	Prunes, 50-60 "	0 10
" 80-90 "	0 08½	Prunes, 40-50, lb	0 11
" 70-80 "	0 08½	Silver prunes, ac. to quality	0 11½ 0 14
" 60-70 "	0 09½		
Currants uncleaned, loose pack, per lb			0 07½
" dry, cleaned, Filiatras, per lb			0 08½
" wet, cleaned, per lb			0 08½
" Filiatras, in 1-lb. pkg. dry, cleaned, per lb			0 09½
Pears, per lb	0 13½	Nectarines, lb	0 13
Peaches, standard, per lb	0 09	Dates, per lb., Hallows, bulk	0 06½
Peaches, choice	0 10	Dates, packages 30 in case	0 06½
Apricots, standard, per lb	0 16	Peel, lb., lemon	0 10
Apricots, choice per lb	0 16½	" " orange	0 10½
Plums, pitted, lb	0 12	" " citron	0 13½

Syrup and Molasses.—A good demand still keeps up, but no advance is looked

for on account of the large corn crop, the tendency being if anything towards a decline.

Syrups—	
24 2-lb. tins, per case	2 03
12 5-lb. tins, per case	2 43
6 10-lb. tins, per case	2 26
3 20-lb. tins, per case	2 32
Half bbls., per lb	0 03½
Barbadoes molasses in ½-bbls., per gal	0 50
New Orleans molasses, ½ bbls., per gal	0 38

Nuts.—In spite of the fact that the supply of nuts was a little late in arriving they were nevertheless distributed to the retail merchants in time for their Christmas trade and buying has been satisfactory. The Brazil nut trade was a disappointment owing to the delay of a shipment which should have arrived in October, but has not yet reached the city. Among the new nuts to arrive during the last week was the first shipment of shelled walnuts from Bordeaux, the price of which is about 1c higher than the old ones. The first car load of Manchuria walnuts also reached the city and proved a great success. This was only a trial shipment and came via Vancouver, in whole, shelled halves, and shelled pieces. They are regarded by many as being more meaty and of a nicer flavor than the European walnut.

Almonds, shelled	0 33	0 34	Walnuts, shelled 0 38 0 40
Filberts	0 11	0 12	Walnuts, Manchuria, per lb 0 15½

Evaporated Apples.—These goods become scarcer every week; wholesalers claim that the supply available is pretty nearly bought up, and that none can be secured from the East under 11½ to 12c per pound. The result is that they are looking towards the United States market for future stocks.

25-lb box, per lb	0 11½ 0 12
50-lb. box, per lb	0 11 0 11½

Beans.—A fair demand still continues and prices remain firm.

3-lb. picker, per bushel	2 12½
Hand picked, per bushel	2 20

Coffee.—The market still continues on the upward trend especially in Rio. The demand is excellent and buyers predict a steady advance for some time.

Coffee, standard Rio	0 15	Coffee, choice	0 15½
		Coffee, extra choice	0 14½

Tapioca and Sago.—Trade in these articles continues firm, and no decline is looked for. Wholesalers claim that the market is too strong to do any speculating with.

Pearl tapioca, per lb	0 06 0 06½
Sago, per lb	0 05½ 0 05½

NEW BRUNSWICK MARKETS.

St. John, December 29.—As is usual in Christmas week, business with the wholesalers was rather quiet last week, while the retailers report that business was never better. Everybody seems prosperous and in consequence they bought liberally of specialties and fancy goods as well as the staple articles.

Turkeys sold at 24 to 26 cents, wholesale, and other kinds of poultry were in good supply. Eggs are higher, hennery eggs selling at 40 cents and case eggs at 28 cents per dozen. There was a good supply of vegetables at moderate prices.

Granulated cornmeal has dropped from $4.90 and $5 to $4.65 and $4.75 per barrel.

Beans, hand picked, bus	2 10	2 15
Beans, yellow eye, bus	2 85	2 90
Cheese, new, lb	0 12½	0 13
Currants, lb	0 08	0 08½
Canned goods—		
Peas, No. 4	....	1 20
" No. 3	....	1 27½
" No 2	....	1 32½
" No. 1	....	1 80
Peaches, 2's, dozen	1 92½	1 95
Peaches, 3's, dozen	2 97½	3 00
Raspberries, dozen	1 8½	1 85
Tomatoes	1 30	1 35
Strawberries	1 82½	1 85
Flour, Manitoba	6 35	6 45
" Ontario	5 45	5 70
Fish—		
Cod, dry	....	5 00
Herring, salt, bbls	....	5 25
Bloaters, box	0 85	0 90
Cornmeal, bags	1 40	1 45
" bbls.	2 85	2 90
Oatmeal, bbls	5 15	5 20
Std. oatmeal	5 60	5 70
Buckwheat, west. grey, bag	2 90	3 00
Val. raisins, lb	0 05½	0 06½
Cal. raisins, seeded	0 08½	0 09
Prunes, lb	0 05½	0 09
Molasses, fcy. Barbados, gl	0 30	0 31
Butter, dairy, lb	0 22	0 24
Butter, creamery, lb	0 24	0 26
Eggs, new laid	....	0 40
Eggs, case	....	0 28
Ham	0 16	0 18
Potatoes, new, bbl	1 90	2 00
Rice, lb	0 03½	0 03¾
Lard, compound lb	....	0 12½
Lard, pure, lb	....	0 14½
Bacon	0 16	0 20
Pork, domestic mess	24 00	25 00
Pork, American clear	24 00	26 00
Salmon, case—		
Red spring	6 75	7 25
Cohoes	6 25	6 50
Baked beans, dozen	1 20	1 30
Lemons, Messina, per box	....	7 00
Sugar—		
Standard gran.	4 75	4 85
Austrian "	4 65	4 75
Bright yellow	4 55	4 65
No 1 yellow	4 25	4 35
Walnuts, lb	....	0 40

APPLYING FOR A POSITION.

A First Prize Letter Answering Advertisement for Grocer's Assistant.

In answering an advertisement such as "Grocer's Assistant wanted—state salary expected and experience, etc.," what would a clerk say?

At a recent grocer's exhibition in London, Eng., a prize was given for the best letter in reply to this advertisement: "Wanted a competent first-hand in a good Family and Ready-Money Trade. Applicants to state their Qualifications, etc."

The first prize was captured by the following application:

Dear Sir,—Responding to your advertisement, I beg to respectfully offer my services as first-hand. I am an abstainer, non-smoker, married, aged twenty-nine, height 5 ft. 9 in. Photograph enclosed.

After serving an indentured apprenticeship I came, eight years ago, to my present employer, who has the largest family and ready-money trade in this town, and for four years have served him as first-hand. I invite your kind consideration to his testimonial (enclosed) which speaks of my character and service during the past eight years.

It is not easy to write about one's own abilities. But I may state that I am fully competent to lead at either grocery or provision counter, and am considered a quick, pleasant, and successful salesman.

Window-dressing (including ticket writing) and coffee roasting have been included in my regular duties.

I have had considerable experience in soliciting, taking one of our most important journeys weekly. The list of customers on this round has more than doubled since I took it over.

I claim an intelligent knowledge of the tea trade, am qualified to test, select, and blend, having made a special hobby of this important department during leisure hours.

At the London Grocery Exhibition I have secured prizes for coffee valuing, tea matching, advertisement writing, essays on the tea trade, essay on "How to become a successful assistant."

Should my application gain your favorable consideration, I shall be glad to call upon you or to supply any further particulars you desire. Assuring you of my dilligent and faithful service always, I am,

Yours obediently,
&c.

COMMON SENSE.

A Requirement Necessary in Building up a Retail Business.

By J. M. Mortimer.

One quality which the man who would run a store successfully must possess is common sense; it is indipensable. Advice is a good thing, but no man can furnish advice which is sure to exactly fit the requirements of every merchant who reads it; common sense must be used by each merchant in using such portions of it as will be good for him and in adapting them to fit his particular requirements.

One merchant may spend a certain percentage of his gross sales in advertising, while for another merchant the same percentage might be too large. One merchant may use premiums in one form or another with excellent success, while for another merchant to introduce them would be far from wise. A strictly cash business may be the best thing for a certain merchant, where for another to attempt it would be suicidal.

In all things, common sense must be used in applying advice, suggestions or other people's ideas or experiences in any form to one's own particular business. No one else knows as much about the merchant's business, about his trade and the conditions under which he does business, as the merchant does himself, and he is best fitted to decide what is good for it and what is not.

If your advertisements turn out conspicuously poor in spite of all your efforts, give some of the help a chance to write some for you. You may make a discovery.

When you find yourself getting into a rut, call in one of the neighbors and ask him how he would go about improving your business. Almost anyone will have an idea that you never would evolve.

The business world is full of good one idea men, men who have one first class idea. Unless they know enough to call on outside help when that one idea is worked out, they cannot go very far.

We all know the ball player who throws his glove down and jumps on it when he muffs the ball. He is like the advertiser who lays it to the public when his advertising doesn't draw.

Salesmanship isn't all talk. The customer is entitled to ideas about the goods in question and he is entitled to express those ideas. Learn to be a good listener.

TO ALL Wholesale and Retail Grocers, Commercial Travellers, Friends, etc., from the Atlantic to the Pacific—



WISHING you a Prosperous New Year and all the good that life can bring.

WAGSTAFFE LIMITED

PURE FRUIT PRESERVERS HAMILTON

Manufacturers, Manufacturers' Agents, Brokers, Etc.

BRITISH COLUMBIA DIRECTORY

W. A. JAMESON COFFEE CO.

Importers and Roasters of High Grade Coffees.

Manufacturers and Proprietors of

"Feather-Light" Brand Baking Powder

We also carry a full line of TEAS, SPICES, etc.

Mail orders promptly attended to.

Cor. Langley and Broughton Sts.
VICTORIA, B.C.

R. ROBERTSON J. Y. GRIFFIN

R. Robertson & Co.

912-913 Dominion Trust Bldg
VANCOUVER, B.C.

Wholesale Brokers

GROCERIES, PRODUCE, FRUITS, GRAINS

Importers and Exporters

Reference—Bank of Montreal.
Write us for information about B.C. trade.
Cable Address—"Robin," Vancouver.
Codes—A B C, 5th Edition; Revised Economy; Modern Economy; Utility and Dowling's.

Do you want live representation? We are in touch with the trade.

Andrews & Nunn

Manufacturers' Agents and Wholesale Commission Merchants

Codes—A B C 5th Edition, Western Union

615 Dominion Trust Building
VANCOUVER, B.C.

Correspondence Solicited — Highest References

The Condensed Ads. in this Paper will bring good results

VICTORIA FRUIT GROWERS' ASSOCIATION

The largest packers and shippers of first-class Fruits of all kinds in British Columbia.

OFFICE AND WAREHOUSES

COR. WHARF AND YATES STS. - VICTORIA

Branch at 140 Water Street, Vancouver.

McLEOD & CLARKSON

Manufacturers' Agents and Wholesale Commission Agents

144 WATER ST., VANCOUVER, B.C.

Can give strict attention to a few first-class Grocery Agencies. Highest References.



An Opportunity for Bright Clerks

THE competition on **Constructive Salesmanship** instituted by THE CANADIAN GROCER is open to clerks as well as to merchants. The clerk who is a real salesman is always in demand; by studying the methods his proprietor and himself have used and are using in building up a business, he can become even a better salesman.

¶ By telling us how these methods have been used and systematized, he can bring himself to the front and this will naturally be to his own advantage. A young man who has *earned* a medal for his ability as a salesman is a young man to be desired by any firm.

¶ Decide now to enter THE GROCER'S competition. There are *nine* medals, all of the above design, to be won.

Write for further particulars to **The Editor—The Canadian Grocer,** 143-149 University Ave., Toronto

Next Ten Years

Unmistakably the outstanding development in the trade of Canada during this first decade of the 20th century just closing has been the remarkable advance of Red Rose Tea. There is scarcely a grocer in Ontario, who, ten years ago, would have thought it possible that Red Rose Tea would be by now a leader in the tea business in Canada. It is, and the year just closing is by far the largest in the history of the business.

I believe you are pleased with the progress Red Rose is making. It is due largely to the confidence of the Trade in its high quality. Beginning next week another year and another decade, it will pay you more than ever to push RED ROSE TEA. It is quality that counts.

Red Rose Tea

"is good tea."

BRANCHES—
7 Front St. East, Toronto
315 William St., Winnipeg

T. H. ESTABROOKS
ST. JOHN, N.B.

"KITCHEN" BRAND MOLASSES

Are you handling this well-known line? It is a quality article with a splendid reputation.

Selling Molasses in bulk is a dirty, wasteful way.

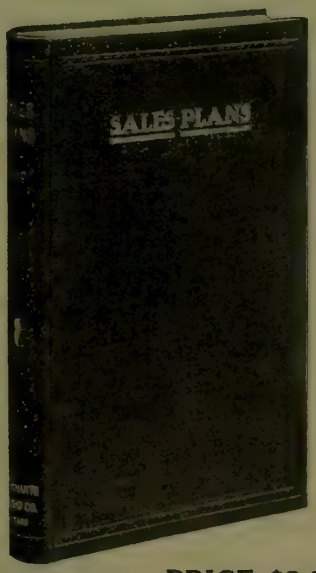
There's no more waiting for jars to be filled, no waste, no leaks, and GOOD PROFIT if you feature

"KITCHEN" BRAND MOLASSES

The best for all cooking purposes

Imperial Syrup Co.
MONTREAL

Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

All Orders Payable in Advance.

TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

Deliverer Hit the Horse with the Weight

This Caused His Employer to Discharge Him — Story About Another Delivery Man Who Was Using Strong Language—Grocers Exchange Experiences Before Their Association Meeting.

Two or three grocers had taken their seats in the association hall. They were the advance guard of those who would attend the regular meeting that night.

And wherever two or three are gathered together, talk always turns to some phase of the grocery business.

On this occasion it was about the delivery man.

"I fired my delivery man just the other day," remarked one and of course every one was anxious to know why.

Overruled by His Temper.

"Well he had an awful temper and because he thought the horse was not doing what he considered it should, he hit it with the weight. As soon as I heard about it, I told him to go for I wouldn't keep such a man about the place.

"I had a delivery man not long ago who refused to go down cellar to fix up some boxes because he said he wasn't hired to do that. He got his leaving ticket too."

A Gentle Chiding.

Another grocer told about his deliverer whom he heard using some "strong" language while hitching up in the back yard.

"Next day I said to him: 'I heard you using some pretty loud talk yesterday.'

" 'What time was that?' he asked.

"So I told him the time and hinted that I didn't care to hear any more of it. I asked him if he thought he could stop it and he said he believed he could. Since then I have heard no more swearing."

All in a Day's Work.

The delivery men were not all criticized. Someone told of a young man who when asked if he would fix up the warehouse a bit remarked that he would be glad to: "It was all in the day's work."

Then there are delivery men with the religious turn of mind as the following story indicates: "I had a man working for me once, who whenever he heard any person using "strong" language, took them to task in a quiet way of his own. He would say, 'Oh yes, that's a very dear friend of mine.' This usually had the expected effect."

Outlook in Tea Points Towards Advanced Prices

"There are too many elements of uncertainty to make speculation as to the future course of tea prices a profitable pursuit," says a writer in The Financial and Commercial Supplement of the London Times, "but those who know most about the conditions prevailing in the countries of production, and about trade developments abroad, are said to believe that values may be maintained henceforward at a level that will make the production of tea more remunerative than it has been hitherto.

"They base their opinion on the fact that only small extensions have been made for several years, that the preference for British-grown tea steadily increases, that Ceylon's annual output will decline owing to the encroachment of rubber, and that more tea is required in the aggregate every year, which is shown by statistics of the world's purchases. Whether China's trade will revive after a year or two of higher prices and make it once more a dangerous competitor is the question to which no answer can be given, but so long as British growers can bring their produce to market, as they do now, at a cost which ranges from 3½d. per lb. for common to 9d. for fine and valuable crops, it is thought by many to be impossible for China really to shake their position. Only approximate figures can yet be obtained respecting the total af the year's export from Java, Japan, and China, but it is estimated to be from 15,000,000 lb. to 20,000,000 lb. heavier than in 1909. Nevertheless, it has made little if any difference to any of the markets for British-grown tea."

Another authority on tea says that as each week goes by and the Indian tea-growing season draws nearer to a close evidence becomes stronger that India is not going to have a repetition of last year's conditions. Then good weather prevailed in the closing month, but now the latest cablegrams received from the tea-growing districts all mention that cold weather has set in and state that the season is now practically closed. The hope of the buyers from that direction is thus fast disappearing. Ceylon also continues to fall back with its supplies, and the estimated shipments for December from the island are 9½ million lb., as against 10¾ million lb. in December last year. At the same time the demand by the public continues to grow.

Russia and Australia are also taking more tea direct from Calcutta and Ceylon than they did last year.

A Drop in Maple Syrup Compound

See Advertisement of Canada Maple Exchange

53 Highest Awards In Europe and America

WALTER BAKER & CO.'S CHOCOLATE & COCOA



Registered, U. S. Pat. Off.

Our Cocoa and Chocolate preparations are ABSOLUTELY PURE—free from coloring matter, chemical solvents, or adulterants of any kind, and are therefore in full conformity to the requirements of all Pure Food Laws.

Walter Baker & Co., Ltd.

Established 1780

DORCHESTER, MASS.

Retail Grocers Have

a distinct asset in show window space used for display. For windows, back-grounds, shelf work, there is nothing like the bright red and green Fels-Naptha soap cartons. (Easy to save, and handily attached by the end flaps.) A point well worth noting.



Manufacturers of Grocery Lines in Eastern Canada, United States and Europe

Are your goods being pushed aggressively in Western Canada? If not, you are neglecting an unusually good opportunity to establish a permanent demand for your product among a people celebrated for liberality of expenditure in plain and fancy food products. And, remember, these people are increasing in numbers with amazing rapidity. We have unrivalled facilities for introducing and building up a permanent demand throughout Western Canada for deserving grocery lines. We maintain large warehouses in Winnipeg, Calgary, Edmonton, Regina, Saskatoon, the five really important wholesale distributing centres of Western Canada. Our travelers cover practically the entire wholesale trade of the West.

If you are interested, write us for full particulars of our service.

NICHOLSON & BAIN

Wholesale Commission Merchants **Head Offices: Winnipeg, Man.**

WINNIPEG REGINA SASKATOON EDMONTON and CALGARY

100% PURE!

Here's a recommendation that must carry enormous weight with every housewife on the look-out for "food purity!" And after exhaustive tests

E D S

"E.D.S." Brand Jams, Jellies and Catsup

have been found to be Absolutely Pure, which is much above the standard the Government requires of "genuine" preserves.

Not one of the samples of some leading jam manufacturers, who advertise a great deal, was free from dyes, preservatives, and excess of water, but "E.D.S." Goods were absolutely pure in every instance.



Write for Government Bulletin 194, and find out for yourself just how pure "E.D.S." Brand is! Then you'll feel more satisfied to recommend and feature this well-known line.

Made only by

E. D. Smith

at his own Fruit Farms,
Winona, Ontario

Agents:—N. A. HILL, TORONTO; W. H. DUNN, MONTREAL; MASON & HICKEY, WINNIPEG; R. B. COLWELL, HALIFAX, N. S.; J GIBBS, HAMILTON.

We thank our many customers for their liberal patronage during the past year, and wish you, one and all, happiness and prosperity in the coming year.

GUNNS Limited

Packers :: Toronto

We take this opportunity to thank you for the very generous patronage received during the past year. And to wish you all prosperity and happiness in the year to come.

F.W. Fearman Co.

LIMITED

Hamilton





Talking Points For Grocers and Clerks!

Have you told your customers—

That Jersey Cream is wholesome, fine-flavored, rich and always uniform in quality—always reliable;

That, being sterilized, Jersey Cream is absolutely free from the germ life common to raw milk, and is a nourishing food for children;

That, being unsweetened, Jersey Cream is superior to raw milk for all culinary purposes?

Tell your customers these facts. We'll tell you other facts shortly about Reindeer Condensed Milk, Reindeer Coffee and Reindeer Cocoa.



TRURO CONDENSED MILK CO. LIMITED
FACTORIES
TRURO · N.S.
HUNTINGDON, P.Q.



We Wish our Customers and Shippers a Prosperous New Year

The WM. RYAN, Limited

Packing House
FERGUS

70 Front St. East, TORONTO

New Laid Eggs are Quoted at Reduction

Price Has Declined During the Week, Owing to Supplies Being a Little More Plentiful and the Demand Being Rather Quiet—The Situation in Poultry—Live Hogs and Lard Shows Higher Prices, and Question Might be Asked Has Turning Point Been Reached?—Advance Not as Yet Expected to be Heavy in Any Case.

The "turkey" season has at any rate brought no regrets. At least so far there have been no complaints of dealers being burdened with stocks that they would have to dispose of below cost. Some may not have had the same success as others, but if so they have not as yet persisted in lamenting that fact. The general opinion is that the trade in poultry this year was quite satisfactory. In some sections the price was reported at a low price. Lindsay, Ont., is one instance of this. On the other hand some localities had turkeys selling at 28 and 29 cents. Among the stories of the trade are some telling of retailers who bought the week before and on the 24th found they could buy at a price much lower than they had paid. On the whole, however, the trade seems to have been satisfactory. The stocks for New Year's are fairly good and may be sufficient to meet whatever demand is felt then.

Jobbers state that their hold over after Christmas was quite small.

Live hogs are up a little this week and lard is also higher as the result of the influence of the American market. Lard supplies are light and some regard the advance as only temporary. The feeling in regard to the provision market is still unsettled. Some say that the confidence shown by those who welcomed the recent long slide in prices was not entirely warranted and that the time has come now for the market to reassert itself. However, that is a difficult question. Prices in some respects are a little higher just now, but in others they are lower. More definite intelligence than is at present known must be forthcoming before the market can be carefully estimated. At present the opinion of one side is as good as that of the other.

Eggs show a little easier feeling this week due to more liberal supplies of new laids. It is believed that henceforth supplies will be freer.

MONTREAL.

Provisions.—The most notable feature of the provision market was the increase in the price of dressed hogs, which sold for half a dollar more per cwt. Lard remains firm, while pork and compound lard both are a shade easier.

Pure Lard—	
Boxes, 50 lbs., per lb	0 14½
Cases, tins, each 10 lbs., per lb	0 14½
" " " 5 " "	0 14⅝
" " " 3 " "	0 14¾
Pails, wood, 20 lbs. net, per lb	0 14⅝
Pails, tin, 20 lbs. gross, per lb	0 13¾
Tubs, 50 lbs. net, per lb	0 14½
Tierces, 375 lbs., per lb	0 14
Compound Lard—	
Boxes, 50 lbs. net, per lb	0 10¾
Cases, 10-lb. tins, 60 lbs. to case, per lb	0 11½
" 5 " " " "	0 11⅝
" 3 " " " "	0 11¾
Pails, wood, 20 lbs. net, per lb	0 11½
Pails, tin, 20 lbs. gross, per lb	0 10⅜
Tubs, 50 lbs. net, per lb	0 11
Tierces, 375 lbs., per lb	0 10½
Pork—	
Heavy Canada short cut mess, bbl. 35-45 pieces	25 00
Bean pork	20 50
Canada short cut back pork, bbl. 45-55 pieces	25 00
Clear fat backs	28 00
Heavy flank pork, bbl	24 00
Plate beef, 100 lb bbls	8 75
" 200 "	17 00
" 300 "	25 00
Dry Salt Meats—	
Green bacon, flanks, lb	0 11
Long clear bacon, heavy, lb	0 11½
Long clear bacon, light, lb	0 12½
Hams—	
Extra large sizes, 25 lbs. upwards, lb	0 13½
Large sizes, 18 to 25 lbs., per lb	0 14
Medium sizes, 13 to 18 lbs., per lb	0 15½
Extra small sizes, 10 to 13 lbs., per lb	0 15½
Bone out, rolled, large, 16 to 25 lbs., per lb	0 16
" " " small, 9 to 12 lbs., per lb	0 17
Breakfast bacon, English, boneless, per lb	0 15
Windsor bacon, skinned, backs, per lb	0 15
Spiced roll bacon, boneless, short, per lb	0 16½
Hogs, live, per cwt	7 29
" dressed, per cwt	10 80

Butter.—There is quite a good demand for winter butter and receipts show a falling off from previous corresponding periods. The market was not liberally supplied with fancy fresh creamery because the bulk of the stock is more or less defective.

Separator made butter is still coming in small quantities and fetching good prices.

New milk creamery	0 26	0 26½
Dairy, tubs, lb	0 22	0 23
Fresh dairy rolls		0 23

Cheese.—The market for the past few weeks has been comparatively quiet and though the usual small sales take place no activity will be recorded till navigation opens and the export business commences.

Receipts for last week were 2503 boxes, as compared with 938 boxes of corresponding period last year.

Quebec, large	0 13½
Western, large	0 13¾
" twins	0 13¾
" small, 20 lbs	0 13¾
Old cheese, large	0 16

Eggs.—There has been an increase in the demand for fresh laid eggs, but the small quantities coming in are not sufficient to meet it although they are greater than a year ago. Quite a hole has been made in the cold storage stocks, and unless the supplies come in more freely the former will be exhausted much earlier than last year. Receipts for last week were 836 cases as compared with 276 cases of corresponding period 1909.

New laids	0 50	0 60
Selects	0 30	0 31
No. 1		0 27

Poultry.—Things have quieted down considerably since the holiday rush is over. Dealers report a dropping off in the trade this year, the demand for turkeys having been considerably curtailed by the high prices prevailing. The other day a woman entered a butcher's shop and asked him at what price he was selling his turkeys. "Twenty-five cents, madam," was his reply. The decision of the woman, "It's too dear, I'll have to take something else," about explains the fact that there are a number of birds still in cold storage and on the retailers' hands.

Chickens	0 17 0 18	Ducks	0 19
Fowl	0 15 0 16	Turkeys	0 22½
Geese	0 13 0 1[illegible]		

Honey.—Trading is quiet and the market dull. Retailers are all attending to sales of holiday goods and have not much time to spend in the markets.

White clover comb honey	0 15 0 16
Buckwheat, extracted	0 08½
Clover, strained, bulk, 30 lb. tins	0 10
Buckwheat comb	0 12½

TORONTO.

Provisions — Live hogs at country points are up twenty-five cents this week and are now quoted at $6.75. On the other hand, cooked hams are lower and are quoted at 21 cents. Lard shows an advance of one-quarter of a cent. Trade in provisions continues good, although this present season is not conducive to brisk buying by consumers.

Long clear bacon, per lb	0 12½
Smoked breakfast bacon, per lb	0 17
Pickled shoulder	0 09½ 0 11½
Roll bacon, per lb	0 12½
Light hams, per lb	0 16
Medium hams, per lb	0 15½
Large hams, per lb	0 15
Cooked hams	0 21
Fresh shoulder hams	0 12
Shoulder butts	0 14 0 15
Backs, plain, per lb	0 18
" pea meal	0 18½ 0 19
Heavy mess pork, per bbl	23 00 24 00
Short cut, per bbl	25 00 26 00
Lard, tierces, per lb	0 13
" tubs "	0 13½
" pails "	0 13½
" compounds, per lb	0 11 0 11½
Live hogs, at country points	6 75
Live hogs, local	6 90 7 00
Dressed hogs	9 00 9 25

Butter—This market has been unchanged. Prices have been steady, demand continues good and trade has been altogether satisfactory.

	Per lb.
Fresh creamery print	0 27 0 28
Creamery solids	0 25 0 25½
Farmers' separator butter	0 24 0 25
Dairy prints, choice	0 21½ 0 22
Fresh large rolls	0 21 0 21½
No. 1 tubs or boxes	0 20 0 21
No. 2 tubs or boxes	0 18 0 19

Cheese—The cheese market is normal. There have been no changes, and trading has been uneventful.

New cheese—		New twins	0 12½ 0 12¾
Large	0 12¾ 0 12½	Stiltons	0 14
Old cheese	0 14 0 15		

Eggs.—An easier feeling is apparent in the egg market. Supplies of new laids are more plentiful and the price has declined. The demand during the past week has been lighter than usual and will continue so until after the holidays. It is expected that supplies of new laids will be slightly heavier than during the past six weeks.

New laid eggs	0 45 0 50
Selects, storage	0 32
Fresh eggs, doz., storage	0 29
Pickled eggs	0 28

Poultry—Turkeys seem to have held generally close around the 25 cent figure, retail. The supply was none too plentiful, and while the demand seems to have been entirely met, the opinion is that the surplus was limited.

At any rate there have been few, if any, reports of having been caught this year. Jobbers have quite a few for this week, some of them held over, but it is thought that the next holiday will clean them out. Locally, the price of poultry in general was well maintained, and there is a feeling of satisfaction apparent.

Chickens, dressed	0 13 0 14	Geese, dressed	0 13 0 14
Ducks, dressed	0 14 0 15	Hens, dressed	0 11 0 12
		Turkeys, dressed	0 20 0 21

Honey—Demand has been fairly good, but business on the whole is about the same from week to week.

Clover honey, extracted, 60 lb. cans	0 10½ 0 11
" " " 10 lb pails	0 11½ 0 12
" " " 5 lb. pails	0 12
" " comb, per dozen	2 00 2 50
Buckwheat honey, lb	0 07

OVER so often in the three hundred odd days which go to make up the business year we have the pleasure of dealing with you. By our attention to every detail, we endeavour to show our appreciation of your commands.

But we rarely have the opportunity of telling you, in a purely personal way, what real enjoyment we derive from selling goods to merchants with whom our relations are always so cordial. It means a great deal to any firm, and we want to assure you that we shall always do our utmost to merit the continuance of this cordiality.

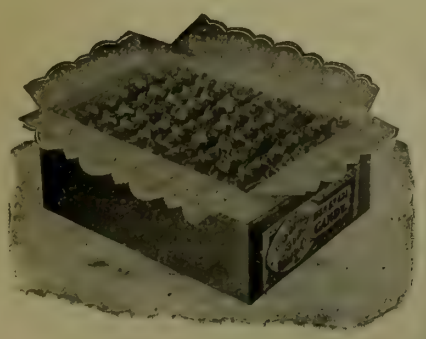
We wish you Health, Wealth and Happiness during 1911, and hope it will be a banner year.

THE

Montreal Biscuit Co.

(The Originators)

Montreal



A DEALER'S PHILOSOPHY.

Don't be too particular about sticking to one line of goods. If you see a chance to build up trade in another line, break into it right away. Other merchants don't hesitate to stock your kind of goods.

It pays sometimes to have some exceptional values on exhibition in order to catch the people who are "shopping" around, comparing prices and looking for bargains.

If you can't say "No" to the urgent traveling man, buy by mail. Some grocers ought never to allow a traveler to show them his line, they are so easy.

An empty or unattractive show window is like a salesman with untidy clothes and his back to his customers.

Never omit prices in any kind of advertising. Your customers must know the cost before they buy, and your competitors will find out your prices anyway.

The mussy store soon has a lot of mussy customers and mighty few others. Like attracts like in all cases.

OPPOSED TO EGGS BY WEIGHT.

John L. Walsh the new commissioner of weights and measures for New York city is opposed to the idea of selling eggs by weight. In this regard his opinion is in direct contrast to that of his predecessor, Clement Driscoll. The latter appointed a date at which eggs would have to be sold by weight. All parts of the trade were aroused, and when the time came, the word of the "chief" had been forgotten.





ROYAL YEAST CAKES



Most Perfect Made.

All Grocers are in business for profit. Goods that do not sell readily and repeat often are not profit producers. Royal Yeast is one of the best profit producers in a Grocer's stock. No profit is ever made in handling unknown brands.

E. W. GILLETT CO. LTD.

TORONTO, ONT.

Winnipeg Montreal

DELAY MEANS LOSS



¶ Every day you delay installing THE McCASKEY ONE WRITING SYSTEM OF HANDLING CREDIT ACCOUNTS YOU ARE LOSING MONEY.

¶ These are some of the ways in which money is lost without your knowledge:

Forgotten charges—goods sold—never charged.
Disputes with customers—loss of trade.
Poor collections—loss of discounts.
Loss of accounts.
And in a hundred other ways.

¶ Let us tell you about them; we'll do so gladly if you will drop us a line and say you are interested.

(First and Still the Best)

Dominion Register Co., Limited

90-98 Ontario St., Toronto, Ont.

Manufacturers of Duplicating and Tripiicating Sales Pads in All Varieties

Clark's Concentrated Soups

(Chateau Brand)

While the usual retailing price of high class soups is 25 cents for two tins, Clark's Chateau Brand is to be retailed at only 10 cents a tin, giving the dealer a good profit.

Jobbers not yet supplied should write at once.

A campaign of general advertising to the public, in newspapers and street-cars, has been started. There will be a large demand for Clark's Chateau Brand Concentrated Soups.

Wm. Clark - Montreal

Manufacturer



Good Biscuit Condition is Indispensable

No matter how good the quality of a biscuit may be, it is worthless if it reaches you in a soggy condition.

CARR'S BISCUITS enjoy a world-wide reputation for quality and always reach you as crisp and fresh as they leave our factory. Order from nearest agent.

CARR & CO. CARLISLE ENGLAND

AGENTS—Wm. H. Dunn, Montreal and Toronto; Hamblin & Brereton, Winnipeg and Vancouver, B.C; L. T. Mewburn & Co., Ltd., Calgary; T. A. MacNab & Co., St. John's, Newfoundland.

Y&S

Stick Licorice

AND

Pepsin Chewing Gum

(NOTE THE BRAND)

Soft Mints, 5c. boxes	M. & R. Wafers, 5c. bags
Acme Pellets, 5-lb. tins	Lozenges

and a full range of

LICORICE SPECIALTIES

for Grocers, Confectioners and Druggists.

WRITE FOR PRICE LISTS AND ILLUSTRATED CATALOGUE

NATIONAL LICORICE COMPANY

MONTREAL, CANADA

You Take The Canadian Grocer so You Can Learn of Opportunities Like This

Your immediate inquiry about our new cereal-selling idea will prove that it pays you to study the ads.

All you need do is to tear out this ad. and mail it to us after writing your name and address in the margin. Return mail will tell you about the "happy medium" between selling cereals in bulk and the advertised carton nuisance.

It will show how you may give customers more for their money and make better profits on every sale than you can by selling in bulk or advertised cartons.

Remember—Shrewd men **always** investigate. Tear out this ad. now, write on your name and address and mail it to us **to-day.**

QUALITY CANUCK CEREALS

THE CHISHOLM MILLING COMPANY,
LIMITED

TORONTO, ONTARIO

Flour and Cereal Markets Unchanged

Trade Has Been Fairly Good Considering the Time of the Year —Other Countries are Heavily Exporting Wheat, but Canada and the United States are Holding Their Stocks at Quotations That Do Not Promise Much Business — Rolled Oats in Good Demand, but Export Trade is Light.

The holidays naturally have a quieting influence on the grain and flour markets and the past week has, as a result, been rather uneventful. Trading has been light and it is hardly expected that there will be anything important till after the beginning of the new year, at any rate. Flour is in steady demand. Cereal business is at a high level and the principal factories report heavy orders to meet which employes are working overtime. Rolled oats are in strong demand and just at present seem to be occupying a strong position. The Canadian visible supply of wheat this week shows 10,638,000 bushels, as against 8,988,000 bushels a year ago, and the figures for oats are 6,458,000 bus., as compared with 4,473,000 bus. a year ago. As far as local supply is concerned there is no special reason for expecting an advance near at hand. In regard to wheat one grain letter says: "We are inclined to look for a break in the market, as there is nothing in the statistical position to warrant present level of values."

Exports of flour last week from St. John, N.B., were 27,694 sacks, as against 60,133 sacks a year ago. Enquiries from European markets have, of late, been more numerous and in cases where prices were right considerable business was transacted.

There is one rumor that in the spring a pool or corner in wheat may be felt. The U. S. government report shows a crop much heavier than was expected. To meet the competition of other export countries, it is believed that Canadian holders will have to reduce their quotations if theyw ish to keep up with the export business. The quantity of wheat and flour, as wheat, now in transit to Europe, together with the visible supply of wheat in the United States and Canada, is equivalent to 86,904,000 bus. as against 62,931,000 bus. a year ago.

MONTREAL.

Flour.—Considering that attention must drift considerably from the market during the holidays, business is reported to be fairly good and the outlook is for activity at the turn of the year. Prices remain unchanged.

Winter wheat patents, bbl	4 85	5 10
Straight rollers, bb	4 40	4 60
Manitoba 1st spring wheat patents, bbl		5 60
" straight patents, bbl		5 10
" strong bakers		4 90
" second "		4 40

Rolled Oats.—There was nothing to feature in this market, but the volume of business passing is fairly good, even though the buying is in small lots.

Fine oatmeal, bags	2 40
Standard oatmeal, bags	2 40
Granulated " "	2 40
Bolted cornmeal, 100-bags	1 80
Rolled oats, bags, 90 lb	2 15
" barrels	4 55

TORONTO.

Flour.—Winnipeg wheat stocks on Wednesday showed an increase at terminals of 546,794 bushels for the week, and now aggregate 6,322,897 bushels, as compared with 4,022,278 bushels at the corresponding time last year. Despite the holidays, trade has been fairly good. Some of the dealers still look for lower prices before there will be any appreciable activity in Canadian wheat and flour.

Manitoba Wheat.		
1st Patent, in car lots	5 40	5 50
2nd Patent, in car lots	4 90	5 00
Strong bakers, in car lots	4 70	4 80
Feed flour, in car lots	3 00	3 20
Winter Wheat.		
Straight roller	4 25	4 70
Patents	4 80	5 00
Blended	4 80	5 10

Rolled Oats.—The market is firm with demand good, but prices unchanged. Millers report satisfactory trade. Export business is much below that of a year ago.

Rolled oats, small lots, 90 lb. sacks	2 20
" " 25 bags to car lots	2 10
Standard and granulated oatmeal, 98 lb. sacks	2 41
Rolled wheat, small lots, 100 lb. brls	2 85
" " 5 brls. to car lots	2 75

INFORMATION FOR BUYERS.

Supplied to the Trade by Sellers.

Gunn, Langlois & Co., Montreal, recently held a show of the poultry entered in their competition, whereby $100 in gold is distributed among the winning farmers. In addition to these, they purchased the prize birds from the Guelph, Ont., and Amherst, N. S., shows. The display filled two large rooms in their Montreal depot. They were packed artistically and with the beautiful white skins of the properly prepared poultry, they made a most appetizing and pleasing display. Turkeys, geese, chickens and ducks were all well represented. Only one or two entries showed any dropping off from the usual high standard. The latter only serve to point out the inadequacy of the haphazard methods heretofore so prevalent. From an observer's point of view the judge, Prof. F. C. Elford, of Macdonald College, had his own troubles in picking the prize winners. Undoubtedly there must be differences to the trained eye, but the class of the display is certainly uniformly high, and the casual glance of a non-expert would find it impossible to choose. Pioneers in every line are the builders for the future, and in taking this step, Gunn, Langlois & Co. have carved out another step forward.

The old established firm of Purnell & Panter, Ltd., Bristol, Eng., have been successful in securing the contract from the admiralty for pickles.

"VOTES FOR WOMEN"

may be a pretty live issue in some parts of the world. But it is more than likely that the women of your locality are more interested in keeping house. To such women the incomparable crispness of MOONEY'S PERFECTION CREAM SODAS is a constant source of delight, which can be made increasingly profitable to you by handling MOONEY'S as a specialty.

The Mooney Biscuit & Candy Co., Limited

FACTORIES AT

Stratford, Ont. Winnipeg, Man.





MAPLEINE

(Maple Flavor)

This is a strictly high-grade maple flavor, made of absolutely pure materials, and possesses the genuine rich flavor of the maple.

One ounce of Mapleine makes a gallon of delicious syrup. For manufacturing purposes it is positively unexcelled.

Send for Free Sample

Frederick E. Robson & Co.

26 Front St. E., Toronto

When writing advertisers kindly mention having seen the advertisement in this paper.

Practical Methods in Retail Stores

Merchants and Board of Trade of Edmonton Want Higher Licenses on Peddlers—Watching Credit Customers in Lethbridge — Weighing Sugar Automatically—Retail Dealer Praises Book-Keeping Machine — Methods of a Chatham Grocer to Facilitate Stock-taking.

Higher License on Peddlers.

Edmonton, Alta., Dec. 29.—The board of trade of this city has endorsed the action of the Edmonton Retail Merchants' Association in asking for a higher license against transient traders.

The resolution recently passed by the board was as follows: "Resolved—that the Council of the Board of Trade heartily endorses the general principle of the memorial of the Edmonton Retailers' Association asking that the city by-laws regarding the licensing of peddlers, transient traders and others referred to in the memorial, be amended so as to provide that all such traders and others shall contribute their full share to the revenues of the city, and to afford all reasonable protection to legitimate resident traders, so far as this can be done without undue restriction of trade, and with due regard to the limitations of the city's authority in the matter."

The merchants recently called the city's attention to the fact that transients were not paying a license in keeping with the amount of business they were doing.

An Eye on Credit Customers.

Lethbridge, Alta., Dec. 29.—The Business Men's Protective Association, at a recent meeting adopted the constitution and by-laws drafted by the executive. There are ninety-two members enrolled, and it is expected that the number will soon reach 100. Business men in other towns have asked that they be allowed to become members, and it has been decided to extend the territory so that towns from Cardston to Coleridge, and from Coutts to Carmangay, be included.

It may be that the Lethbridge organization will affiliate with the Western Retail Merchants' Association.

The new secretary, J. E. Kennedy, announces that members must send in their lists of accounts on the 7th of each month, in order that said accounts may be included in the monthly list.

Sugar Automatically Weighed.

Stratford, Ont., Dec. 29.—An appliance used by the Barnsdale Trading Co. to overcome delay in parcelling sugar is an automatic sugar weighing machine. The sugar is placed in a bin on the floor above, and when a certain quantity is required the weighing apparatus is set for that amount and a slide pulled out. The correct amount is always weighed out.

No Accounts to Render.

St. Thomas, Ont., Dec. 29.—For bookkeeping purposes Egan Bros., Talbot St., have an account or credit register which they prize very highly. They have used one for 5 years and wouldn't be without it, since, they say, it saves them many tedious hours of journal and ledger keeping.

When the traveler called on P. L. M. Egan to sell him a machine, he listened to the commercial man's arguments and immediately remarked, "that's just what I've been looking for, for years," and installed one right away.

The chief advantage of it, he says, is that at any time he knows exactly what each customer owes him. It saves rendering accounts, transferring from journal to ledger and all the accompanying worries. He has between 350 and 400 accounts and he maintains that if he had to render bills for all these he would at times have no time to look after other things.

Prizes to Cash Purchasers.

Edmonton, Alta., Dec. 20.—As a method of attracting business and encouraging the payment of cash, the Purvis Co., general merchants, announced that to the 12 persons making the largest total cash purchases in their store puring the first 21 business days in December, valuable prizes would be given. The prizes included furs, silk dresses, smoking jacket, bath robe, coat sweaters, shoes and a man's hat—ranging from $50 to $3 in value.

Instructions were announced as follows:—Keep all sales checks secured with your purchases at the store. No matter how small your purchases may be the amount goes to make up a large total. (Have the clerk write your name on all checks.)

On the night of Saturday, December 24th (Christmas Eve), bring your checks to the store, showing the total amount of your purchases.

To the person having the largest total cash purchases will be given the 1st prize, and so on with the 11 next largest totals.

Purchases may be made in any department of the store—but be sure and keep your sales slips, with your name thereon.

Only purchases made up to six o'clock on December 24th will be counted in this contest.

Stock Taking Devices.

Chatham, Ont., Des. 29.—H. A. Andrews of this town keeps a book that assists him grreatly during stock-taking time. He calls it a "cost book" and in it he keeps track of every article in the store, the amount paid for it and the freight charge.

It is alphabetically arranged and indexed so that no time is wasted in looking up a particular article. Whenever Mr. Andrews gets a new invoice he compares the cost with the last cost marked in the cost book and if there has been any advance or decline in price he makes a change in the book. He has therefore the cost price of every article up-to-date and when stock-taking time comes along he has no "last invoice" to hunt up. He simply refers to his cost-book for the last cost and no delay results.

Each page of this book is double-ruled—one space for invoice cost and the opposite for freight. The total cost can therefore be easily obtained. Another stock-taking facility in the Andrews store is the weighing of the empty bins used for tea, spices, coffee, etc., and marking the tare on the interior. When taking stock, the entire bin is weighed and the tare substracted. This eliminates the handling of goods, saving their flavor and the staff's time.

Gives No Calendars.

Quebec, Que., Dec. 29.—No calendars are given away in the store of A. Drolet, Valier St., at Christmas time. The proprietor does not take kindly to calendars, but instead aims to encourage cash purchases by allowing 5 per cent. off. The amount of each cash purchase is shown on the cash register ticket. This, M. Drolet claims, attracts new customers, whereas a few customers are often overlooked in the matter of calendars and frequently lost. There are many people too, who come for calendars who do not deal regularly in the store, and it is a waste of money and time giving them out to these.

A neat display of bon-bons, oranges, raisins, peels, assorted biscuits, jellies, Christmas plum-puddings, bottled syrup, ginger, wine, etc., sold a large quantity of goods in this store. Price tickets were used, and M. Drolet claims they made many sales.

ONE OF THREE WAYS.

St. John, N.B., Dec. 29.—The White Candy Co., of this city, manufacturers of confectionery, have called a meeting of their creditors for January 19, when three propositions will be placed before them. The first is an application for an extension of time, the second a proposal to reorganize the company and the third is the consideration of an offer of sale. The company is capitalized at $75,000 and Thomas F. White, is the president. The principal reason given for the difficulties at this time is the action of one large firm, from which the company got a large part of its supplies, refusing any further credit. It is stated that the assets are above the liabilities and that the past year more goods were sold than ever before.

A Drop in
Maple ySrup
Compound
See Advertisement of
Canada Maple Exchange

CANADA:
No better Country

MOTT'S DIAMOND CHOCOLATE

MOTT'S:
No better Chocolate

All the year round

Mott's

"Diamond" and "Elite"
brands of

Chocolate

are the grocer's most ready sellers. Uniform quality and absolute purity have made this possible.

EVERY JOBBER SELLS THEM

John P. Mott & Co.
Halifax, N.S.

SELLING AGENTS:
J. A. Taylor, Montreal — R. S. McIndoe, Toronto — Jos. E. Huxley, Winnipeg — Arthur Nelson, Vancouver
Arthur M. Loucks, Ottawa — R. G. Bedlington, Calgary



By Royal Letters Patent

NELSON'S

POWDERED GELATINE

is a perfectly pure Gelatine in powder form, ready for immediate use, without soaking.

NELSON'S

Gelatine and Liquorice

LOZENGES

Should be in your confectionery department.

G. NELSON, DALE & CO., Ltd.
EMSCOTE MILLS, WARWICK, ENGLAND

The above can be had from any of the following agents:
The Smith Brokerage Co., Ltd., St. John, N.B.
Watt, Scott & Goodacre, P.O. Box 1204, Montreal.
J. L. Watt & Scott, 27 Wellington Street East, Toronto.
W. E. Ashley, Winnipeg.
Geo. A. Stone, 34 Inns of Court Buildings, Vancouver, B.C.

A Happy New Year!

depends, to no small extent, on the quality and suitability of the food you eat!

Recommend

Tillson's PAN-DRIED Oats

—A FOOD, NOT A FAD—

to your customers. It is a Breakfast Food that is easily assimilated, very nutritious, and pleasing to the palate.

We are helping you to increase your sales in the New Year by our extensive and effective consumer advertising.

Don't delay! Send along that order to-day.

Put up in Two Sizes
Premium Family Package
Retails at 25c.
Pan-Dried Package
Retails at 10c.

Canadian Cereal and Milling Co., Limited

HEAD OFFICE: LUMSDEN BUILDING, TORONTO

All After Money in the Grocery Business

Dairyman, Farmer, Ex-School Teacher and Printer Take a Turn at Picking The Dollars Off the Bushes—But They Were Inexperienced and Had to Move on Again—The Need of Specialists in This Modern Age.

By W. E. Elliott.

For making a fortune, quickly, there is nothing like the grocery business. Everyone outside of the trade knows that.

Here is a true story of a grocery business in a Western Ontario town of 5,000 where the travelers of London wholesale houses do the heavy selling. To be certain that the moral is read, it goes in here: "They all look good when they're far away!" In more dignified language, the idea is this: "Training is absolutely necessary to success in 9 cases out of 10, even in the grocery business."

A dairyman who was but a recent graduate from the farm started this business about 1889, in a new and small stand in the town referred to. His entire technical knowledge of groceries consisted of a firm belief that there was money in them. Fortunately for him, he had sense enough, being almost without capital, to commence on a small scale, and so avoided one of the commonest pitfalls of the beginner—overbuying in proportion to capital. It is only fair to add that later the stock became so large that he could not take all his cash discounts.

A $12,000 Stock; Turnover $20,000.

It was sixteen years later, or only five years ago, when Mr. Ex-dairyman gave up the grocery business. He had moved into larger premises twice, increased his staff from none at all to six or seven, and the stock carried had grown from a few dollars worth of feed and staple groceries to about $12,000. His turnover for several years had been $20,000 annually. The largest part of an excellent country patronage was his, and he conducted as nearly a cash system as most grocers can manage to reach. So the public, including many fairly intimate friends, were morally certain that in the toe of some sock, figuratively speaking, the grocer had put away plenty of coin for a leisurely old age.

As a matter of fact, in spite of the strong constitution built up by an outdoor life, the grocer's health was broken by fifteen years of confinement indoors. Further, he had to wait for the purchase money from his successor to pay off his own paper outstanding. He had just paid his way through the years and sent a family of boys to school. But few residents of that town could be induced to believe, to this day, that that grocer did not retire with thousands, in spite of the fact that he is working hard at another business even now.

Soon Sold the Business.

His successors were two men of some experience in the grocery business, though not particularly in touch with the constituency of this individual store. They were keen buyers, and there seemed no reason why they should not pull out of the business the thousands their predecessor had failed to land. Yet in a couple of years they sold.

A School Teacher on Deck.

The next firm on the scene was composed of an ex-school teacher, who had watched the immense amount of goods handled in this very store, and saw that there was money in the business, and a farmer past middle age, who had also been a customer, and saw a chance to profitably invest part of the price of the acres he sold.

But something failed to pan out as anticipated, and the school teacher found another partner. This was a man who had been a first-class printer, knowing the art preservative from A to Z and back again. He also knew that there were fat dividends in the grocery business, for he had handled the advertising of this and other stores. The vision of playing advertising manager for a firm in which he would be partner "got him going" and he fell for it.

The printer's latest successor in double harness with the school teacher is another farmer, who gladly laid down the irksome cares of shouldering sacks of wheat and carrying feed to ten-dollar-a-hundred hogs, for the glories of a white apron and an overdraft at the bank.

The Training's The Thing.

"How is the new firm doing?" the original owner of the business was asked the other day.

"They seem to be doing not so bad," was the half-wistful reply. He has been five years away from the grocery business now, and after paying cash over the counter from the outside during that time, is probably half convinced again that "there's money in the grocery business even for the inexperienced."

This is an age of specialists. Surely a grocer needs training. Lack of it invariably means waste, perhaps unconscious, but serious, in materials, time and energy. And most grocers will concede that in 1910 the ultimate profit of any grocery business which has not extraordinary facilities for gain is in the elimination of waste the ability to serve and sell goods beyond the actual, everyday demands of customers.

TRADE NOTE.

British Guiana, South America imports the bulk of its butter from France. In 1908 the imports from that country amounted to $33,863 and in 1910, $70,777. The corresponding figures for Canadian butter are $12,316 and $10,614. In 1908 Great Britain sent $57,078 worth and in 1909 only $18,413. The large importation from France in 1909, was due to the low price ruling in that market, and this is made more profitable from the fact that in the year 1908 the low price of butter in Great Britain gave that country the first place. The price of English butter as given in the customs valuation in 1908 was 22 cents per pound, and French butter 21½ cents. These prices include charges for freight and package. The high price in Canada in both these years may account for the small contribution from that source.

Clerks Ask Aid for Early Closing from Labor Unions

Lethbridge, Alta., Dec. 29.—The Retail Clerks' Association of Lethbridge has received its charter and a few days ago held an organization meeting. At a subsequent special meeting a resolution was unanimously passed that all secretaries of local unions be asked to urge all members of their respective organizations not to trade with those stores that keep open after 6 o'clock other than on Saturdays.

TRADE CHANGES

Recent Happenings Among the Grocery Grocery Trade

Ontario.

J. M. Gilpin, grocer, Toronto, Ont., has sold to T. A. Jackson.

Smith & Hughes, general merchants, Treadwell, Ont., have compromised.

Bennett & Code, grocers, Carleton Place, Ont., are succeeded by Peter Spears & Co.

E. J. Wilson, grocer, Milton, Ont., sold to Blain & Hannant.

Quebec.

L. F. Simard, grocer, Montreal, has assigned.

J. A. Prevost, grocer, Quebec, Que., assigned.

Maritime Provinces.

C. S. Berry, grocer, Moncton, N.B., assigned.

L. C. Teeple, grocer, Carlyle, Sask., sold to J. J. Stevens.

Kensington Stores, grocers, Winnipeg, Man., are succeeded by W. J. Whitten.

J. J. Breaks, grocer, Vancouver, B.C., sold to T. H. B. Wittea.

McKay & Campbell, grocer, Vancouver, have sold to F. Morris.

Louis Gales has opened a grocery store in Blairmore, Alta.

Crawford & Podger have opened a grocery at Lethbridge, Alta.

Fred Reed has opened a grocery store in Merritt, B.C.

And many of them Br'er Grocer

LAKE OF THE WOODS MILLING COMPANY KEEWATIN TRADE MARK

The Boys in the Mills-
on the Road-and the
Boys in the Office-
wish You and those
behind the Counter
a prosperous New
Year – Bigger, Bet-
ter and Brighter in

1911

California Oranges

Our "Volunteer" Brand is giving great satisfaction. Two cars to arrive this week; prices right. Have also some large-size oranges which we are offering at a bargain.

Car California Celery just arrived, also car Budd's Long-keeping Cranberries.

McWILLIAM
Mc. AND E.
EVERIST

25-27 CHURCH ST. TORONTO
[illegible] are Largest Receivers

St. Nicholas Home Guard

PACKER:
FRANC TRACUZZI

Compliments of the Season

AGENT:
J. J. McCABE, Toronto

Puck

Cranberries Show a Weaker Feeling

The Holiday Rush is Not Yet Over for Retail Trade and Some Reports Indicate a Record Business—Wholesalers Doing Considerable This Week—The Busiest Part of Cranberry Season is Over and the Tendency is Toward Lower Prices — Potatoes and Onions are Firm—Apples Holding at Higher Prices.

The Christmas season passed with a good demand for fruits and vegetables and it is fully expected that the increased trade will be felt until after the first of the new year when the public in general will resume its sober, staid way. There is the possibility of some re-action in prices following the heavy trade, although it is held that prices have not been inflated for the present holiday trade. According to one despatch cranberries recently dropped one dollar a barrel in New York, owing to plentiful supplies, and a feeling that after the festivities cranberries will not be so heavily sought after.

Apples are selling readily especially in the standard qualities and are bringing a high price. Oranges are just a little easier in feeling. The sale of grapes was satisfactory and grapefruit is bringing good prices. The demand for potatoes continues heavy and present supplies are just about meeting demand, leaving no surplus.

New grown vegetables are scarce as yet and in some cases are bringing fabulous prices, that is for vegetables. When a basket of new peas will find a buyer who will pay $25, it will be understood that shippers are not overburdened with supplies. Hotels that are famous for the dinner rates have to get these goods and the fortunate growers are reaping a harvest. The trouble seems to be that even at that price the supply is not sufficient. It will not be long until these new vegetables will be coming freely across the border.

MONTREAL.

Green Fruits.—As usual at this time of the year there is quite a brisk business passing in all lines and is expected to continue till the turn of the year when there will be the customary weakening in the demand. The fruit trade has not been so satisfactory as anticipated, but nevertheless dealers have little cause for complaint.

Apples, bbl.	5 00	6 00	
Bananas crated, bunch	2 00	2 25	
Cranberries, bbl.	10 00	12 00	
Cocoanuts, bags.		4 25	
Cali. Malagas		2 00	
Lemons	3 00	4 50	
Holly, case		4 00	
Wreaths, bale		1 65	
Oranges—			
California, late Valencias	4 00	5 00	
Pineapples—			
Floridas, case	3 75	4 25	
Plums, crate	2 00	2 25	
Pears, bbl.	7 00	10 00	

Vegetables—"Very, very slow indeed," was the reply of a dealer when asked about the state of the markets: "We will have plenty of time to smoke and chat till the turn of the year. Then we expect a favorable move." Yet there was quite an appreciable amount of business transacted around Xmas. Spinach remains scarce owing to large quantities being spoiled by frost.

Beans, American basket		12 00	
Beets, bag	0 75	0 90	
Carrots, bag	0 75	0 90	
Cabbage, doz.	0 40	0 50	
Cabbage, bbl.	1 00	1 50	
Celery, crate	4 00	4 25	
Cauliflowers	1 50	3 00	
Boston, box		2 75	
Onions—			
Spanish, cases	2 75	3 00	
Red, bag		1 25	
Potatoes, bag	1 00	1 10	
New Bermuda Potatoes, lb.		0 07	
Sweet potatoes, basket		1 85	
" " bbl.		4 00	
Cucumbers, doz.	2 00	2 50	
Garlic, 2 bunches		0 25	
Green Peppers, small basket		0 75	
Green Peppers, large basket		2 50	
Leeks, doz	1 75	2 00	
Lettuce—			
Curly lettuce, box	1 30	1 60	
Parsley, dozen	0 75	0 80	
Parsnips, bag	1 00	1 25	
Radishes, dozen bunches	0 60	0 75	
Spinach, bbl		5 50	
Tomatoes, crate		4 00	
Tomatoes, hothouse, lb	0 35	0 40	
Turnips, bag	0 75	0 90	

TORONTO.

Green Fruits.—The market does not show many changes this week. The trade has been good and the holiday demand will not spend itself until after New Year's day. It will then be possible to get an idea of what the situation is likely to be. Some retailers state that their Christmas trade surpassed all previous years and they still have the New Year's trade to handle yet. Local jobbers are doing a fair business this week, but it is apparent that the retail trade is pretty well stocked up for the present.

Apples, bbl.	3 50	6 00	
Apples box	2 00	2 50	
Bananas	1 50	2 00	
Citrons doz.	0 60	0 75	
Cocoanuts, sack	4 00	4 50	
Cranberries, bbl	9 00	11 50	
Cranberries, case		4 00	
Grapes, case		2 25	
Malaga bbl.	5 00	6 50	
Almeria, bbl.	5 00	7 00	
Grape Fruit—			
Florida per case	3 50	4 00	
Jamaica, case		3 50	
Lemons—			
Messina	2 75	3 25	
Limes, box		1 25	
Oranges—			
Tangerines, a strap	5 50	6 00	
Florida	2 50	3 00	
Navels	2 75	3 25	
Mexicans	2 00	2 25	
Pomegranates, doz.		0 75	
Pineapples crate	4 00	4 75	

Vegetables.—Nothing specially new this week. Demand has been good. Onions are up a little due to a scarcity. Potatoes are firm and supplies barely meet the demand. Holders seem to be standing by their game. Prices are steady. Celery of the home grown variety is plentiful and the sale of imported celery is as a result not very large.

Beets, Louisania doz.		1 25	
Canadian beet, bag	0 60	0 75	
Cabbage, case—			
Canadian	0 75	1 50	
Cabbage, per 100		3 50	
Carrots, Canadian, bag		0 50	
Carrots, Louisania, doz.		1 00	
Cauliflower, dz.		0 75	
Celery, dozen	0 30	0 40	
Celery, California, case	4 50	5 00	
Cucumbers, Boston, doz		2 50	
Endive 12 heads		1 00	
Lettuce, Canadian, head		0 [illegible]	
Boston head lettuce, doz.		1 50	
Onions—			
Spanish, large	2 50	3 00	
Spanish, 1-case		1 50	
Yellow, per bag	1 25	1 35	
Potatoes, Ontario, bag	0 85	0 90	
Sweet, hamper	1 25	1 50	
Sweet, barrel		5 00	
Parsley, per doz		0 75	
Parsnips, bag		0 60	
Red pepper	0 50	0 75	
New turnips, per 11-qt. basket		0 50	

A FIREPLACE WINDOW.

This is Built of Dried Fruits and Attracts Considerable Attention.

London, Ont., Dec. 29. — Scandrett Brothers, Dundas street grocers, have a unique Christmas window display in the form of an old fashioned fireplace and mantel built chiefly of fruits. Orange and citron peels, convex surface outward, form the body of the fireplace. The hearth is built of ordinary raisins, surrounded by a little wall of pressed figs. An electric light behind red tissue paper supplies the fire effect in the centre, and boxes of table raisins slope

down from the hearth to the window. Little banners display here and there appropriate mottoes.

The windows of John Diprose's "Three Popular Stores" take on a holiday appearance long before Christmas, by virtue of the fact that he is a believer in displaying fruit. Oranges are always a feature in the Diprose windows, price tickets are used, and once in a while a special bargain is offered in a good orange. Apples are also used liberally, as well as attractive boxes of dried fruits. The store at 56 Dundas street has a large frontage in proportion to its depth, and the amount of fruit and vegetables on display here, even after the store is closed, is attractive to customers, actual or probable. The lights are always on till midnight, at which time an alarm clock contrivance turns them off.

CALENDARS FOR 1911.

The nineteen hundred and eleven calendar sent out to the trade by J. J. McCabe, wholesale fruit broker, Toronto, is an exceedingly attractive one. The picture is from a painting of Palm's and is called "The Huntress"—a life-like picture of robust womanhood. Miss Malvina Longfellow, grand niece of the poet and an accomplished actress, was the model from which the drawing was made. The calendar is out-of-the-ordinary variety being narrow and long and decorated with ribbon.

Connors Bros., packers of sea foods, etc., Black's Harbor, N.B., have issued an elaborately designed calendar entitled "Buttercups." The illustration is from a painting by Savage Cooper, a celebrated London artist. It is a study in green and yellow of a beautiful woman gathering buttercups by the bank of a brook. The border of the picture is decorated with leaves and blossoms of a grey color, which add materially to the appearance.

Do you pay enough attention to the appearance of your store? Is it modern and attractive? Take a look at it now, from the standpoint of the man on the street.

We wish our many Friends
a Happy and a
very Prosperous New Year.

WHITE & CO., Limited
TORONTO and HAMILTON
WHOLESALE FRUIT, PRODUCE AND FISH

HEADQUARTERS
FOR
Fancy Navel Oranges
GRAPE FRUIT,
ALMERIA GRAPES,
BANANAS, LEMONS,
CRANBERRIES,
OYSTERS, NUTS,
FIGS, DATES
Write, phone or wire your orders.
HUGH WALKER & SON
(Established 1861) GUELPH, ONTARIO



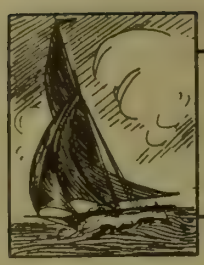
—1911—

May it be bigger and better than ever.

RESOLVED, that as the years pass we determine between that which makes us money and that which does not. Make your New Year resolutions include: "I will always order BUSTER BROWN Lemons," "I will always order CAMEL Brand Package Dates," "I will always order GRAPEFRUIT EXCHANGE PACK."

W. B. STRINGER, Sales Agent, Toronto

FLORIDA CITRUS EXCHANGE



Fish - Oysters



Retailer Should Hold Fish Trade

During the Period Between Advent and Lent He Should Endeavor to Maintain the Business Acquired During Advent—Demand for Fish Has Been Good and Supplies Have Improved in Quality—Oyster Business Continues at Satisfactory Condition.

The present is the season when the retail fish dealer will have to put forth a few extra efforts to maintain a demand for fish. There will be a certain trade, but to insure a fair business between Advent and Lent the wisest and safest plan is to SELL fish. It will require greater salesmanship, but the extra work will hold the trade and lay the foundation for a good business during the Lenten season. Supplies are fairly plentiful and the trade is in a healthy condition. It is entirely to the interest of the retailer to "push" his fish trade just now when there may be an inclination on the part of consumers to overlook it.

ONTARIO.

Toronto.—The past week was quiet in fish demand, owing to the heavy special holiday trade. Prices remain unchanged and business is showing itself noticeably in general lines with heavy demand for white fish, halibut, herring, etc.

FRESH OAUGHT FISH

White fish	0 12	0 13	Steak cod		0 08
Herring		0 06	Perch		0 07
			Haddock	0 06	0 07

FROZEN LAKE FISH

Gold eyes		6	Salmon trout		0 12
Halibut	0 09	0 10	Smelts, No. 1		0 12
Herring		0 04	Smelts, extra		0 18
Pike		0 07	White fish, pan frozen		0 10
Pink sea salmon		0 09	Yellow pickerel		0 08½
Round red "		0 09			

OCEAN FISH (FROZEN)

Herring, per 100	2 00	Mullets	0 04
		Bluefish	0 12

SMOKED, BONELESS AND PICKLED FISH

Acadia, tablets, box	2 10	Cod, Imperial, per lb	0 05
Acadia 1-lb. bxs per crate	3 60	Fillets, per lb	0 12
Acadia, 2-lb. boxes, pr. crate	2 80	Herring (Labs.) half-barrels	3 25
Acadia 3-lb. bxs per crate	5 40	Herring, bbl	6 00
Shredded cod	2 25	Haddie, Finnan	0 08½
Bloaters, box	1 25	Kippers, box	1 30
Boneless Digbys, box	1 00	Oysters, extra selects, gal	2 25
Codfish, Bluenose, "	1 40	Oysters, selects, gal	1 85
Cod steak, per lb	0 07	Oysters, standard, gal	1 65
		Pickled lake herring, 100 lb. kegs	4 00
		Quail on toast, per lb	0 06

NEW BRUNSWICK.

St. John.—Receipts of fish were a little better last week than they have been. The heavy gales, lately, interfered much with the catches and bait is also reported scarce. The total receipts of fresh stock last week amounted to about 70,000 pounds, mostly haddock. There has been a brisk demand from the western provinces and prices are practically unchanged.

The catch of smelts on the Miramichi has been disappointing thus far and the fishermen are becoming discouraged. The schooner Blanche was lost last week, while on a voyage from Freeport, N.S., to St. John. She had on board 20,000 pounds of haddock.

There is considerable interest here in the order of the railway commission that the Dominion Atlantic Railway Co., must reduce the rate on finnan haddie from Digby to St. John, from 20 cents to eight cents for carload and eleven cents for smaller lots. While this is not expected to have any effect on local prices, it will make a considerable difference in shipments to the west.

QUEBEC.

Montreal.—The fish business as usual during the holidays has quieted down. The principal demand now is for oysters, lobsters, finnan haddies, frozen salmon and halibut. Prepared, pickled, and salt fish are completely ignored. Once demand starts again an advance in prices is expected for some lines, especially halibut and salmon. The supplies have been greatly reduced in the past few weeks, particularly salmon which no doubt will be in strong demand. Frozen haddock and codfish, owing to good fishing lately, will be sold cheaper for some time.

The first cargoes of frozen herring from Newfoundland are said to be in transit now. There is yet a good many summer frozen herring on the market, and for this reason the trade will be reluctant to touch the Newfoundland supplies immediately.

FRESH

Perch	0 08	Haddock	0 05
Steak cod	0 06	Bullheads	0 10
Market cod	0 04		

FROZEN

Codfish	0 04	Flounders	0 08 0 10
Dore, winter caught, per lb	0 08½ 0 09	Pike	0 07 0 08
Haddock	0 04½ 0 05	Salmon, B.C., red	10 0 13
Halibut, per lb.	0 08 0 09	Gaspe salmon, per lb	0 20
Herring, per 100	1 70 1 80	Smelts, 10 lb. bxs	0 09 0 12
Market cod	0 04	Whitefish, large, lb	0 09 0 10
Steak cod	0 05	Whitefish, small	0 07
Mackerel	0 12½		
Tom cods, bbl	2 10 2 25		

SALTED AND PICKLED

Green cod, No. 1, bbl	6 00 9 00	Lake trout, half bbl.	6 00
Labrador herring, bbl	5 50	Salmon, B.C., red, bbl	14 00
" " ½ bbl	3 25	" " pink, bbl	12 00
Labrador sea trout, bbls	12 50	" Labrador, bbl	16 00
Labrador sea trout, half bbls	7 00	" " ½ bbls	8 50
No. 1 mackerel, pail	2 00	" " trcs., 300 lb	22 00
½ bbls	9 50	Salt eels, per lb	0 07½ 0 08
No. 1 pollock, bbl	6 00	Salt sardines, 20 lb. pls	1 00
Scotia herrings, No. 2, bbl	4 50	Scotch herring	6 50
		" " keg	1 00
		Holland herring, ½ bbl	5 50
		" " keg	0 75

SMOKED

Bloaters, large, per box, 60s	1 25
Haddies	0 07 0 07½
Boneless haddies	0 10
Herring, new smoked, per box	0 25
Kippered herring, per box, small	1 20
Kippered herring, per box, large	1 40

SHELL FISH

Shell oysters, bbl., choice	12 00 13 00
XXX Shell Oysters	10 00
Lobsters, live, per lb	0 25
Oysters, choice, bulk, Imp. gal	1 40
" Selects, Imp. gal	1 80 2 00
" bulk, selects	1 60

PREPARED FISH

Boneless cod, in blocks or packages, per lb	5½, 6½ and 7½
Pure mixed boneless fish, blocks and packages, lb	0 05 0 06½
Shredded cod, per pkg	0 15
Skinless cod, 100 lb. case	6 25
Dried cod, medium, 100 lb. drum	7 00
Dried cod, large, bundles	6 00
Dried cod, medium, bundles	6 00
Dried haddock, medium, bundle	5 50

The Regulations on Herring Fisheries

Local and Central Control Compared—Conditions Existing in the Motherland—What is Being Done in the U. S.—Some Herring Statistics.

By A. M. Payne.

To do justice to any review of the government report on herring a word or two on government regulation may not be out of place. Ordinary research indicates clearly that local control of fishery operations has always been urgently advocated in seafaring nations by those immediately interested. Obviously, there are two sides to the question. As a nursery for seamen, central national control suggests cogent arguments, while on the other hand, the actual prosecution of the fishery industry (taking an unbiased view of its risks, uncertainties and hazards) presents an aspect endorsing the need of special regulation in close touch with fishing communities.

The System in Scotland.

In efforts to improve the herring fishery of Canada, or in fact any branch of the industry, Canadian fishermen naturally seek for enlightenment in the first instance from the Motherland. Although the geographical compactness of the British Isles favors central control, a separate local jurisdiction in Scotland, as is well known, has resulted in marvellous progress, particularly as regards herring. Even Yarmouth, the English centre of the industry, depends not only on Scottish methods, but on Scottish labor for carrying it on from year to year.

Almost as naturally we compare conditions with the neighboring Republic. There, it is to be observed, official recognition by the U. S. government of the welfare and development of fishery interests engrosses unceasing attention. Generous appropriations from the national purse are voted annually to promote improvement on a thoroughly comprehensive scale. It is competent, however, for each individual state to adopt its own legislative regulations without

"We are Fishing for Your Business!"

We wish our many Friends and Customers

A Happy and Prosperous New Year

and solicit their orders for

FISH AND OYSTERS

Have a complete assortment of all varieties
in season at reasonable prices for A1 stock

The Largest Fish and Oyster Warehouse in Eastern Canada

Order direct from producers and secure benefit of lowest prices

Smoked Fish **Frozen Fish** **Salted Fish** **Sealshipt Oysters**

Correspondence Solicited. Price Lists Mailed on Request.

P.O. Box 639.
Five Long Distance Telephones.

LEONARD BROS.
Montreal and St. John, N.B.

Branches:
Montreal
St. John, N.B.
Grand River
Gaspe, Que.

To the Grocers

Throughout the North-West and British Columbia

We have distributed about thirty cars of our Smoked, Salt and Frozen Fish, already this Fall, among the principal wholesale houses from Winnipeg to Victoria. Ask your supply house for our Brands of Smoked Fish.

OCEAN BRAND FINNAN HADDIES — OCEAN BRAND BLOATERS
OCEAN BRAND KIPPERS — BOUTILIER'S SMOKED FILLETS

also our

SALT MACKEREL — FROZEN MACKEREL — FROZEN SMELTS
SALT HERRING — FROZEN SEA HERRING — FROZEN LOBSTERS
CANADA STRIP BONELESS COD

Our lines are satisfactory and most popular, no doubt due to the care we take in selecting and packing only the finest goods. "Second to None" is the opinion expressed about our Cold Storage Plants, Smoke Houses and Sanitary Packing Houses.

Halifax Cold Storage Company, Limited

45 William Street — Selling Branch — Montreal, Quebec

interference from Washington, although supreme control might be acquired as in the case of the export of meat in the event of a contingency.

In Canada the B. N. Act empowers the Federal Government to exercise supreme control of the fisheries as an adjunct to marine affairs. This report is consequently submitted to the Ottawa authorities in the 42nd annual report of the Department as appendix No. 19 on page 365.

Yield of Herring.

The sub-divisional districts visited during the midsummer and early fall of 1908 for purposes of investigation and plans of betterment were Grand Manan and Caraquet in New Brunswick, and Gaspe in Quebec. The survey did not extend to Nova Scotia, but the general deductions in the report, more especially with reference to the important branch of salt herring, are applicable to the whole Dominion. At Grand Manan the herring fishery appears to be the staple industry. The yield for the period under review was not large, except in smoked herring, viz: 1,610 bbls. pickled herring; 55,000 lbs. fresh herring; 1,351,000 lbs. smoked herring; 70,000 lbs. skinned and boneless herring.

At Caraquet, on the north shore, the returns were: 34,000 bbls. pickled herring; 350,000 lbs. fresh herring.

At Gaspe the figures were 2,875 bbls. pickled herring.

The all-round tenor of Mr. Cowie's report indicates with justifiable emphasis that the present status of this great natural resource, with which the coast waters of Canada (especially in Nova Scotia) fairly teem at certain seasons, is far below what it ought to be and what it might be under improved methods. The reasons for the unfavorable annual results and the remedies needed, as defined in Mr. Cowie's conclusions, are in every sense worthy of earnest consideration.

Convincing verbatim extracts in a succeeding article should open the eyes of Canadian fishermen to the furtherance of their future vital interests.

The True Merchant Says "It's Got to Go"

Different Types of Retail Buyers a Traveling Salesman for a New Line Meets—The Large City and Small Town Present Various Types of Dealers—The Merchant with the Forethought and Who Knows His Selling Power is the One Who Wins.

By Henry Johnson, Jr.

trade-papers; more about solid values.

The man who markets a new article in a big city is said to have "his work cut out for him." And he does not go far in the work ere he realizes that he is in serious business. On the other hand, he who goes after big city trade—and GETS it—is broadened in character by the experience. He learns a lot that is very valuable, and, if he is a philosopher, as many commonplace salesmen are, he is in a position to do a lot of analyzing and classifying when he gets time to sit down and think it all over.

The average city merchant is not as good a merchant as is the country storekeeper—meaning the man who does business in the town of 2,000 to 3,000 population. Note that I say the AVERAGE; because there are brilliant exceptions to prove the rule. This condition is very discouraging to the man who for the first time hits the city job. He works against a dead wall of dense indifference, if nothing worse; of men who "have no time to talk;" of grocers who have certain hours—very short—during which they "see salesmen," which hours are usually from 10 to 12, thus being so bunched that no man can possibly get in to see all desirable prospects in the limited time; of dealers who listen for a minute and then say, "create the demand and we will stock your goods;" of a few who are so ignorant of anything like true merchandising enterprise that he despairs for the future of the trade.

Selling the Country Merchant.

This is hard on a man who has theretofore worked country trade—the good, old, plenty-of-time-to-talk sort where the Old Man reads The Canadian Grocer every week and likes to pass out his own comments on what he reads! O, yes: it is different. The salesman in such circumstances has been able to show the merchant, whom he calls "John" or "Uncle Hi" or some such friendly name as carries with it no suggestion of flippancy or offensive familiarity, that the article he offers is good; will please the "women folks;" and yields a fair margin, and the buyer in such case thinks twice about the quality and promise of satisfaction to once about the profit he will get out of it. But the city grocer seems filled with but one idea, the question of how much he will get out of an article without regard to the interest of the customer. At least that is about the way things will look to the new city salesman.

But there are good times coming later on and the salesman reaches the really GOOD city grocer. When he reaches that man his faith in humanity, especially as applied to grocers, is again galvanized into life; for that merchant is good for the soul of the salesman.

Studies His Goods Carefully.

That kind of city merchant outdoes the countryman in just the proportion that his opportunities are greater. He knows more about markets; more about He reads and thinks of what he reads, even if his hair gets grey and thin at forty. And he is as conscientious as even John with the added advantage that he has to take very little on faith because of a wide, accurate knowledge. For instance: John has been told that nowadays there is no Mocha coffee and he has come to believe that yarn until he is really suspicious of any man who tries to tell him that Mocha is still grown. The city merchant knows that Mocha is still to be had, but he is interested in KNOWING that he really has Mocha to the extent that he will make the seller show the location on the Arabian map and write the guaranty on the bill. John on the other hand, is usually content with a pretty good contribution of faith—often the word of an ignorant salesman and likely as not has no idea where Mocha comes from or gets its name.

So the salesman who gets next to this kind of merchant finds the kind of audience he has been hungering for. All the merchant wants to know is, has the article genuine merit? and if that question can be answered in the affirmative, then the salesman has secured the entering wedge for which he has worked. The interview lasts from 30 minutes to

A Drop in
Maple Syrup
Compound
See Advertisement of
Canada Maple Exchange

Dried Apples
Shipments Solicited
Settlements Prompt
W. A. GIBB COMPANY
HAMILTON
JAMES SOMERVILLE Manager

Highest price paid for
DRIED APPLES
O. E. ROBINSON & CO.
ESTABLISHED 1866
Ingersoll - Ontario
Would you like our Weekly Circular?

Lemon Bros.
Owen Sound, Ont., and Sault Ste. Marie
Wholesale FRUIT, FISH and PRODUCE
Commission Merchants, and
Dealers in HIDES, WOOL and RAW FURS

"Brunswick" Brand Pure Sea Foods



Sea Foods, owing to the greater care given to their selection and packing, are growing in popularity each season. Are YOU getting your share of this profitable trade? No line gives the same satisfaction as "BRUNSWICK BRAND"---the brand with the natural fish flavor

Look to your stocks! The profit is a "well-worth-while" one!

Here's the full line:—

¼ Oil Sardines	Kippered Herrings	Finnan Haddies
¾ Mustard Sardines	Herrings in Tomato Sauce	Clams, Scallops



CONNORS BROS., Limited

Black's Harbour N.B.

AGENTS—Grant, Oxley & Co., Halifax, N S.; C. H. B. Hillcoat; Sydney, C.B.; J. L. Lovitt, Yarmouth, N.S.; Buchanan & Ahern, Quebec; Leonard Bros., Montreal; A.W. Huband, Ottawa; C. DeCarteret, Kingston; James Haywood, Toronto; Chas. Duncan, Winnipeg; Shallcross, Macaulay & Co., Calgary, Alta., J. Harley Brown, London, Ont.; Johnston &Yockney, Edmonton, Alta.



Bluenose Butter



The quality of this famous brand of Butter is uniformly good.

It is always sweet, always fresh, and always delicious.

BLUENOSE BUTTER keeps good in any climate, and is invaluable to hunters, travellers, prospectors and the like.

Every can sold means another permanent customer for you.

How is your stock? See to it to-day!

PACKED BY

SMITH & PROCTOR

Halifax, N.S.

three hours—sometimes half a day—for this kind of merchant wants to know all about it; and sometimes the buyer will try the article himself; then buy a sample lot of a few pounds or packages and give it to his managers, relatives and friends to try carefully before he will stock it and push it.

Why it Has to Go.

And here is where I get my text—"IT'S GOT TO GO!" for it was just such a city merchant who recently took on a new article of merit, after he had exhaustively gone over the proposition. It was perishable; a new item to him and his trade; something the users must get accustomed to and a good deal of education was called for. The first lot was received shortly before the Christmas rush and, for want of knowledge and because he was crowded with business, the merchant lost part of the shipment. When the salesman called again, he found the merchant as courteous and urbane as ever, but very busy; and the word was: "I cannot go further with that matter now ,as I am too busy; but you come in again after Christmas, and we shall take it up together. And I am going into it more thoroughly than ever at that time, for when I take it up again it's GOT to go!"

Knows His Selling Power.

That's the right idea. That man will SELL anything he takes up. He knows his selling power, and uses it. His attitude is the one I wish I might instil into every grocer, for it would be his salvation.

The commonest question any seller has to answer to the average retailer is: "Will it sell?" Salesmen are often tempted to say: "Certainly it will!" and any number yield to the temptation because they feel forced to yield. They must say something to stir up the inertia of the average retailer or they would many times miss making their quota of sales—that is, many of them would do that. There are salesmen and salesmen. Some can state the facts and give the true impression and yet sell goods, just as some merchants are successful; but there is little to choose between the average merchant and the average salesman. The true salesman answers: "No; nothing 'will sell'—YOU must SELL IT." Then he has his work cut out for him to show the grocer that really nothing that is worth while selling will sell itself.

Attitude of the True Merchant.

The true merchant approaches every buying problem with his mind absolutely open. He takes up the points of the offering and studies them carefully, giving due attention to all the salesman tells him. If the proposition is an entirely new one to him, he takes time enough to go over it so as to get it all, and then he takes more time to think it over to be sure he has missed nothing; but, after that, if the article appeals to him as a man and a merchant, he takes it up unhesitatingly and pushes it to the front. The true merchant likes to be ahead of demand; to anticipate developments in new foods; to lead in such developments rather than to follow the lead of others. Thus the true merchant makes money while the one who "lets others do the educating of the public and try out new things" merely drops in at the rear and never has anything but the "regular line" such as one can find anywhere. Thus, too, the true merchant, through exercising his SELLING POWER, skims the cream of the profits on new articles while that cream is rich and thick. Later on, when the articles have become established so that they "sell themselves," which means, when anybody can sell them, he enjoys a readier sale through having been first on the ground. He is up-to-date; ahead of the procession; noted for being "different." And that is all well worth while.

Be a careful buyer. Study propositions thoughtfully. No part of your business can bear slighting. But, when your own good judgment tells you that a thing is a "comer," take it up and then go about its SELLING with the motto: "It's GOT to go!

THE CLERK'S INGENUITY.

"Pedro, I owe about three thousand francs," said a Parisian grocer to his shopman.

"Yes, sir."

"I have two thousand francs in the safe, but the shop is empty; I think it is the right moment to fail."

"That's just what I think."

"But I want a plausible pretext for my creditors. You
brains; think the m
and to-morrow mor
The clerk promised
fully over. On ente
morning, the grocer
the money gone, and
which ran as follow
the two thousand fra
America. It is the b
give to your creditor

A recent report of
Department of Agric

the crops of corn, rice, and cranberries are heavier than usual, but potatoes, grapes, apples, oranges and peanuts are below the average.

Tell Your Customers That

SHAMROCK

BIG PLUG

SMOKING TOBACCO

When cut never dries up or becomes hard. The leaves are so firmly packed that the plug remains fresh and moist

A Drop in Maple Syrup Compound

See Advertisement of Canada Maple Exchange

CLAY PIPES

None equal. Insist upon McDougall's

Bla
The
Ch
Sold b

ROYAL



BAKING POWDER

Absolutely Pure

The only baking powder made with Royal Grape Cream of Tartar

No Alum, No Lime Phosphate

ALL grocers should carry a Full Stock of Royal Baking Powder.

It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the grocer.

THERE IS NO SUBSTITUTE

Tuckett's Orinoco Tobacco

NO BETTER
JUST
A LITTLE MILDER
THAN



Tuckett's Myrtle Cut Tobacco

WHICH HAS THE LARGEST SALE IN CANADA.

TUCKETT LIMITED

Hamilton, - - - - Ont.

Classified Advertising

Advertisements under this heading, 2c. per word for first insertion, 1c. for each subsequent insertion.

Contractions count as one word, but five figures (as $1,000) are allowed as one word.

Cash remittances to cover cost must accompany all advertisements. In no case can this rule be overlooked. Advertisements received without remittance cannot be acknowledged.

Where replies come to our care to be forwarded five cents must be added to cost to cover postages, etc.

AGENTS WANTED.

AN OLD ENGLISH FIRM of Cocoa Manufacturers are open to appoint a good firm of Commission Agents or wholesale grocers as agents for the Province of New Brunswick. The firm's products are already known in New Brunswick. When applying please give references. Box 47, CANADIAN GROCER, 88, Fleet St., London, Eng. (52)

WANTED—A manufacturer's agent in each of the Provinces of Canada to represent a high grade Fluid Beef. Address, OXVIL, 309 King St. W., Toronto. (1p)

BUSINESS CHANCES.

TO RENT—A handsome new building in Brantford's business centre; two large modern stores, well lighted, high ceilings, easy terms. Apply UNION REALTY CO., Brantford. (52)

COMMISSION LINES WANTED.

WANTED by a responsible, energetic firm about to open an agency business in Calgary, lines on commission, or will buy outright if necessary. Address Room 37, Herald Block, Calgary, Alberta. (1p)

WANTED.

WANTED—Second-hand meat slicer. Address Box 370, CANADIAN GROCER, Toronto. (52)

MISCELLANEOUS.

ADDING TYPEWRITERS write, add or subtract in one operation. Elliott-Fisher, Ltd., Room 314 Stair Building, Toronto.

ACCURATE COST KEEPING IS EASY if you have a Dey Cost Keeper. It automatically records actual time spent on each operation down to the decimal fraction of an hour. Several operations of jobs can be recorded on one card. For small firms we recommend this as an excellent combination—employees' time register and cost keeper. Whether you employ a few or hundreds of hands we can supply you with a machine suited to your requirements. Write for catalog. International Time Recording Company of Canada, Limited. Office and factory, 29 Alice Street, Toronto.

BY paying a small amount each month you can buy a first-class rebuilt Typewriter from us at bargain prices. Stock-taking is only a month away. We do not want to carry any of these machines over. We can give you any make. The Monarch Typewriter Co., Limited, 98 King Street West, Toronto.

BUCKWHEAT Flour guaranteed pure and unsurpassed by any mill in the Province. T. H. Squire, Queensboro, Ont., solicits your orders.

COPELAND-CHATTERSON SYSTEMS — Short, simple. Adapted to all classes of business. Copeland-Chatterson-Crain, Ltd., Toronto and Ottawa. (tf)

COUNTER CHECK BOOKS—Especially made for the grocery trade. Not made by a trust. Send us samples of what you are using, we'll send you prices that will interest you. Our Holder, with patent carbon attachment has no equal on the market. Supplies for Binders and Monthly Account Systems. Business Systems Limited, Manufacturing Stationers, Toronto.

MISCELLANEOUS.

A BOON TO EVERY GROCER. A perfectly reliable fountain pen is to be found in the Beaumel "Rival" Pen. Easy to fill, non-leakable, and writes with exceptional smoothness. Gold nibs of thicknesses to suit every style of handwriting. Guaranteed in every respect. Sold by all stationers. A. R. MacDougall & Co., Canadian Agents, Toronto.

COUNTER CHECK BOOKS—Write us to-day for samples. We are manufacturers of the famous Surety Non-Smut duplicating and triplicating Counter Check Books, and single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE your floor space. An Otis-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

EGRY BUSINESS SYSTEMS are devised to suit every department of every business. They are labor and time savers. Produce results up to the requirements of merchants and manufacturers. Inquire from our nearest office. Egry Register Co., Dayton, Ohio; 123 Bay St., Toronto; 258½ Portage Ave., Winnipeg; 308 Richards St., Vancouver.

GET THE BUSINESS—INCREASE YOUR SALES. Use Multigraph Typewritten Letters. The Multigraph does absolutely every form of printing. Saves you 25% to 75% of your printing bill. Multigraph your Office Forms; Letter-heads; Circular Letters. Write us. American Multigraph Sales Co., Ltd., 129 Bay St., Toronto. (tf)

IF YOU have been afflicted with one of those fountain pens that won't write when you want it to, or leaks when you don't want it to, give it away to one of your poor relations and buy a Moore Non-Leakable Fountain Pen and you will be happy. Consult your stationer. W. J. Gage & Co., Toronto, sole agents for Canada.

INDISPENSABLE in office, store, home — Canadian Almanac, 1911 — a National Directory. Complete classified information on every subject of Dominion interest. Full postage, customs, banking, insurance, legal, educational, newspaper, army, clerical, governmental, particulars of leading institutions and societies. Paper cover, 60c.; cloth, leather back, 75c. All stationers, or sent postpaid on receipt of price by The Copp-Clark Co., Ltd., Toronto.

KAY'S FURNITURE CATALOGUE No. 306 contains 160 pages of fine half-tone engravings of newest designs in carpets, rugs, furniture, draperies, wall papers and pottery with cash prices. Write for a copy—it's free. John Kay Company, Limited, 36 King St. West, Toronto.

MODERN FIREPROOF CONSTRUCTION. Our system of reinforced concrete work—as successfully used in any of Canada's largest buildings—gives better results at lower cost. "A strong statement" you will say. Write us and let us prove our claims. That's fair. Leach Concrete Co., Limited, 100 King St. West, Toronto.

OUR NEW MODEL is the handiest for the grocer, operated instantly, never gets out of order. Send for complete sample and best prices. The Ontario Office Specialties Co., Toronto.

THE "Kalamazoo" Loose Leaf Binder is the only binder that will hold just as many sheets as you actually require and no more. The back is flexible, writing surface flat, alignment perfect. No exposed metal parts or complicated mechanism. Write for booklet. Warwick Bros. & Rutter, Ltd., King and Spadina, Toronto. (tf)

THE METAL REQUIRED in a Modern Concrete Building. Our special facilities enable us to produce at minimum cost Concrete Reinforcements, Fenestra Steel Sash, Automatic Fire Shutters and Steelcrete Metal Lath. Complete stock, quick delivery. Before deciding write us for catalogue and prices. Expanded Metal and Fireproofing Co., Ltd., Fraser Ave., Toronto. (tf)

WAREHOUSE AND FACTORY HEATING SYSTEMS. Taylor-Forbes Company, Limited. Supplied by the trade throughout Canada. (tf)

YOU don't buy a National Cash Register—it pays for itself. Saves money. Prevents mistakes. We can prove it. National Cash Register Co., 285 Yonge Street, Toronto.

TECHNICAL BOOKS.

SALES PLANS—This book is a collection of 333 successful plans that have been used by retail merchants to get more business. These include Special Sales, Getting Holiday Business, Co-operative Advertising, Money-Making Ideas, Contests, etc. Price $2.50, postpaid. MacLean Publishing Co., Technical Book Dept., 143-149 University Ave., Toronto.

CANADIAN MACHINERY AND MANUFACTURING NEWS, $1 per year. Every manufacturer using power should receive this publication regularly, and also see that it is placed in the hands of his engineer or superintendent. Every issue is full of practical articles, well calculated to suggest economies in the operation of a plant. Condensed advertisements for "Machinery Wanted" inserted free for subscribers to the GROCER. "Machinery for Sale" advertisements one cent per word each insertion. Sample copy on request. CANADIAN MACHINERY, 143-149 University Ave, Toronto.

PERIODICAL DEPT.

THE BUSY MAN'S MAGAZINE is the most popular periodical of its kind. Why? Because each issue contains a strong list of original articles of interest to every Canadian. It also reproduces the most timely, instructive and interesting articles appearing in the other magazines and periodicals of the month. The cream of the world's periodical press is too valuable to overlook. BUSY MAN'S is on sale at all news-stands. Better still, send $2 for one year's subscription. Mail it to-day. The Busy Man's Magazine, Toronto.

Coffee, Its History, Classification and Description

By Joseph M. Walsh

This is the most exhaustive, interesting and instructive book ever published on Coffee. It is attractively written and richly illustrated, and should be read by all who deal in or use Coffee. The contents include,

Cultivation and Preparation.
Commercial Classification and Description.
Adulteration and Detection.
Art of Blending, Preparing, etc.

This work, written by one of the greatest authorities in the world upon the subjects of Tea and Coffee, will be mailed to you postpaid on receipt of

$2.00

IT WILL PAY YOU TO SEND AT ONCE.

MacLean Publishing Co.

Technical Book Department

143-149 University Avenue, Toronto

QUOTATIONS FOR PROPRIETARY ARTICLES

Baking Powder

Diamond W. H. GILLARD & CO.

1-lb. tins, 2 doz. in case	$2 00
½-lb. tins, 3 " "	1 25
¼-lb. tins, 4 " "	0 75

IMPERIAL BAKING POWDER

Cases.	Sizes.	Per doz.
4-dozen	10c.	$0 85
3-dozen	6-oz.	1 75
1-dozen	12-oz.	3 50
3-dozen	12-oz.	3 40
½-dozen	2½-lb.	10 50
½-dozen	5-lb.	19 80

MAGIC BAKING POWDER.



Ontario and Quebec Prices.

Cases.	Sizes.	Per doz
6 dozen	5c.	$0 50
4 "	4-oz	0 75
4 "	6 "	1 00
4 "	8 "	1 30
4 "	12 "	1 80
2 "	12 "	1 85
4 "	16 "	2 25
2 "	16 "	2 30
1 "	2½-lb	5 00
1 "	5-lb	9 50
2 "	6-oz	Per case
1 "	12 "	$6 00
1 "	16 "	

Special discount of 5 per cent. allowed on five cases or more of "Magic Baking Powder."



ROYAL BAKING POWDER

Sizes.	Per Doz.
Royal—Dime	$ 0 95
" ¼-lb	1 40
" ½ oz	1 95
" ½-lb	2 55
" 12 oz	3 85
" 1 lb	4 90
" 3 lb	13 60
" 5 lb	22 35

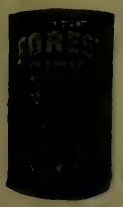
Barrels When packed in barrels one per cent. discount will be allowed.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Baking Powder—1-lb. tins, 3-doz. in case, $2 doz.; ½-lb. tins, $1.25 doz.; ¼-lb. tins, 80c doz.



Cartoons—	Per doz	No. 12, 4-oz., 6 dz	0 70
No. 1, 1-lb., 4 doz	2 40	No. 12, 4-oz., 3 dz.	0 75
No. 1, 1-lb., 2 doz	2 50	In Tin Boxes—	
No. 2, 5-oz., 6 doz	0 80	No. 13, 1-lb., 2 dz.	3 00
No. 2, 5-oz., 3 doz	0 85	No. 14, 8-oz., 3 dz	1 75
No. 3, 2½-oz., 4 dz	0 45	No. 15, 4-oz., 4 dz.	1 10
No. 10, 12-oz., 4 dz	2 10	No. 16, 2½-lbs.	7 25
No. 10, 12-oz., 2 dz	2 20	No. 17, 5-lbs.	14 00



FOREST CITY BAKING POWDER

	Dozen
6 oz. tins	0 75
12 oz. tins	1 25
16 oz. tins	1 50

Cereals

WHITE SWAN SPICES AND CEREALS, LTD.

White Swan Breakfast Food 2 doz. in case, per case $3.00.

The King's Food, 2-doz. in case, per case $4.80.



White Swan Barley Crisps, per doz. $1.

White Swan Self-rising Buckwheat Flour, per dozen $1.

White Swan Self-rising Pancake Flour, per dozen $1.

White Swan Wheat Kernels, per doz. $1.40.

White Swan Flaked Rice, per dozen $1.

White Swan Flaked Peas, per dozen $1.

DOMINION CANNERS, LIMITED

Aylmer Jams		Jellies	
Per doz			
Strawberry	1 95	Red currant	2 00
Raspberry	1 95	Black currant	2 15
Black currant	1 95	Crabapple	1 45
Red currant	1 75	Plum	1 70
Raspberry & red currant	1 95	Grape	1 85
Raspberry and gooseberry	1 80	Marmalade	
Plum jam	1 55	Orange Jelly	1 55
Greengage plum, stoneless	1 75	Green Fig	2 25
Gooseberry	1 75	Lemon	1 60
		Pineapple	1 95
		Ginger	2 25

Pure Preserves—Bulk

	5 lbs.	7 lbs	14's & 30's per lb.
Strawberry	0 59	0 82	0 10½
Black currant	0 59	0 82	0 10½
Raspberry	0 59	0 82	0 10½

Freight allowed up to 250 per 100 lbs.

Blue

Keen's Oxford, per lb	0 17
In 10-box lots or case	0 16
Gillett's Mammoth, ½-gross box	2 00

Chocolates and Cocoas

THE COWAN CO., LIMITED



Cocoa—	
Perfection, 1-lb. tins, per doz	$4 50
Perfection, ½-lb. per doz	2 40
Perfection, ¼-lb., per doz	1 30
Perfection, 10c size	0 90
" 5-lb. tins per lb	0 37
Soluble, bulk, No. 1, per lb	0 20
Soluble, bulk, No. 2, per lb	0 18
London Pearl, per lb	0 22

Special quotations on Cocoa in bbls. kegs, etc.

Unsweetened Chocolate—	Per lb.
Supreme, ¼'s & 1's, cakes, 12-lb. bxs	0 35
Perfection chocolate, 20c size, 2 dozen boxes, per dozen	1 80
Perfection Chocolate, 10c size, 2 and 4 dozen boxes, per dozen	0 90
Sweet Chocolate—	
Queen's Dessert, ¼'s and ½'s, 12-lb. bxs., per lb	$0 4
Queen's Dessert, 6's, 12-lb. boxes	0 40
Vanilla, ½-lb., 12-lb. boxes, per lb	0 35
Parisian, 8's	0 28
Royal Navy, ¼'s, ½'s, boxes, per lb	0 30
Diamond, 7's, 12-lb. boxes, per lb	0 24
" ¼'s " " "	0 25

Icings for cake—

Chocolate, white, pink, lemon, orange, almond, maple and cocoanut cream, in ½-lb. pkgs., 2-doz. in box, per dozen	0 90

Confections—	Per lb.
Milk chocolate wafers, 5-lb. boxes	0 36
Maple buds, 5-lb. boxes	0 36
Chocolate wafers, No. 1, 5-lb. boxes	0 30
Chocolate wafers, No. 2, "	0 25
Nonpareil wafers, No. 1, "	0 30
Nonpareil wafers, No. 2, "	0 25
Chocolate ginger, 5-lb. boxes	0 30
Milk chocolate, 5c bundles, per box	1 35
Milk chocolate, 5c cakes, per box	1 35

EPPS'S.

Agents, C. E. Colson & Son, Montreal.

In ¼, ½ and 1-lb. tins, 14-lb. boxes, per lb	0 35
Smaller quantities	0 37

JOHN P. MOTT & CO.'S.

R. S. McIndoe, agent, Toronto; Arthur M. Loucks, Ottawa; J. A. Taylor, Montreal; J. E. Huxley, Winnipeg; Tees & Persse, Calgary, Alta.; Standard Brokerage Co., Vancouver, B.C.; G. J. Estabrook, St. John, N.B.

Elite, 10c. size (for cooking) doz. 0 90



Mott's breakfast cocoa, 10c size	90 per dz.
" " " ½'s	0 38
" " " ¼'s	0 38
" No. 1 chocolate, ½'s	0 32
" Navy " ½'s	0 26
" Vanilla sticks, per gross	1 00
" Diamond Chocolate, ½'s	0 24
" Plain choice chocolate, liquors	0 32
" Sweet Chocolate Coatings	0 20

WALTER BAKER & CO., LIMITED.

Premium No. 1 chocolate, ¼ and ½ lb. cakes, 35c. lb.; Breakfast cocoa, 1-5, ½, ¼, ⅛, 1 and 5 lb. tins, 41c. lb.; German's sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 26c. lb.; Caracas sweet chocolate, ¼ and ½ lb. cakes, 6-lb. bxs., 32c lb.; Auto sweet chocolate, ½ lb. cakes, 3 and 6 lb. bxs., 32c. lb.; Vanilla sweet chocolate, ½-lb. cakes, 6 lb. tins, 44c. lb.; Falcon cocoa (hot or cold soda), 1 lb. tins, 38c. lb.; Cracked cocoa, ½ lb. pkgs., 6 lb. bags, 32c. lb.; Caracas tablets, 100 bdls., tied 5s, per box $3.00. The above quotations are f.o.b. Montreal.

Cocoanut

CANADIAN COCOANUT CO., MONTREAL.

Packages—5c., 10c., 20c. and 40c. packages, packed in 15-lb. and 30-lb. cases.

	Per lb.
1-lb. packages	0 26
½-lb. packages	0 27
¼-lb. packages	0 28
1 and ½-lb. packages, assorted	0 26½
¼ and ½-lb. packages, assorted	0 27½
¼-lb. packages, assorted, in 5-lb. boxes	0 28
½-lb. packages, assorted, in 5-lb. boxes	0 29
¼-lb. packages, assorted, 5, 10, 15 lb cas	0 30

Bulk—

In 15-lb. tins, 15-lb. pails and 10, 25 and 50-lb. boxes.

	Pails.	Tins.	Bbls.
White moss, fine strip	0 12	0 21	0 17
Best Shredded	0 18	....	0 17
Special Shred	0 17	....	0 16
Ribbon	0 19	....	0 15
Macaroon	0 17	....	0 17
Desicated	0 16	....	0 16

White Moss in 5 and 10 lb. square tins, 21c.

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Cocoanut—	
Featherstrip, pails	0 15
Shredded	0 15
In packages, 2-oz., 4-oz., 8-oz., lb	0 22

Condensed Milk

BORDEN'S CONDENSED MILK CO.

Wm. H. Dunn, Agent, Montreal & Toronto.

	Cases.	Doz.
Eagle Brand Condensed Milk	$6 00	1 50
Gold Seal Condensed Milk	4 50	1 15
Challenge Condensed Milk	4 00	1 00
Peerless Brand Evaporated Cream five cent size (4 dozen)	2 00	0 50
Peerless Brand Evaporated Cream family size	3 50	0 90
Peerless Brand Evaporated Cream pint size (4 dozen)	4 80	1 20
Peerless Brand Evaporated Cream hotel size	3 70	1 85





TRURO CONDENSED MILK CO., LIMITED

"Jersey" brand evaporated cream per case (4 dozen)	$3 50
"Reindeer" brand, per case (4 dozen)	5 00





Coffees

EBY, BLAIN CO. LIMITED.

Standard Coffees

Roasted whole or ground. Packed in damp-proof bags and tins.

Club House	$0 32	Ambrosia	0 25
Nectar	0 30	Plantation	0 22
Empress	0 28	Fancy Bourbon	0 20
Duchess	0 26	Bourbon	0 18
Crushed Java and Mocha		whole	0 17
		ground	0 17½
Golden Rio			0 14

Package Coffees.

Gold Medal, 1 and 2 lb. tins, whole or ground	0 30
Cafe, Dr. Gourmet's, 1 lb. fancy glass jars, ground	0 30
German Dandelion, ½ and 1 lb. tins, ground	0 22
English breakfast, 1 lb. tins, ground	0 18

WHITE SWAN SPICES AND CEREALS LTD.

White Swan Blend.



1-lb. decorated tins, 32c lb.

Mo-Ja, ½-lb. tins 30c. lb

Mo-Ja, 1-lb. tins 28c lb.

Mo-Ja, 2-lb. tins 28c. lb.

Cafe des Epicures—1-lb. fancy glass jars, per doz, $3.60

Cafe l'Aromatique—1-lb. amber glass jars, per doz., $4

Presentation (with 3 tumblers) $10 per doz.



THOMAS WOOD & CO.

"Gilt Edge" in 1-lb. tins	$0 33
"Gilt Edge" in 2-lb. tins	0 32
Canadian Souvenir 1-lb fancy lithographed canisters	0 30

Cheese.—Imperial.

Large size jars, doz.	8 25
Medium size jars, per doz	4 50
Small size jars, per doz	2 40
Individual size jars per doz	1 00



Imperial holder—

Large size, doz.	18 00
Med. size, doz.	17 00
Small size, doz.	12 00

Roquefort—

Large size, doz.	2 40
Small size, doz.	1 40

Canada Cream Cheese—

In cartons, each 1 dozen	0 95
Large blocks, dozen	2 35
Medium blocks, dozen	1 40

Cream



FUSSELL & CO., LTD
London, Eng.

"Golden Butterfly" brand Cream, 8 doz. 10c. size, cases $7.70

"Golden Butterfly" brand Cream, 8 doz. 15c. size, cases $11.50

Coffee.



	W.S.P.	Ret. P.
Ground or bean, 1s	0 32	0 50
" 1s	0 33	0 50
" 1s	0 29	0 40
" 1s	0 30	0 40
" 1s	0 22	0 30
" 1s	0 23	0 30

Packed in 30s and 50-lb. case
Terms—Net 30 days prepaid

Confections

IMPERIAL PEANUT BUTTER

Small, cases	0 95 dozen
Medium, cases dozen	1 80 "
Large, cases 1 dozen	2 75 "
Tumblers, cases 2 dozen	1 35 "
25-lb. pails	0 15 lb.

Coupon Books—Allison's

For sale in Canada by The Eby Blain Co. Ltd. Toronto. C. O. Beauchemis & Fils. Montreal $2, $3, $5, $10, $15 and $20.

All same price one size or assorted.

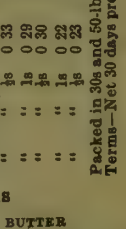
UN-NUMBERED

Under 100 books	each 04
100 books and over	each 03½
500 books to 1000 books	03

For numbering cover and each coupon, extra per book ¼ cent.

Infants' Food

Robinson's patent barley, ½-lb. tins, $1.25; 1-lb. tins, $2.25; Robinson's patent groats, ½-lb. tins, $1.25; 1-lb. tins, $2.25.



Flavoring Extracts

SHIRRIFF'S

1 oz. (all flavors)	doz.	1 00
2 "	"	"	1 75
2½ "	"	"	2 00
4 "	"	"	3 00
5 "	"	"	3 75
8 "	"	"	5 50
16 "	"	"	10 00
32 "	"	"	18 00

Discount on application.

CRESCENT MFG. CO.

Mapleine	Per doz
2 oz. bottles (retail at 50c.)	4 50
4 oz. bottles (retail at 90c.)	6 80
8 oz. bottles (retail at $1.50)	12 50
16 oz. bottles (retail at $3)	24 00
Gal. bottles (retail at $20)	15 00

Jams and Jellies

BATGER'S WHOLE FRUIT STRAWBERRY JAM

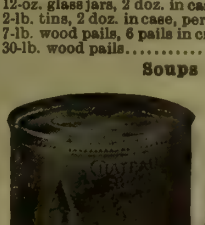
Agents, Rose & Laflamme, Montreal and Toronto.

1-lb. glass jar, screw top, 4 doz., per doz. $2 20

T. UPTON & CO.

Compound Fruit Jams—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per doz.	1 80
5 and 7 lb. tin pails, 8 and 6 pails in crate, per lb	0 07½
7 wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails, per lb	0 07
Compound Fruit Jellies—	
12-oz. glass jars, 2 doz. in case, per doz.	1 00
2-lb. tins, 2 doz. in case, per lb	1 80
7-lb. wood pails, 6 pails in crate, per lb	0 07½
30-lb. wood pails	0 07

Soups



W. CLARK'S SPECIALTIES

Chateau Brand Baked Pork and Beans, with tomato sauce or plain individual, 50 cts.; No. 1, 90c.; No. 2, $1.25; No. 3, $1.75 dozen. Ox Tongues (In glass Brand), No. 1, $10; No. 2, $12 dz.



ALWAYS RIGHT. SUN PASTE

Stove Polish is just right every time you sell it, and the boxes are always filled full. You have no complaints coming after you pass it over your counter. Why not make friends for yourself as well as for us by selling the stove polish which always pleases the housekeeper? That's SUN PASTE. Just push it and see them come back for more.

MORSE BROS., Props. - Canton, Mass., U.S.A.

A Good Buy



You can make sure of earning the goodwill of the ladies if you sell them

BLACK KNIGHT
STOVE POLISH

It will not stain the hands, and produces a lasting, brilliant shine in a very short time.

Keep a generous stock of this profitable line and push it hard.

F. F. DALLEY CO., Ltd.
HAMILTON, CAN. BUFFALO, N.Y.

REVIEW NUMBER

The Fourth Annual Statistical Review Number of

The Financial Post
OF CANADA

will be issued January 7th, 1911.

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Prominent Bankers and Business Men will contribute review articles and will comment on the financial and business outlook. There is no better indicator of business conditions in Canada than THE FINANCIAL POST.

There will be special articles of interest to investors upon Municipal Affairs, Mining Stocks, Industrial, Transportation, Bank, Telegraph, Light and Power Stocks, Bonds, Real Estate, etc.

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are entirely different from all others and are quick sellers. If you are stocking Dog Foods, write for particulars and free samples; I will interest you.

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ANDREW WATSON
81 YOUVILLE SQUARE, MONTREAL

Tea Lead,

Best Inoorrodible

"Pride of the Island"

Manufactured by BRAND
ISLAND LEAD MILLS LIMITED,

Tel. Address: "Laminated," London. A.B.C. Codes used 4th and 5th Editions.

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CECIL T. GORDON, MONTREAL.

BROOMS are DOWN

We Make Brooms of Quality
Be Sure You Get Them

Walter Woods & Co. - Hamilton and Winnipeg



REAL TRUE CREAM AT LAST

Mr. A. McGill, the Chief Analyst to the Inland Revenue Department of Canada, wrote in Bulletin 144, as far back as under date 3rd June, 1908:—"The word 'CREAM' is largely used to designate condensed milk This is incorrect and SHOULD BE MADE ILLEGAL As a matter of fact, these so-called 'creams' are not any richer in milk fat than sugared condensed milks, and many of them are distinctly poorer. Among the samples examined ONLY ONE (No. 25628 which contains 25.20 per cent. of fat) IS ENTITLED TO BE CALLED CREAM."

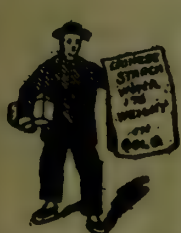
This one sample was prepared by FUSSELL & CO., Ltd, LONDON AND NORWAY.

FUSSELL'S GOLDEN BUTTERFLY BRAND CREAM

Is REAL CREAM and contains from 25 to 30 per cent. milk fat. Condensed milks—the so-called "Evaporated Creams"—contain about 8 per cent. only.

Samples and particulars of:—The W. H. Malkin Co., Vancouver, for British Columbia, Yukon and West Alberta, C. Fairall Fisher, 22 St. John St., Montreal, for Quebec. W. H. Escott, 137 Bannatyne Avenue. Winnipeg for Manitoba. Saskatchewan and East Alberta. The Harry Horne Co., 309 King St. West, Toronto, for Ontario. J. W. Gorham & Co., 251 Hollis St., Halifax, for Nova Scotia. W. A. Simonds, St. John, for New Brunswick, or

FUSSELL & CO., LTD., 4 Monument Street, London, Eng

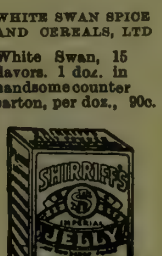


OCEAN MILLS
Montreal

Chinese starch, 48 1-lb., per case $4.00; Ocean Baking Powder, 48 3-oz., $1.40; 48 4-oz., $1.80; 60 8 oz., $4.50; 36 1-lb.-$3.75; 48 1-lb. pkg., $4; 10 1-lb. tins, $5; loose 25 lbs., $1.75; Ocean blancmange, 48 8-oz., $4; Ocean borax, 48 8-oz., $1.60; Ocean cough syrup, 36 6-oz., $6.00; 36 8-ounce, $7.20; Ocean corn starch, 48 1-lb. $3.60.

Jam

	Per lb.
30-lb. wood pails	0 06½
Pure assorted jam, 1-lb. glass jars, two dozen in case	1 75



List price.

"Shirriff's" (all flavors), per doz ....

Discounts on application.

WHITE SWAN SPICE AND CEREALS, LTD

White Swan, 15 flavors. 1 doz. in handsome counter carton, per doz., 90c.

Jelly Powders

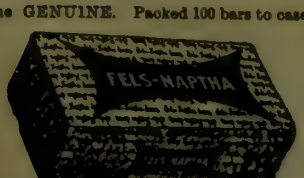
IMPERIAL DESSERT JELLY



Assorted flavors—gross 10.75.

Soap

The GENUINE. Packed 100 bars to case.



Prices- Ontario and Quebec:

Less than 5 cases	$5 00
Five cases or more	4 85

Lard

N. K. FAIRBANK CO. BOAR'S HEAD LARD COMPOUND.

Tierces	$0 11½
½-bbls.	0 11½
Tubs, 60 lbs.	0 11½
20-lb. Pails.	2 38
20-lb. tins	2 28
Cases 3-lb.	0 12½
" 5-lb.	0 12½
" 10-lb.	0 12½



F.O.B. Montreal.



GUNNS "EASIFIRST" LARD COMPOUND.

Tierces	0 11
Tubs	0 11½
20-lb. pails	0 11½
20-lb. tins	0 11
10-lb. "	0 11½
5-lb. "	0 12
3-lb. "	0 12
1-lb. cartons	12½

Licorice

NATIONAL LICORICE CO

5-lb. boxes, wood or paper, per lb.	$0 40
Fancy boxes (35 or 50 sticks), per box	1 25
"Ringed" 5-lb. boxes, per lb.	0 40
"Acme" pellets, 5-lb. cans, per can	2 00
" " (fancy bxs., 40), per box	1 50
Tar licorice and tolu wafers, 5-lb. cans, per can	2 00
Licorice lozenges, 1-lb. glass jars	1 75
" " 20 5-lb. cans	1 50

"Purity" licorice, 10 sticks 1 45
" " 100 sticks 0 73
Dulo, large cent sticks, 100 in box ....

Lye (Concentrated)



GILLETT'S PERFUMED LYE

Ontario and Quebec Prices.

Per case
1 case of 4 doz $3 50
3 cases of 4 doz 3 40
5 cases or more 3 35

Marmalade.

T. UPTON & CO.

12-oz. glass jars, 2 dozen case, per doz. $1; 16-oz. glass jars, 2 doz. in case, per doz. $1.45; 5 and 7 lb. tins and 7-lb. pails, per lb. 8c.; pint sealers (24 oz.), 1 doz. in case, per dozen $2.25.

SHIRRIFF BRAND

"Imperial Scotch"—

1-lb. glass, doz.	1 55
2-lb. glass, doz.	2 80
4-lb. tins, doz.	4 65
7-lb. tins, doz.	7 35

"Shredded"—

1-lb. glass, doz.	1 90
2-lb. glass, doz.	3 10
7-lb. tins, doz.	8 25



Cereals.





Grape Nuts—No. 25, $3 00; No. 25, $4.50.
Post Toasties—No. T5, $2.85.



ST. CHARLES CONDENSING CO

PRICES:

St. Charles Cream, family size, per case	$3.50
Baby size, per case	2.00
Ditto, hotel,	3.75
Silver Cow Milk	4.65
Purity Milk	4.25
Good Luck	4.00

Mustard

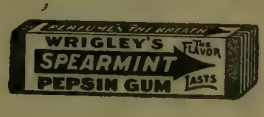
COLMAN'S OR KEEN'S

Per doz.		Per doz
D.S.F., ½-lb. tins	1 40	F.D., ½-lb. tins	1 45
" ¼-lb. tins	2 50	Per jar
" 1-lb. tins	5 00	Durham, ¼-lb. jar	0 75
F.D., ½-lb. tins	0 85	" 1-lb. jar	0 25

IMPERIAL PREPARED MUSTARD

Small, cases 4 dozen	0 45 dozen
Medium, cases 2 dozen	0 90 "
Large, cases 1 dozen	1 35 "

Gum.



Sauces

PATERSON'S WORCESTER SAUCE

½-pint bottles, 3 and 6 dozen cases, doz	0 90
Pint bottles, 3 dozen cases doz.	1 75

Soda

COW BRAND



Case of 1-lb. containing 60 packages per box $3.00.
Case of ½-lb. containing 120 packages per box $3.00.
Case of 1-lb. and ½-lb containing 30 1-lb. and 60 ½-lb packages per box $3.00.
Case of 5c. packages, containing 96 packages, per box $3.00.

MAGIC BRAND

	Per case
No. 1, cases 60 1-lb. packages	$2 60
No. 2, " 120 ½-lb. "	2 60
No. 3, " {30 1-lb. " / {60 ½-lb. "	2 60
No. 5 Magic soda—cases 100—10-oz. pkgs. case	1 [illegible]
mass	1 [illegible]

TRADE MARK BRAND



REGISTERED

WOOD'S HOLLANDER COFFEE

Fragrant, Pungent, Delicious!

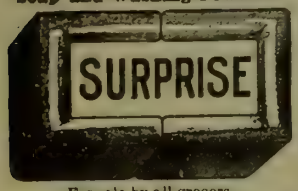
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Imported and Roasted by

THOMAS WOOD CO., LIMITED

No. 428 St. Paul St. **Montreal**

Soap and Washing Powders



For sale by all grocers.

A. P. TIPPET & CO., AGENTS

Maypole soap, colors, per gross	$10 20
Maypole soap, black, per gross	15 30
Oriole soap, per gross	10 20
Floriola soap, per gross	12 00
Straw hat polish, per gross	18 20



3 doz. to box $3 60

6 doz. to box $7 20

30 days.



Or Quick Naptha Soap (100 bars to case) in 5-case lots (delivered)—$4.15 each. The Richards Pure Soap Co., Ltd., Woodstock, Ont.

Starch

EDWARDSBURG STARCH CO., LIMITED

Laundry Starches—	Per lb
No. 1 white or blue, 4-lb. carton	$0 06½
No. 1 white or blue, 3-lb. carton	0 06½
Canada laundry	0 05
Silver gloss, 6-lb. draw-lid boxes	0 07½
Silver gloss, 6-lb. tin canisters	0 07½
Edwardsburg silver gloss, 1-lb. pkg.	0 07
Kegs silver gloss, large crystal	0 06½
Benson's satin, 1-lb. cartons	0 07
No. 1 white, bbls. and kegs	0 05½
Canada white gloss, 1-lb. pkgs.	0 05½
Benson's enamel, per box	1 50 to 3 00
Culinary Starch—	
Benson & Co's. Prepared Corn	0 07
Canada Pure Corn	0 05
Rice Starch—	
Edwardsburg No. 1 white, 1-lb. car.	0 10

BRANTFORD STARCH WORKS, LIMITED
Ontario and Quebec.

Laundry Starches—	
Canada Laundry, boxes of 40 lb.	0 05
Acme Gloss Starch—	
1-lb. cartons, boxes of 40 lb.	0 05½
Finest Quality White Laundry—	
3-lb. canisters, cases of 48 lb.	0 06½
Barrels, 200 lb.	0 05½
Kegs, 100 lb.	0 05½
Lily White Gloss—	
1-lb. fancy cartons, cases 20 lb.	0 07
6-lb. toy trunks, 8 in case	0 06
6-lb. toy drums, with drumsticks 8 in case	0 07½
Kegs, ex. crystals, 100 lb.	0 06½
Brantford Gloss—	
1 lb. fancy boxes, cases 36 lb.	0 07
Canadian Electric Starch—	
Boxes of 40 fancy pkgs., per case	3 00

Canned Haddies, "Thistle" Brand

A. P. TIPPET & CO., AGENTS

Cases 4 doz. each, flats, per case	$5 00
Cases 4 doz. each, ovals, per case	5 00

Milk.



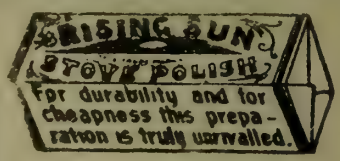
CANADA FIRST BRAND

The Aylmer Condensed Milk Co., Ltd.

	Per case
Canada First Evap. Cream family size	3 50
Canada First Evap. Cream medium size	4 80
Canada First Evaporated Cream, hotel size	3 70
Canada First Evaporated Cream, baby size	2 00
Canada First Condensed Milk	4 55
Beaver Condensed Milk	4 00
Rosebud Condensed Milk	4 25

Stove Polish

	Per gross
Rising Sun, No. 1 cakes, ¼ & ½ grs. bxs.	$8 50
Rising Sun, No. 3 cakes, gross boxes	4 50
No. 5 Sun Paste, ½ gross boxes	5 40
No. 10 Sun Paste, ½ gross boxes	9 00



JAMES DOME BLACK LEAD

6a size, gross, $2.40. 2a size, gross, $2.50

Syrup

EDWARDSBURG STARCH CO., LTD.

"Crown" Brand Perfection Syrup

Barrels, 700 lbs.	0 03½	per lb.
Half-barrels, 350 lbs.	0 03¾	"
¼-barrels, 175 lbs.	0 03¾	"
Pails, 25 lbs.	1 20	each
" 38½ lbs.	1 70	"

Lily White Corn Syrup.

Plain tins, with label—	Per case
2 lb tins, 2 doz. in case	2 50
5 " 1 " "	2 85
10 " ½ " "	2 75
20 " ¼ " "	2 70

(5, 10 and 20 lb. tins have wire handles)

Beaver Brand Maple Syrup.

	Case
2 lb. tins, 2 doz. in case	$3 50
5 " 1 " "	4 00
10 " ½ " "	3 95
20 " ¼ " "	3 90

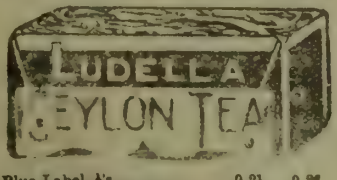
(5, 10 and 20 lb. tins have wire handles)

Teas



THE "SALADA" TEA CO.

	Wholesale	Retail
Brown Label, 1's and ½'s	$0 25	$0 30
Green Label, 1's and ½'s	0 27	0 35
Blue Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
Red Label, 1's and ½'s	0 36	0 50
Gold Label, ½'s	0 44	0 60
Red-Gold Label, ½'s	0 55	0 80



Blue Label, ½'s	0 21	0 26
Orange Label, 1's and ½'s	0 28	0 40
Blue Label, 1's	0 20	0 25
Brown Label, 1' and ½'s	0 23	0 40
Brown Label, ½'s		0 40
Green Label, 1's and ½'s	0 35	0 50
Red Label, ½'s	0 40	0 60

LAPORTE, MARTIN & CIE, LTD.

Japan Teas—	
Victoria, half case, 90 lbs.	0 25
Princess Louise, half case, 80 lbs	0 19
Ceylon Green Teas—Japan style—	
Lady cases 60 lbs.	0 18
Duchess, cases 60 lbs.	0 19



BLUE RIBBON TEA CO., MONTREAL

	Wholesale	Retail
Yellow Label, 1's	0 20	0 25
Yellow Label, ½'s	0 21	0 25
Green Label, 1's and ½'s	0 24	0 30
Blue Label, 1's and ½'s	0 25	0 35
Red Label, 1's, ½'s, ¼'s and ⅛'s	0 30	0 40
White Label, 1's, ½'s and ¼'s	0 35	0 50
Gold Label, 1's and ½'s	0 42	0 60
Purple Label, ½'s and ¼'s	0 55	0 80
Embossed, ½'s and ¼'s	0 70	1 00



	Wholesale	Retail
Pink Label 1's and ½'s	30c.	40c.
Gold Label 1's and ½'s	35c.	50c.
Lavender Label 1's and ½'s	42c.	60c.
Green Label 1's and ½'s	50c.	75c.

Canisters			
Gold Tins, 5's	35c. 1.75	50c. 2.50	
Gold Tins, 3's	35c. 1.05	50c. 1.50	
Gold Tins, 1's	35c. each	50c. each	
Gold Label, ½'s	18c ea. 36 lb.	25c ea. 50 lb.	
Red Tins, ½'s	35c ea. 70 lb.	50c ea. 1.00 lb.	
Red Tins, ¼'s	18c ea. 72 lb.	25c ea. 1.00 lb.	



MELAGAMA TEA

MINTO BROS., 45 Front St. East

We pack in 60 and 100 lb. cases. All delivered prices.

	Wholesale	Retail
Black, green, mixed, ⅛s	0 70	1 00
" " ¼s	0 55	0 80
" " ½s	0 44	0 60
" " 1 lbs. & ½s	0 40	0 60
" " ½s	0 38	0 50
" " 1 lbs. & ½s	0 35	0 50
" " 1 lb., ½s, ¼s	0 30	0 40
" " ½s	0 25	0 30
" " 1 lbs.	0 24	0 30



Ceylon Tea, in 1 and ½-lb. lead packages — black or mixed.

Black Label, 1-lb., retail at 25c	$0 20
Black Label, ½-lb., retail at 25c	0 21
Blue Label, retail at 30c	0 24
Green Label, retail at 40c	0 30
Red Label, retail at 50c	0 35
Brown Label, retail at 60c	0 42
Gold Label, retail at 80c	0 55



THOMAS WOOD & CO., LTD.

Montreal and Boston.

Wood's Prim rose, per pound wholesale 40c., retail 60c.; Golden Rod, 35c. and 50c; Fleur-de-Lis, 30c. and 40c. Packed in ½-lb. tins. All grades—either black, green or mixed.

Cream Tartar.

GILLETT'S CREAM TARTAR.

Ontario and Quebec Prices.

	Per doz
¼-lb. paper pkgs., 4 doz. in case	$0 90
½-lb. paper pkgs., 4 doz. in case	1 80
	Per case
4 doz. ¼-lb. paper pkgs. / 2 doz. ½-lb. paper pkgs. } assorted	$7 20
	Per doz
½-lb. cans with screw covers, 4 doz. in case	$2 00
1-lb. cans with screw covers, 3 doz. in case	3 75
	Per lb
5-lb. sq. canisters, ½ doz. in case	0 30
10-lb. wooden boxes	0 27½
25-lb. wooden pails	0 27½
100-lb. kegs	0 25½
360-lb. barrels	0 25



	Per doz
H.P. Sauce, packed in cases of 3 doz.	$1 90
H.P. Pickle, packed in cases 2 doz. pts.	3 35
H.P. Pickle, packed in cases 3 doz ½-pts	2 2

Tobacco.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED—EMPIRE BRANCH.

Chewing—Black Watch, 6s	44
Black Watch, 12s	45
Bobs, 6s and 12s	46
Bully, 6s	44
Currency, 6½s and 12s	46
Stag, 6 2-5s	46
Old Fox, 12s	44
Pay Roll Bars, 7½s	56
Pay Roll, 7s	56
War Horse, 6s	42
Plug Smoking—Shamrock, 6s., plug or bar.	45
Rosebud Bars, 6s	45
Empire, 6s and 12s	44
Ivy, 7s	56
Starlight, 7s	50
Cut Smoking—Great West Pouches, 8s	59

Yeast

Ontario and Quebec Prices.

Royal Yeast, 3 doz. 5-cent packages.	$1 15
Gillett's Cream Yeast, 3 doz. in case.	1 15

For charges for inserting quotations in this dept. apply to Advt. Manager, The Canadian Grocer, at our nearest office.

LET THERE BE LIGHT

A steady, brilliant white light in your store will prove an asset whose va ue cannot be over-estimated. Get in touch with us. Our apparatus is absolutely safe, is better and cheaper than electricity or gas and safer than coal oil or candles.

Clean and sanitary.

You save money by buying your mantles and glassware from us.

Write for circular and special price to merchants direct.

MacLAREN & CO.

Gasoline Lighting Systems

MERRICKVILLE, - ONTARIO

AGENTS WANTED.



Spices, and How to Know Them

By W. M. GIBBS

The only book on the subject—just published. The merchant or salesman, who knows all about spices, can command the spice trade in his territory. To get this information, he should read this work, dealing with PREPARATION, USE and ADULTERATION OF SPICES—a chapter devoted to each spice.

14 Colored Plates. 176 Pages. 100 Illustrations.

Price $3.50, Postpaid.

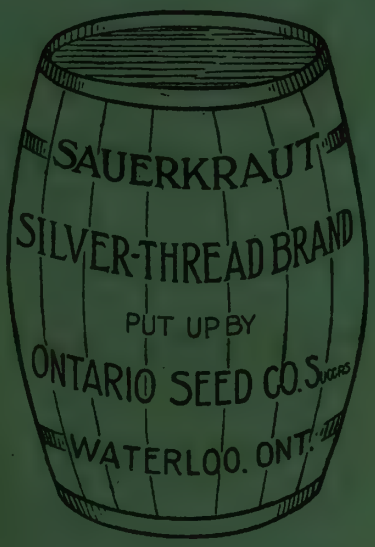
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